

EKKA APPS

Ekka App

The Ekka App is the ultimate pocket-sized guide to the Show. Packed with interactive features, exclusive content and handy planning tools, the app helps visitors make the most of every moment at Ekka.

MyEkka Day Builder

Planning the perfect day at Ekka has never been easier.

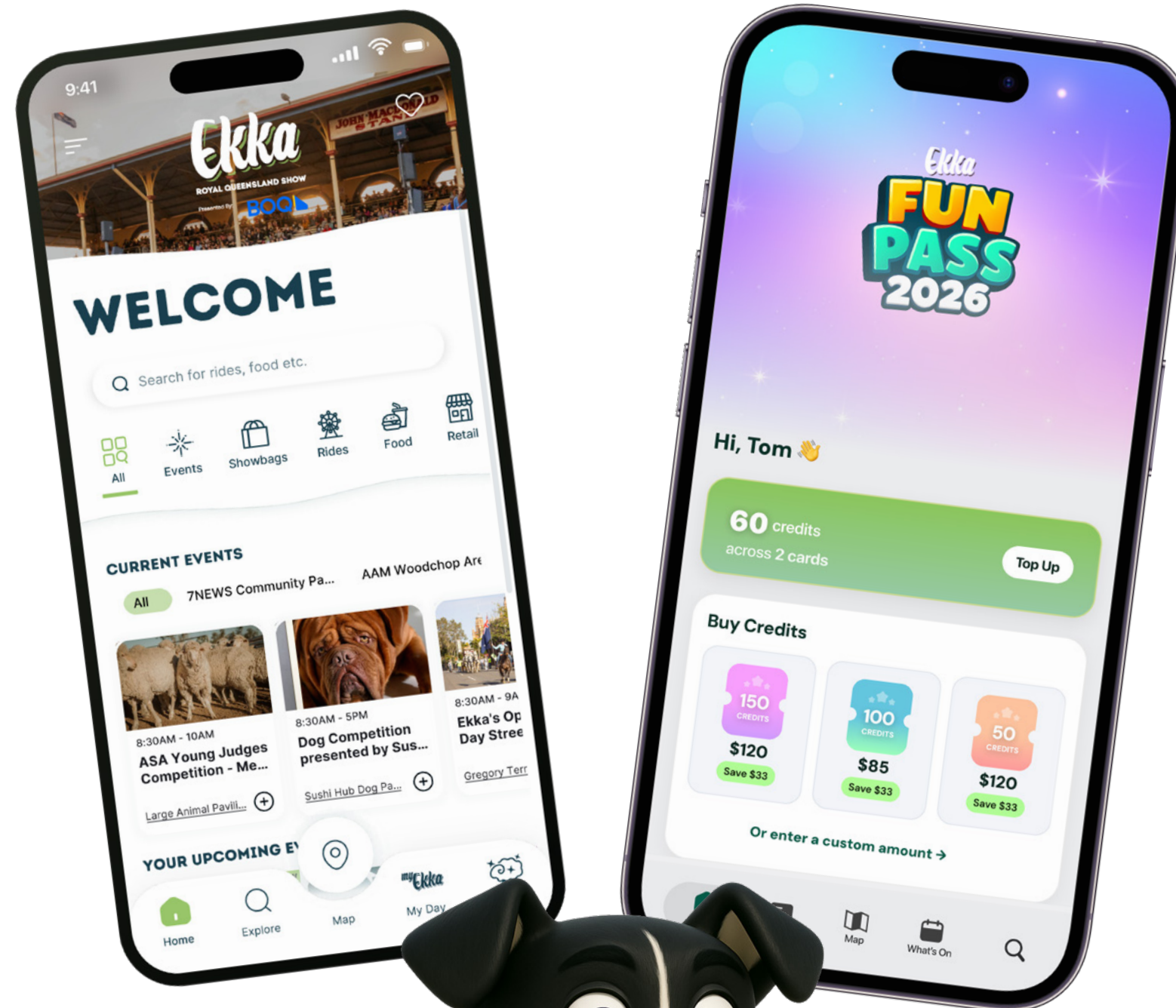
The MyEkka Day Builder allows users to create a personalised itinerary tailored to their interests. After completing a fun interactive quiz, visitors receive a customised Show-day plan featuring attractions, food, rides, animals, entertainment and more.

Users can regenerate their itinerary with the tap of a button or personalise it further by adding and removing activities to suit their schedule.

The app also features curated categories designed around different interests and budgets, including Family Day Out, All Things Country, Education, Showbags \$10 & Under and more.

Main features of the Ekka App

- **Digital Map**
The interactive map, complete with blue-dot location tracking, helps visitors navigate the Brisbane Showgrounds with ease. Users can quickly locate pavilions, food outlets, amenities, rides, entertainment stages, and competition areas throughout the Show.
- **Milo's Magic - Augmented Reality Game**
Families can join Milo on a magical augmented reality adventure across the Ekka. By helping Milo complete his mission around the Showgrounds, users unlock interactive experiences and have the chance to win exciting prizes.
- **Deals & Offers**
The app helps visitors get the best value from their Ekka experience, with a dedicated section featuring food, ride and retail offers available throughout the Show.
- **Schedules & What's On**
Stay up to date with daily entertainment, competitions, demonstrations, and special events. Users can browse schedules, save favourites, and receive reminders so they never miss a must-see attraction.



Ekka Fun Pass App

The Ekka Fun Pass offers a fast, convenient, and cashless way to enjoy all the excitement, rides and games of B105 Sideshow Alley, Machinery Hill Kids Zone, and Kids Carnival.

Replacing physical ride cards, the Ekka Fun Pass allows visitors to purchase credits directly through the app and simply tap their phone at participating rides and games. No ticket booths, no cards and less time waiting in queues.

The Fun Pass continues to offer great value through bonus credit packages (\$50 credit for \$45 Pass; \$100 credit for \$85 Pass and \$150 credit for \$120 Pass), giving visitors extra spending power to enjoy even more of the Show.

Credits can be purchased and topped up at any time via the app, at self-service kiosks throughout the Showgrounds or at information booths during Ekka.

How it works

1. Download the app
2. Follow the instructions to preload credits
3. Tap and Ride or Tap and Play straight from the app – no need to visit a ticket booth
4. Top up credits whenever you need throughout the Show.

With everything stored conveniently in one place, the Ekka Fun Pass makes it easier to spend more time enjoying the rides and less time waiting in line.