

16 August, 2015

## What a showstopper! Ekka comes to an end

Queensland's biggest and most loved event draws to a close in Brisbane tonight, with a five per cent increase in visitor numbers this year.

After 10 days of excitement, the Royal Queensland Show (Ekka) is ready to finish with a bang this evening with a super-sized fireworks finale to thank Queenslanders for their wonderful support.

RNA Chief Executive Brendan Christou hailed the show a great success, particularly the growth in crowd numbers.

"Our numbers have increased on last year and while the final tally won't be known for a few days, it will definitely be above 380,000 – a number we're thrilled with," he said.

"We are very grateful to the community for their support and love of the show."

Mr Christou said the Ekka was all about recognising, showcasing and supporting our farmers, their families and Queensland agriculture.

"Ekka has been highlighting the important role farmers play in our everyday lives, which is more important than ever considering more than 80 per cent of the state is drought declared.

"Despite the hardships many of our exhibitors have been facing on the land, they still made their way to show this year."

Mr Christou said visitors had embraced some of our new spaces this year, particularly Ekka Plaza which was dedicated to gourmet food trucks and provided a relaxing place to stop and enjoy some fantastic food and music.

"It's been a wonderful 10 days of show and we look forward to planning next year's Ekka."

Gregory Terrace will remain closed until Thursday 20 August to enable exhibitors to bump out.

### Until next year...here's Ekka 2015 by the numbers...

- \$200 million – Amount the Ekka generates for the Brisbane economy
- 3,500 plus – jobs created
- 400 plus retailers
- 550 exhibitor stands
- 185,000 + Dagwood Dogs eaten
- 152,000 + Strawberry Sundaes
- 266,134 unique number of people who likes/comments/shares/post clicks on the Ekka facebook page
- 525,324 total amount of likes/comments/shares/post clicks
- 2.6 million – Amount of people Ekka Facebook posts have reached
- 57,510 - #Ekka Instagram posts
- 64,250 Facebook page likes
- 1 million + views already for our new little Ekka journalist, 7 year old Mater
- 40,000 + cheese toasties sold (one tonne of butter, 2 tonnes of cheese)
- 4000 + burgers and 4000 + seafood varieties
- 176,000 schooners of beer (up 5% on last year)
- 42,000 + burgers / steak sandwiches (up 3.8% on last year)
- 37,000 + cans of rum

- 33,000 + glasses of wine
- 7,000 + CWA scones
- 5,000 + award winning steaks
- 21,000 + doughnuts
- 6,000 Fire Fighter Calendars sold
- 3 tonne of twisted chips
- 28 spas sold
- 29 beds sold
- 3,500 people have bought and tasted the world's hottest chilli
- 9,500 mini hot dogs sold from Gotzinger
- 14,000 sausages sold from the German Hut
- 15 Phat Bastard Burgers successfully eaten (weighing in at 1.8kg per burger)
- 6,000 plus Longboard burgers
- 2,000 wax hands
- 5,500 + bagels
- 3,000 Bao Buns sold from Kwan Brothers
- 5,000 Waffles On A Stick
- 2,000 punnets of chocolate dipped strawberries
- 8 tonne of manure collected each day of show – to be turned into high grade soil
- 35 tonnes of cardboard waste collected from bins and 1.2 tonnes of plastic

\*numbers are an estimate only

**Most popular showbags:** No surprises that more than 130,000 Bertie Beetle showbags sold (the most popular showbag this year) as well as around 15,000 Cadbury Dairy Milk bags and 10,000 Freddo, Caramello and Minions showbags. Jurassic Park and Frozen bags walked out the door with around 100,000 sold overall. The Wallabies, Triple M and Wonka bags all sold out.

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



For more information please contact the Ekka Media Unit:

Veronica Carew  
General Manager Communications  
Ph: 07 3253 3930/ 0408 323 631  
Email: [vcarew@rna.org.au](mailto:vcarew@rna.org.au)

Kelly Hawke  
RNA Media and Communications Officer  
Ph: 07 3253 3931/ 0438 340 989  
Email: [khawke@rna.org.au](mailto:khawke@rna.org.au)