

August 18, 2024

Queensland brings it home for Ekka 2024

Queenslanders came out in droves to make the final weekend of the Royal Queensland Show a huge success - a fitting finale to the much-loved Ekka which featured the state's best animals, world-class entertainment and budget friendly food and ride specials.

The Ekka attracted more than 340,000 people over the nine days (10 to 18 August) – an impressive result given the impact of three days of unseasonal wet weather.

The rain event was so significant it led to the postponement of the iconic Grand Parade on People's Day, to yesterday.

RNA Chief Executive Brendan Christou said the support for this year's Show was inspiring as tens of thousands of Queenslanders braved the rain and showed their love for their cherished Ekka.

"Rain or shine, Queenslanders came together these past nine days to celebrate country spirit in the city and support the state's agricultural sector and farming communities," Mr Christou said.

"Queenslanders are known for their resilience, and I thank them for their wonderful show of support this year.

"We enjoyed strong pre-sales and we were on track for 400,000 people through the gates, but the wet weather event meant our attendance figures were 15% down on the 2023 result."

Mr Christou said the RNA's decision this year to offer a budget-conscious Ekka including a range of food and ride offers were well received.

"As a not-for-profit organisation, the RNA was very mindful of rising cost of living pressures and this year we worked hard with our ride and food operators to ensure that Ekka could be enjoyed on any budget," he said.

"The first time ever introduction of Super Kids Sunday today with its 20 per cent off kids tickets and two for one rides all day in Kids Carnival was popular with a final day crowd of more than 30,000 people through the gates.

"Show goers also welcomed our new value food bundles and low-price menu items across 110 Ekka food vendors and the return of the two for one ride special every day of Show," he said.

Mr Christou said visitors enjoyed all the traditional and unique experiences such as the beloved competitions, live entertainment including the night show and fireworks, animals, rides and showbags plus the nation's finest food and wine.

“It was great to see growth in our competitions with entry numbers up by 20 to 40 per cent in several of the 60 competitions, with more than 20,000 entries in total,” he said.

“Our competitions showcase the very best of Queensland and visitors were amazed by award-winning entries and exhibitors in cookery, creative arts, quilt making, blacksmithing, woodchopping, beef cattle, poultry, fleece breeds, canine, cats, horse and showjumping.”

The Bertie Beetle showbag was again a clear Show favourite, especially the budget conscious \$5 Bertie Beetle Blue bag.

Other best sellers included the LA Lakers bag, Pokemon, SWAT, InStyle, Bluey, Frozen, Spiderman, Cadbury Dairy Milk, Little Wizz Fizz, Red Rock Deli, Twisties and the new Big Pet Dog and Mr Beast Feastables bags.

Ekka 2024 – By the numbers (approximate):

- 180,000+ Dagwood Dogs eaten
- 142,000+ Strawberry Sundaes eaten
- 1,500+ volunteers helped stage the Show
- 3,500 + jobs created
- 420 exhibitor stands
- 32,000+ cheese toasties (two tonne of butter and four tonne of cheese)
- 180,000+ schooners of beer
- 35,000+ cans of rum
- 5,200+ award-winning steaks
- 3.5 tonnes of fireworks
- 32,000 + glasses of wine
- 6,000 + tasting plates of award-winning steak and lamb
- 4,100m³ + of sawdust and sand used as animal bedding
- 3,000 + corsages made

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