

**August 16, 2026**

## **Showstopping crowds flock to historic 150<sup>th</sup> Ekka**

Queensland's biggest and most-loved annual celebration has delivered a blockbuster finale, with the 150<sup>th</sup> Royal Queensland Show (Ekka) presented by Bank of Queensland (BOQ) attracting more than 420,000 people across nine days of sunshine, champion animals, and showstopping entertainment.

The Show, which ends tonight in Brisbane, has, for a century and a half, brought together the best of Queensland – from the country to the city – celebrating world-class agriculture, produce, innovation, entertainment, and animals, while creating cherished memories for generations of families.

RNA Chief Executive Brendan Christou said this year's huge success was testament to this incredible Queensland institution that has stood the test of time.

"More than 420,000 people from rural towns and cities across Queensland — and beyond — flocked to this year's Ekka to celebrate its remarkable 150<sup>th</sup> milestone," he said.

"This year's special anniversary provided the RNA with the unique opportunity to thank Queenslanders and Australians for their extraordinary patronage and support over 150 years.

"We are very grateful to every Queenslanders who came through the gates and made this the most memorable in the Show's history.

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 target and are on track for more than 420,000 patrons by night's end. This is comparable with last year's number which was the biggest Ekka in almost 20 years," he said.

Mr Christou said alongside commemorative events and storytelling that highlighted Queenslanders' connections to the Show, Ekka's focus on affordability and strong patron value 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.

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 more than 21,500 entries across 59 competitions,” 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, dog, cats, horse and showjumping.

“The EkkaNITES Show was a huge hit with audiences packing the Main Arena each night of Show to see the legendary Human Cannonball Dave “The Bullet” Smith and the all-new Fireworks Spectacular.

Mr Christou said showbags and rides continued to be a major attraction at the Ekka, with the Bertie Beetle showbag again a clear Show favourite, especially the budget conscious \$5 Bertie Beetle Blue bag.

Other best-selling showbags included the new Vegemite and JAWS the Movie bags; the Barcelona FC and AFL Brisbane Lions and NRL Broncos bags; Dairy Milk and Freddo (chocolate), Trolli (confectionary), Squeezos and Squishy Things (novelty), and Pokémon, Bluey and Barbie bags.

The three most popular rides at Ekka were the Crazy Coaster, The Beast and The Warrior.

#### **Ekka 2026 – By the numbers (approximate):**

- 150,000+ Dagwood Dogs eaten
- 194,000+ Strawberry Sundaes eaten
- 1,500+ volunteers helped stage the Show
- 2,000 + jobs created
- 415+ exhibitor stands
- 5,500+ cans of rum
- 30,000+ beers
- 2,885 + award-winning steaks from the Royal Queensland Steakhouse presented by Kilcoy Global Foods
- 3.5 tonnes of fireworks, 80 firing computers, and 44 Flames
- 40,000 + glasses of wine
- 2,885 + tasting plates of award-winning steak and lamb
- 3,800m<sup>3</sup> + of sawdust and sand used as animal bedding
- 3,500 flower crowns and 1,530 buttonholes/corsages
- 10,000 seedlings potted in Little Backyard Farmers and The Potting Bar

The 2027 Ekka will be held from August 7-15 next year. **Follow us on socials.**



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