

**More Ekka than ever.**



**Ekka**

**Media Release**

06 May 2013

**Ekka tickets now on sale – buy early and save a bundle!**

Tickets go on sale today for the state’s largest, proudest and most loved community event – the Royal Queensland Show (Ekka) – which runs from August 8 – 17, 2013.

RNA Chief Executive Brendan Christou said his message to Queensland families was plan ahead, buy early and save.

“New ticket bundles, add-ons and special event tickets for Ekka 2013 allow you to customise your Ekka day out and save in the process,” he said.

“Literally, the earlier you buy the bigger the discount.

“We’re investing an additional half a million dollars in a new professionally produced night show to entice visitors; alongside new daily entertainment features around the showgrounds, with more to be revealed over the coming months.

“Ekka 2013 will also be the first opportunity for Queenslanders to enjoy the stunning new Royal International Convention Centre with high end fashion, food and wine; canine best in show competition and Queensland’s best fruit and vegetable exhibits.

“Research tells us that people come to the Ekka for very different experiences – some people love the animals and rides and others prefer to pop in to enjoy the food, wine and fashion – which is why we have added flexibility to our ticketing, so you can pick and choose.

“We want you to design the Ekka you love,” said the Ekka Chief.

One of last year’s most popular ticket options, the Ultimate Family Bundle, is back again with more value including entry for two adults, two children, four meals and drinks, and a huge \$80 ride card, all for \$155, saving you \$75 if you buy before June 3.

Mr Christou said the RNA had listened to feedback and improved on this bundle by introducing kid’s food options and the ability to add extra children; and we have increased the ride card value from \$60 to \$80.

“We’ve also introduced a new Foodies Seafood Indulgence Bundle and a Date Night bounce back ticket, so Mum and Dad can come back without the kids.

“Buying early and pre-planning gives you fast and exclusive gate and ride access so you can make the most of your day as soon as you enter the gates in August,” he said.

There are so many great reasons to come to Ekka this year, so what are you waiting for, jump online now at [www.ekka.com.au](http://www.ekka.com.au)

**Ticket only options:**

- Adult Pass – \$28
- Child Pass – \$17
- Concession Pass (including seniors) – \$21
- Little Ekka VIPs (4 years and under) – Free
- Family Funday (two adults and two children) – \$65
- Adult and Child – \$38

**Awesome**

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**Bundles:**

- **Ultimate Family Bundle (valued at \$230)** – the earlier you buy the bigger the savings!
  - buy now until June 2 for \$155, saving \$75 (limited number available)
  - buy from June 3 to June 31 for \$164, saving \$66
  - buy from July 1 to August 7 for \$169, saving \$61
- **Family Ride Deal Package (valued at \$170):** two adults, two children and a \$80 ride card – \$129
- **Single Ride Deal Package (valued at \$88):** one adult and a \$60 ride card – \$79
- **Foodies Cheese Indulgence (valued at \$93):** two adults, a bottle of wine/sparkling wine and a cheese platter – \$79
- **Foodies Seafood Indulgence (valued at \$109):** two adults, a bottle of wine/sparkling wine and a bucket of prawns – \$89
- **Steakhouse Sensation (valued at \$156):** two adults, two main meals and a bottle of wine/sparkling wine – \$129

**Add-ons:**

- Extra children
- Ride Cards (\$40 ride card for \$35)
- Burger 'n' Beer
- Dozen Oysters and Bottle of Wine
- Family Meal Deal
- Special event tickets

**Three easy steps to purchasing Ekka tickets:**

- Step 1 – Go to [www.ekka.com.au](http://www.ekka.com.au), choose your ticket type and add tickets for any extra children to selected bundle packages.
- Step 2 – Select any add-ons including meal deals, rides and special event tickets.
- Step 3 – Enter your details and process the payment.

The Ekka continues to capture the attention and involvement of show-goers with more than 10,000 animals, 23,000 competition entries, a smorgasbord of award-winning food and wine, hundreds of rides and showbags, and hours of family entertainment on offer.

The Ekka is full of traditions, a unique atmosphere and childhood memories which have been passed down through generations of families. It's a true Queensland experience and one not to be missed.

**Ekka Essentials**

- Royal Queensland Show (Ekka)
- August 8 – 17, 2013
- Brisbane Showgrounds, 600 Gregory Terrace, Bowen Hills, Brisbane, Queensland
- Gates open at 9am
- Tickets are available online at [www.ekka.com.au](http://www.ekka.com.au)

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