

**August 17, 2025**

## **Thank you Queensland...biggest Ekka in almost 20 years!**

Beautiful weather, exceptional animals, and world-class entertainment attracted the biggest crowds in almost two decades with more than 425,000 people in total attending the 2025 Ekka which ends late tonight in Brisbane after nine days of fun.

RNA Chief Executive Brendan Christou said this year's success was testament to the enduring love Queenslanders have for the Royal Queensland Show presented by the Bank of Queensland (BOQ).

"Ekka is more than just a Show—it is a reunion of city and country, a celebration of resilience, and a showcase of Queensland's finest," Mr Christou said.

"We are very grateful to every Queenslanders who came through the gates and made this the most successful Ekka since 2008.

"The community showed up in droves to celebrate what makes Queensland truly special; we saw smiles, laughter, and a genuine sense of pride.

"We can't wait to welcome you back next year to celebrate the 150<sup>th</sup> anniversary of the Show."

Mr Christou said the RNA's goal was to attract 400,000 people through the gates across the nine days of show.

"We will easily surpass that – we are on track for more than 420,000 patrons by night's end," he said.

Mr Christou said the RNA's offer of discounted Ekka ticket options plus a range of budget-friendly food and ride deals was 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.

"Show goers embraced our new family-friendly value food bundles and low-price menu items across 110 Ekka food vendors, plus the two for one ride session every day of Show."

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.

“Our competitions continued to attract interest locally and nationally with entry numbers up by 20 to 30 per cent in several of the 46 competitions, with more than 21,000 entries in total,” he said.

“The Ekka 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, stud beef, 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 Big Aero Bag, the new Elvis Presley bag, Brisbane Lions AFL bag, the Cadbury Dairy Milk Chocolate range of bags, Darrell Lea range, Bluey, Pokémon, Hello Kitty, Stitch bag range, Frozen, Minecraft, Minnie Mouse, Gabby’s Doll House, The Big Pet Bag, Mega Wizz Fizz, Smiths Snack Food, Maltesers, and the new Capybara bag.

#### **Ekka 2025 – By the numbers (approximate):**

- 150,000+ Dagwood Dogs eaten
- 190,000+ Strawberry Sundaes eaten
- 1,500+ volunteers helped stage the Show
- 3,500 + jobs created
- 400+ exhibitor stands
- 37,000+ cheese toasties
- 41,000+ cans of rum
- 25,000+ beers
- 8,750+ award-winning steaks
- 9 tonnes of fireworks
- 39,000 + glasses of wine
- 3,000 + tasting plates of award-winning steak and lamb
- 3,500m<sup>3</sup> + of sawdust and sand used as animal bedding
- 2,500 flower crowns and 1,530 buttonholes/corsages
- 5,000 vegetable and flower seedlings potted in Little Backyard Farmers

The 2026 Ekka will be held from August 8-16 next year.

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**And don't forget to download the Ekka App.**



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