

June 26, 2025

One Ekka of a deal – discount tickets, cheap train travel and low cost value eats

Half-price tickets, cheap train travel and low-cost value food items are on the menu at this year's budget conscious Royal Queensland Show (Ekka) presented by BOQ which is designed to make the Show affordable for all.

With just 44 days to go, the official countdown to the Ekka has begun with a mega discount of 50% off Ekka tickets from midday tomorrow (Friday 27 June) with a strictly limited number of half-price tickets on offer.

Once this limited number of 50% off tickets have been purchased, a discount of 30% off will apply until midday this Monday, (30 June) for those who subscribe to ekka.com.au

Subscribers can also purchase tickets for a Super Saver Day (Monday 11 August, Tuesday 12 August, Thursday 14 August and Friday 15 August), which offers an additional 20% off.

Following last year's successful introduction of low-cost value menu items across all Ekka food outlets, once again more than 110 Show vendors will offer a value food item priced at \$10 or less.

Also, for the first time, Ekka food outlets will feature family bundles starting from \$30 feeding a family of four.

For the first time ever Showgoers will be able to pre-order a famous Ekka Strawberry Sundae when they purchase their Ekka tickets online. The brand-new bundle of 4 for \$25 will deliver savings to those who plan ahead their strawberry sundae purchase.

The popular daily two for one rides session will be back, giving visitors one hour of discounted rides from 9.30am to 10.30am every morning of Ekka in the B105 Sideshow Alley and Kids Carnival area.

Also enhancing the Ekka ride experience this year will be the new Ekka Fun Pass App which provides a digital ride card that can be scanned as people board the ride, bypassing the wait at the ticket booth.

The Ekka Fun Pass will deliver bonus credit like the previous Ekka Ride Card (\$50 credit for \$45 Pass; \$100 credit for \$85 Pass and \$150 credit for \$120 Pass).

Rounding out the savings on offer at Ekka this year will be the 50 cent train fares to the recently opened new Exhibition Station located in the Brisbane Showgrounds.

RNA Chief Executive Brendan Christou said the RNA, a not-for-profit organisation, was acutely aware of rising cost of living pressures and had worked closely with food and ride operators to deliver savings to families, especially to those who planned ahead.

“Queenslanders have been hugely supportive of our pre-Ekka ticket sales with thousands taking advantage of the big discounts on offer in the lead up to Show,” Mr Christou said.

“This year we have also made it easy to access savings on rides and food in the lead up to Show too – through the new Ekka Fun Pass App and the Strawberry Sundae bundle offer.

“So this year families can really budget for their once-a-year Ekka experience by prepaying for their discounted entry tickets, strawberry sundaes and ride passes in the lead up to Show.”

Mr Christou said the savings don’t end when the Show starts on 9 August.

“Even though showgoers have the option of bringing their own food and drinks we know the food is a major attraction at Ekka and the costs to feed a family can add up,” he said.

“That’s why all our Ekka food vendors will offer a special value item priced at \$10 or less and also available will be a broad range of food and drink bundles for families and groups.

“Rides are hugely popular too so we encourage people to take advantage of the daily Happy Hour which offers two for one rides from 9.30am to 10.30am.

“Then there are the incredibly affordable 50 cent public transport fares. A family of four can travel to and from the Show for only \$4 and enjoy the convenience of the recently opened new Exhibition Train Station located in the heart of the Show.”

Mr Christou said the RNA was excited to introduce a brand-new ticket option at this year’s Ekka – the Back for More Pass.

“When ordering their Ekka entry tickets online showgoers can opt to extend their Ekka experience by adding a Back for More Pass which gives them a second day at Show for only \$22 – which is less than a Child ticket price.

“Also back this year are the four special Super Saver Days of Show – Monday, Tuesday, Thursday and Friday – which are 20% cheaper than weekends and the public holiday.

“If you subscribe to ekka.com.au you won’t have to pay full price for any ticket given the discounts that are on offer to subscribers in the lead up to Show.”

Mr Christou said he was expecting Queensland’s largest community event to be well attended this year with 400,000 visitors forecast.

“The Ekka will feature all the traditional and unique Show experiences the public know and love such as our competitions, animals, rides, showbags, spectacular entertainment including the night show and fireworks plus some of the nation’s finest food and wine,” he said.

Tickets are available online at www.ekka.com.au from midday tomorrow, 27 June.

EKKA 2025 TICKET PRICES INCLUDING DISCOUNTS AND SUPER SAVER DAYS

STANDARD PRICING (Weekends and Public Holiday)			
TICKET TYPE	FULL PRICE	50% OFF	30% OFF
Adult Ticket	\$40.95	\$20.48	\$28.67
Child Ticket (5 to 14 years of age)	\$26.95	\$13.48	\$18.87
Little Ekka Ticket (4 years of age and under)	FREE	FREE	FREE
Concession Ticket	\$30.95	\$15.48	\$21.67
Adult & Child Ticket	\$54.95	\$27.48	\$38.47
Family Ticket (two adults and two children)	\$90.95	\$45.48	\$63.67
Twilight Ticket (entry after 4pm)	\$26.95	\$13.48	\$18.87

SUPER SAVER DAYS (SS)			
Save a further 20% off the following days – Monday 11 August, Tuesday 12 August, Thursday 14 August and Friday 15 August			
TICKET TYPE	FULL PRICE (Super Saver Days)	50% OFF (Super Saver Days)	30% OFF (Super Saver Days)
Adult Ticket	\$32.76	\$16.38	\$22.93
Child Ticket (5 to 14 years of age)	\$21.56	\$10.78	\$15.09
Little Ekka Ticket (4 years of age and under)	FREE	FREE	FREE
Concession Ticket	\$24.76	\$12.38	\$17.33
Adult & Child Ticket	\$43.96	\$21.98	\$30.77
Family Ticket (two adults & two children)	\$72.76	\$36.38	\$50.93
Twilight Ticket (entry after 4pm)	\$21.56	\$10.78	\$15.10

The 2025 Ekka runs from Saturday 9 to Sunday 17 August.

For the latest updates, follow us on social media @TheEkka



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