

June 25, 2026

Ekka doubles down on discounts and deals in its 150th year

Half-price tickets, low-cost family food bundles and bonus ride credit headline the biggest ever suite of savings on offer at this year's Royal Queensland Show (Ekka) presented by BOQ, making the 150th anniversary Show affordable for all.

With just 44 days to go, the official countdown to the Ekka has begun with a mega discount of 50% off Ekka tickets from midday tomorrow (Friday 26 June) with 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, (29 June) for those who subscribe to ekka.com.au.

Subscribers can also purchase tickets for a Super Saver Day (Monday 10 August, Tuesday 11 August, Thursday 13 August and Friday 14 August), which offers an additional 20% off.

The Back for More Pass extends the Ekka experience and adds a second day for only \$23 which is less than the price of a standard Child ticket.

Following last year's successful introduction of family bundles across all Ekka food outlets, once again more than 110 Show vendors will offer a low-cost food item priced at \$10 or less plus a value meal package for a family of four.

Also returning is the option to pre-order a famous Ekka Strawberry Sundae when people purchase their Ekka tickets online.

The online Sundae bundle of 4 for \$26 will deliver savings to those who plan ahead their strawberry sundae purchase.

Dreamworld will expand last year's free child ticket offering, making it available on three days instead of two days. Every child ticketholder who attends Ekka on Tuesday 11 August, Thursday 13 August and Friday 14 August will be eligible for a free child's ticket to Dreamworld valued up to \$114 (to be redeemed between 1 September 2026 and 31 October 2026).

The popular daily two for one rides session will be back, giving visitors one hour of discounted rides from 9.30am to 10.30am every morning of Ekka in the B105 Sideshow Alley and Kids Carnival area.

Enhancing the Ekka ride experience again this year will be the Ekka Fun Pass App which provides a digital ride card that can be scanned as people board the ride, bypassing the wait at the ticket booth.

The Ekka Fun Pass App will deliver bonus credit (\$50 credit for \$45 Pass; \$100 credit for \$85 Pass and \$150 credit for \$120 Pass).

Rounding out the savings on offer at Ekka this year will be the 50 cent train fares to Exhibition Station located in the Brisbane Showgrounds.

RNA Chief Executive Brendan Christou said the RNA, a not-for-profit organisation, had prioritised providing savings and value to all Show-goers this year.

"We are very much aware of increasing cost of living pressures, so we have worked with food and ride operators to develop the Ekka's biggest ever range of savings for those who plan ahead," said Mr Christou.

"Last year Queenslanders were hugely supportive of our pre-Ekka ticket sales with tens of thousands taking advantage of the big discounts on offer in the lead up to Show.

"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 before Ekka opens.

"Last year we also saw great take up of our new pre-Ekka savings initiatives - the Ekka Fun Pass App delivering bonus ride credit and the Strawberry Sundae bundle offer when buying Ekka tickets online.

"So this year we are really encouraging families to budget for their once-a-year Ekka experience by prepaying for their discounted entry tickets, strawberry sundaes and ride passes in the lead up to Show."

Mr Christou said there would be a comprehensive range of deals and discounts to enjoy when the gates to the 150th anniversary Ekka open on 8 August.

"Even though showgoers have the option of bringing 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," he said.

"That's why all our Ekka food vendors will offer a special value item priced at \$10 or less and also available will be a broad range of food and drink bundles for families and groups. Family Meal Bundles feeding four people start from \$26.

"A good spot for families to fill up will be the Cheap Eats outlet on Gregory Terrace where all food items will be priced at \$8 or less.

"Rides are hugely popular too so we encourage people to take advantage of the daily Happy Hour which offers two for one rides from 9.30am to 10.30am.

"Then there are the very affordable 50 cent public transport fares. A family of four can travel to and from the Show for only \$4 and enjoy the convenience of the Exhibition Train Station located in the heart of the Showgrounds."

Mr Christou said around 400,000 people were expected to flock to this year's Ekka to celebrate its remarkable 150th milestone.

"The Ekka is an incredible Queensland institution and the 150th anniversary is a chance to honour what makes the Show truly unique. We are committed to delivering an Ekka which is accessible, engaging and value-driven.

"We can't wait to welcome visitors through the gates from 8 August," he said.

Tickets are available online at www.ekka.com.au from midday tomorrow, 26 June.

EKKA 2026 TICKET PRICES INCLUDING DISCOUNTS AND SUPER SAVER DAYS

STANDARD PRICING (Weekends and Public Holiday)			
TICKET TYPE	FULL PRICE	50% OFF	30% OFF
Adult Ticket	\$42.95	\$21.48	\$30.07
Child Ticket (5 to 14 years of age)	\$27.95	\$13.98	\$19.57
Little Ekka Ticket (4 years of age and under)	FREE	FREE	FREE
Concession Ticket	\$31.95	\$15.98	\$22.37
Adult & Child Ticket	\$56.95	\$28.48	\$39.87
Family Ticket (two adults and two children)	\$92.95	\$46.48	\$65.07
Twilight Ticket (entry after 4pm)	\$27.95	\$13.98	\$19.57

SUPER SAVER DAYS
Save a further 20% off the following days – Monday 10 August, Tuesday 11 August, Thursday 13 August and Friday 14 August

TICKET TYPE	FULL PRICE	50% OFF	30% OFF
Adult Ticket	\$34.36	\$17.18	\$24.05
Child Ticket (5 to 14 years of age)	\$22.36	\$11.18	\$15.65
Little Ekka Ticket (4 years of age and under)	FREE	FREE	FREE
Concession Ticket	\$25.56	\$12.78	\$17.89
Adult & Child Ticket	\$45.56	\$22.78	\$31.89
Family Ticket (two adults & two children)	\$74.36	\$37.18	\$52.05
Twilight Ticket (entry after 4pm)	\$22.36	\$11.18	\$15.65

The 2026 Ekka runs from Saturday 8 to Sunday 16 August.

For the latest updates, follow us on social media @TheEkka



The 2026 Royal Queensland Show presented by the Bank of Queensland (BOQ) is celebrating a remarkable milestone this year – the 150th anniversary of the state’s biggest and most loved event. For generations of Queenslanders, the Show is an iconic and cherished tradition that epitomises a true sense of community spirit. Since the first show in 1876, the Ekka has been proudly revered for bringing the country to the city each year and forms a rich part of Queensland’s social and cultural heritage.

Follow us on socials for exciting updates on what’s planned for the Ekka’s 150th celebrations.



MEDIA ENQUIRIES:

Veronica Carew
General Manager Communications
Ph: 0408 323 631
Email: vcarew@rna.org.au

Natalie McKeering
Senior Media Consultant
Ph: 0418 986 084
Email: nmckeering@rna.org.au