

18 August, 2019

## Massive crowds bring Ekka 2019 to an end

Beautiful weather, exceptional animals, world class entertainment, and a freeze on ticket prices, attracted a bumper crowd of more than 410,000 people to the 142nd Ekka.

RNA Chief Executive Brendan Christou said the unique opportunity to enjoy country life in the heart of the city had attracted people from all over Australia and afar.

Last year 414,000 people came to the Ekka - the biggest crowds since 2011 - and the 2019 show won't be far behind.

"Our goal was to welcome 400,000 through the gates, and we will easily surpass that - we are on track for more than 410,000 patrons by night's end," Mr Christou said.

"This is a terrific result and we are thrilled at the support shown for the Ekka, thank you Queensland.

"We enjoyed record pre-sales, which showed the public appreciated that we froze all ticket prices for the first time in 11 years."

Super Ride Tuesday was successful with a 12% increase in gate numbers, Super Seniors Day also saw an increase of 11% in numbers and Super Food Sunday today is on track for a 15% increase in attendance.

The Bertie Beetle showbags were the clear show favourites again this year with more than a quarter of a million sold. Other best-sellers included the Kinder Surprise, Nerf, Elsa, Toy Story, Stranger Things and Harry Potter showbags.

The Ekka website had 3.5 million page views and 810,000 plus users; the Ekka App had 31,000 downloads; Facebook had almost 100K followers with engagement up 100%. There were 104K photos posted to Instagram featuring the #Ekka hashtag, 18.3K Instagram followers, as well as 43.5K Twitter impressions.

### **Ekka 2019 – By the numbers (approximate)**

- 220,000+ Dagwood Dogs eaten
- 180,000+ Strawberry Sundaes eaten
- 1620+ volunteers help put the show on
- \$220 million+ - amount Ekka generates for the Brisbane Economy
- 3,500+ jobs created
- 380+ retailers
- 550 exhibitor stands

- 40,000+ cheese toasties (two tonne of butter and four tonne of cheese)
- 210,000+ schooners of beer
- 43,000+ cans of rum
- 6,000+ award-winning steaks
- 3 tonnes + of fireworks used each night
- 39,500 + glasses of wine
- 8,000 + tasting plates of award-winning steak and lamb
- 4,100m<sup>3</sup> + of sawdust and sand used as animal bedding
- 3,500 + corsages made

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