

July 4, 2024

New food deals and discount tickets to make Ekka-affordable

New value food deals, half-price tickets and two for one rides are part of this year's budget conscious Royal Queensland Show (Ekka) designed to deliver savings and make the Show affordable for all to help with cost-of-living pressures.

With just 36 days to go, the official countdown to the 145th Ekka has begun with a monster discount of 50% off Ekka tickets from midday tomorrow (Friday July 5) for those who subscribe to ekka.com.au

However, there is 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 (July 8).

Subscribers can also purchase tickets for a Super Saver Day, which offers an additional 20% off.

For the first time ever, every food vendor at Ekka will offer a low-cost menu item plus discounted food and drink value bundles.

The majority of the new special value menu items offered by more than 110 Ekka food vendors will be \$10 or less, and the food and drink bundles will start from \$7.50.

The RNA is also launching a new discount food outlet - the Ekka Tuckshop - which will feature a menu of hot food items priced at \$5 and under.

The popular introduction of daily two for one rides in 2023 will return this year giving showgoers one hour of discounted rides from 9.30am to 10.30am every morning of Ekka in the B105 Sideshow Alley and Kids Carnival area.

The RNA has also frozen the price of a family pass to help provide more hip pocket relief with tickets available online only and people need to nominate the day they are coming to the Ekka.

RNA Chief Executive Brendan Christou said the RNA, a not-for-profit organisation, was very mindful of rising cost of living pressures and had worked closely with food and ride operators this year to deliver offers and discounts so families can enjoy Ekka on any budget.

"Even though showgoers have the option of bringing in 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," Mr Christou said.

"For the first time in our 148-year history all food vendors at the Show will have a special value item plus a food and drink bundle on their menu.

"The introduction of the new Ekka Tuckshop provides more value with nothing over \$5, making for an easy and affordable way to feed the family as you walk around enjoying the Show."

Mr Christou said the RNA was delighted to bring back last year’s hugely popular two for one rides across both ride precincts from 9.30am to 10.30am each morning of Show.

“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,” he said.

“In addition, the RNA has frozen the price of a family pass at \$88 but 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.

“A family of four can come to Show on a Super Saver Day for about \$35 with the 50% discount or just under \$50 with the 30% discount.”

To access these incredible ticket price discounts from midday tomorrow all people have to do is subscribe and save at ekka.com.au

Mr Christou said he was expecting Queensland’s largest community event to be well attended this year, based on last year’s return to pre-pandemic visitor numbers of 400,000.

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

At this year’s Ekka there is also 20% off digital \$150 ride cards and 15% off \$100 digital ride cards available for purchase. Customers can download their digital ride card and add it to their e-wallet from their ticket confirmation email. It can then be stored in their Apple/Android wallet for scanning.

Tickets are available online at www.ekka.com.au from midday tomorrow Friday July 5.

EKKA 2024 TICKET PRICES INCLUDING DISCOUNTS AND SUPER SAVER DAYS

STANDARD PRICING (Weekends and Public Holiday)			
TICKET TYPE	FULL PRICE	50% OFF	30% OFF
Adult Ticket	\$39.90	\$19.95	\$27.93
Child Ticket (5 to 14 years of age)	\$24.90	\$12.45	\$17.43
Little Ekka Ticket (4 years of age and under)	FREE	FREE	FREE
Concession Ticket	\$29.90	\$14.95	\$20.93
Adult & Child Ticket	\$49.90	\$24.95	\$34.93
Family Ticket (two adults and two children)	\$88.00	\$44.00	\$61.60
Twilight Ticket (entry after 4pm)	\$24.90	\$12.45	\$17.43



ROYAL QUEENSLAND SHOW

MEDIA RELEASE

SUPER SAVER DAYS (SS)

Save a further 20% off the following days – Monday 12 August, Tuesday 13 August, Thursday 15 August and Friday 16 August

TICKET TYPE	FULL PRICE (SS)	50% OFF (SS)	30% OFF (SS)
Adult Ticket	\$31.92	\$15.96	\$22.34
Child Ticket (5 to 14 years of age)	\$19.92	\$9.96	\$13.94
Little Ekka Ticket (4 years of age and under)	FREE	FREE	FREE
Concession Ticket	\$23.92	\$11.96	\$16.74
Adult & Child Ticket	\$39.92	\$19.96	\$27.94
Family Ticket (two adults & two children)	\$70.40	\$35.20	\$49.28
Twilight Ticket (entry after 4pm)	\$19.92	\$9.96	\$13.94

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