

August 20, 2017

It's been a cracker! Ekka wraps its 140th show

From record competition entries, to above average temperatures and perfect sunshine, hundreds of thousands of Queenslanders have come together to celebrate the remarkable 140th birthday of their beloved Royal Queensland Show (Ekka).

The event draws to a close in Brisbane tonight after 10 days of competition, entertainment, exhibitions and fun and is set to close with a bang with the world class EkkaNITES show and fireworks finale which is drawing rave reviews.

RNA Chief Executive Brendan Christou paid tribute to Queenslanders for their great support of the Ekka which was first held at the Brisbane Showgrounds in 1876.

"It's humbling to think of the history of this event and to think that 140 years later, the Ekka continues to go from strength to strength thanks to the passion Queenslanders have for their show," he said.

"We have had record entries in beef, woodchop and horses this year and it's our competitions and traditions that really are the heart and soul of the show.

"Some of these competitions date back to the very first Ekka so it's fantastic to see they are continuing to grow and attract the next generation."

Mr Christou said in the Ekka's 140th year the brand new half price Twilight Ticket had been a great success with more than 12,500 sold.

"We wanted to give back to the people of Queensland to thank them for supporting the Ekka by giving them half price entry after 6pm – it's been a hit as our after 6pm sales have tripled compared to the same time as last year.

"The Ekka doesn't wind up until midnight tonight, so come down and experience the magic of show before it disappears for another year."

Ekka 2017 – by the numbers

- 185,000 + Dagwood Dogs eaten
- 153,000 + Strawberry Sundaes eaten
- 800 + volunteers help put the show on
- 2,000 corsages made
- 12,500 + Twilight Tickets sold
- \$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)

- 4,000 + burgers
- 176,000 + schooners of beer
- 36,000 + cans of rum
- 2,000 punnets of chocolate dipped strawberries
- 5,000 + award-winning steaks
- 7,000 + CWA scones
- 33,000 + glasses of wine
- 6,600 + tasting plates of award-winning steak and lamb
- 10,000 + chip on a stick (that's more than 4 tonne of potatoes!)
- 1,000 + burrito Bowls
- 1,500 wood fired pizzas

Most popular showbags...

Bertie Beetle again proved the favourite with more than 250,000 sold. The rise of the athletic beauty market saw the Stella Athletic bag popular with the ladies. The Extreme Sour bag is just about sold out with the World's Biggest Jumbo bag following close behind.

The punters loved **Ekka social media** this year with more than 3 million users across Facebook, Instagram, Twitter and Snapchat, engaging with us.

The Ekka website had 5 million page views and 800,000 plus users; Facebook has 78,639 likes and counting and engagement is up 700%. We had 75,000 plus #Ekka Instagram Posts, 55,000 Twitter impressions, 801,000 views of Ekka Snapchat filters and 14,200 individual Ekka Snapchat users.

For further information about Ekka visit www.ekka.com.au

ENDS

