

July 17, 2026

Showbags and savings galore as countdown to historic 150th Ekka begins

Get the scoop on the 93 new showbags at this year's Royal Queensland Show (Ekka) presented by BOQ with the full range of 356 bags now online at www.ekka.com.au.

There are just 22 days to go until the gates open to the historic 150th anniversary Ekka and to celebrate the 2026 Showbag launch, Ekka tickets will be 25 per cent off from 7pm tonight (July 17) until midday Monday (July 20).

Starting in price from just \$4, this year's Ekka will see the launch of 93 exciting new Showbags including Stranger Things; Vegemite; The Mandalorian – Grogu; F1 Kit Kat; Onikuma; Minnie Mouse; Mickey Mouse; Allen's Ultimate Carry All; Ovaltine Showbag; Hersheys and Reese's; ACDC plus Premier League Showbags to name a few.

Available in the Courier-Mail Showbag Pavilion this year will be six showbags priced at just \$5 and under, 81 showbags priced at \$10 or less and 150 showbags priced at \$20 or under.

In the showbag launch ticket sale, people can also access the popular gift with purchase – a free Dreamworld child ticket with every child Ekka ticket bought on Tuesday 11, Thursday 13 and Friday 14 August.

In 2025 Ekka and Dreamworld launched the deal for two days of Ekka but this year the partnership has expanded the offer making it available on three days.

RNA Chief Executive Brendan Christou said the official countdown for Ekka had begun with the unveiling of this year's Showbags and the launch of the last major pre-Show discount ticket sale.

"Showbags are one of Ekka's highlights, dating back to the very first Show 150 years ago in 1876," Mr. Christou said.

"The first ever Ekka showbag was a bag of coal as stall holders at the first Show 150 years ago gave away free samples.

"Those early sample bags were a big hit and the tradition of the showbag has continued to this day.

"This year's fantastic range of showbags has an incredible amount of exciting new titles with prices starting from \$4.

Mr Christou said there are showbags for every budget, with 81 priced at \$10 and under.

“The special 25 per cent off ticket sale to launch Showbags also offers great value and hip pocket relief for those who subscribe to the Ekka website - ekka.com.au,” he said.

“People can unlock further savings by purchasing tickets for a Super Saver Day on Ekka Monday, Tuesday, Thursday and Friday which offers an additional 20 per cent off the reduced price.

“If you are a subscriber you won’t have to pay full price for any ticket given the discounts on offer in the lead up to Show.”

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,” he said.

“There will be all the Show experiences the public know and love – 10,000 animals, agricultural displays, family-friendly shows, exciting rides and showbags, some of the nation’s finest food and wine, plus the EkkaNITES extravaganza featuring fireworks.

“We can’t wait to welcome visitors through the gates from 8 August 8,” he said.

Tickets are available online at www.ekka.com.au.

EXPECTED SHOWBAG TOP SELLERS

- Bertie Beetle range – \$5 to \$25
- Squeezos – \$32
- Squishy Things – \$32
- Women’s Essential Showbag – \$30
- The Pooch Showbag – \$25
- Derwent x Home Studio Showbag – \$38

\$5 SHOWBAGS – Six showbags are priced at \$5 or less

- Rainbow Freeze – if you buy a Rainbow Freezie - \$4
- Bertie Beetle Blue – \$5
- Rip Snorter Little Ripper - \$5
- Rip Snorter Brain Blaster - \$5
- Wizz Fizz Sour - \$5
- Wizz Fizz Lil Fizz - \$5

\$10 OR LESS- 81 showbags are priced at \$10 or less – including:

- Cadbury Dairy Milk Furry Friends – \$ 8
- Hubba Bubba – \$7.50
- Zappo – \$10
- Trolli – \$10

\$20 OR LESS – 150 showbags are priced at \$20 or less – including:

- Darrell Lea Chocolate Coated Showbag – \$20
- Bag of Bubbles – \$16
- Push Pop – \$15
- Kinder Surprise – \$16
- Guardians of the Galaxy – \$19
- Avatar – \$20

SELECTION OF NEW SHOWBAGS

- The Mandalorian – Grogu – \$32
- Premier League Showbags – Liverpool Football Club (FC), Chelsea FC, Tottenham FC, Manchester City FC, Arsenal FC – all \$36 each
- NFL Showbags – Las Vegas Raiders, Dallas Cowboys, Miami Dolphins – all \$36 each
- DC Comics Batman – \$32
- DC Comics Superman – \$32
- AC/DC – \$32
- Universal Pictures Jaws – \$32
- Vegemite – \$32
- Blondie – \$32
- Elvis Presley: The King 2026 Edition – \$32
- Mickey Mouse – \$32
- Allen's Ultimate Carry All – \$25
- Nestle Crunch – \$17
- All-time Aussie Favourite Premium Choc Classics – \$17
- F1 Kit Kat – \$14
- Super Kit Kat – \$19
- Twinkle Glory Showbag – \$25
- Ovaltine Showbag – \$6
- Highland Cow Club – \$35
- Fuggler – \$32
- Stranger Things – \$35
- Onikuma – \$35
- Mike and Ike – \$15
- Hersheys + Reese's – \$15
- Swedish Style Gummies – \$10

SELECTION OF RETURNING FAVOURITES

- The Australian Women's Weekly Showbag – \$25
- Barbie – \$35
- Hello Kitty – \$32
- Bluey – \$32

- Fast & Furious – \$32

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.



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