

Sunday August 14, 2022

## Thank you Queensland – Country and city reunite once again to show their love for Ekka

Following three long years without an Ekka, Queenslanders have celebrated the historic return of the 143<sup>rd</sup> Royal Queensland Show presented by RACQ with more than 340,000 people coming together over the past nine days as the show comes to an end later tonight.

RNA Chief Executive Brendan Christou said after such a challenging time, it was wonderful to finally throw open the gates and reunite the country and the city in a celebration of agriculture.

“Ekka is a beloved Queensland institution, and it has been dearly missed by many,” he said.

“Public support over the past nine days has been great and I want to thank Queenslanders for supporting the Ekka’s successful return.

“The Ekka is the largest ticketed event to be held in Queensland since the pandemic and it’s wonderful to see us all coming back together again after the challenges of the past two years.”

Mr Christou said visitors returned to celebrate all the traditional show favourites from exceptional animals and championship competitions to world class entertainment, heart-stopping rides and fun showbags.

“It has been wonderful to welcome everyone to the Show and to see the smiles on people’s faces again,” he said.

“We had more than 20,000 competition entries across 55 Ekka competitions competing not just for the coveted blue ribbon but a total competition prize pool of \$615,000.

“From champion woodchoppers to 8-year-old quilters to 4-year-old horse competitors to 90-year-old bakers, the Ekka truly welcomes all and continues to create those magical memories.”

People’s Day was hugely successful with close to 60,000 people attending the Show, additionally, Ekka Monday saw a 6% increase on 2019 with 39,000 people attending, and Ekka Friday enjoyed a 21% increase compared to 2019 with close to 40,000 in attendance. Today more than 35,000 people are expected through the gates by night’s end.

The Bertie Beetle showbags were the clear show favourites again this year with the Bertie Beetle Diamond the most popular. Other best-sellers included Cha Time, Rural Aid, World’s Biggest Jumbo, Minnie Mouse, Frozen, Minecraft, Spiderman, Ninja and My Little Pony showbags.

The Ekka website had 4.1 million page views and 889,000 users; Facebook had almost 114K followers with engagement up 374%. There were 117K photos posted to Instagram featuring the #Ekka hashtag and almost 23K Instagram followers.

Ekka 2022 – By the numbers (approximate):

- 180,000+ Dagwood Dogs eaten
- 140,000+ Strawberry Sundaes eaten
- 1500+ volunteers help put the show on
- \$220 million+ - amount Ekka generates for the Brisbane Economy
- 3,500+ jobs created
- 230 retailers
- 425 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
- 5,000+ award-winning steaks
- 3 tonnes + of fireworks used each night
- 32,000 + glasses of wine
- 6,000 + tasting plates of award-winning steak and lamb
- 4,100m<sup>3</sup> + of sawdust and sand used as animal bedding
- 3,000 + corsages made

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