

19 August 2018

## Bumper crowds bring biggest Ekka since 2011

Value ticket prices, perfect weather and a show of support for our farmers brought a whopping 415,000 people to the people's show this year, the biggest Royal Queensland Show (Ekka) since 2011.

Queenslanders have come in droves to the 141st Ekka with this year's attendance figure surpassing the 413,000 which came through the gates in 2011.

After 10 days of competition, exhibitions and entertainment, the world class EkkaNITES show and fireworks finale, which has been receiving rave reviews, will close the show tonight with a bang!

RNA Chief Executive Brendan Christou paid tribute to Queenslanders for their support of Ekka this year.

"Our attendance figures this year are a 20% increase on last year's gate numbers and we couldn't be happier," Mr Christou said.

"We had record pre-sales which showed the public appreciated that family tickets had dropped for the first time in 15 years.

"The perfect weather we had throughout show also sent crowds streaming through the gates."

Mr Christou said what Queensland should be most proud of is the incredible show of support for our farmers battling the worst drought in many years.

"So many Queenslanders have opened their hearts and supported the Queensland Drought Appeal, which we are very proud to be a partner in.

"We are committed to helping our farming families many of whom have exhibited at Ekka for countless generations since the first show in 1876."

### Ekka 2018 – by the numbers:

- 220,000+ Dagwood Dogs eaten
- 180,000+ Strawberry Sundaes eaten
- 1620+ volunteers help put the show on
- \$220 million+ amount Ekka generates for the Brisbane Economy
- 3,500+ jobs created
- 400+ retailers
- 550 + Exhibitor Stands
- 25 spas sold
- 40,000+ cheese toasties (two tonne of butter and four tonne of cheese)
- 210,000+ schooners of beer

- 43,000+ cans of rum
- 6,000+ award-winning steaks
- 8,500 + CWA scones
- 39,500 + glasses of wine
- 8,000 + tasting plates of award-winning steak and lamb
- 400+ Akubras sold
- 3,500 + corsages made
- 400+ Lavender teddies

### Most popular showbags....

Bertie Beetle was again the clear Show favourite with well over 250,000 sold. The Squishy and Slime trends show no signs of slowing with those showbags top sellers and the good old Caramello Koala bag still a winner.

The punters loved **digital Ekka** this year with 34,000 downloads of the Ekka App, 200,000 plus views on showbags on the App while more than 700km of distance was covered using navigation.

The Ekka website had 3.3 million page views and 800,000 plus users; Facebook has 89.5k followers with engagement up 200%. We had 91,000 plus #Ekka Instagram Posts, 18.5k Twitter impressions, 73,600 views of Ekka Snapchat filters and 11,000 individual Ekka Snapchat users.

### Don't forget to follow us on social media #ekka



And download the Ekka App from [Google Play](#) or [iTunes](#)

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