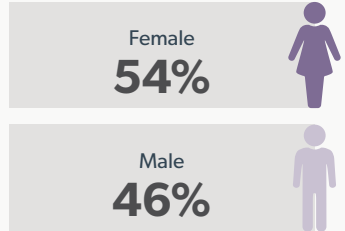


2024 Sydney Royal Easter Show

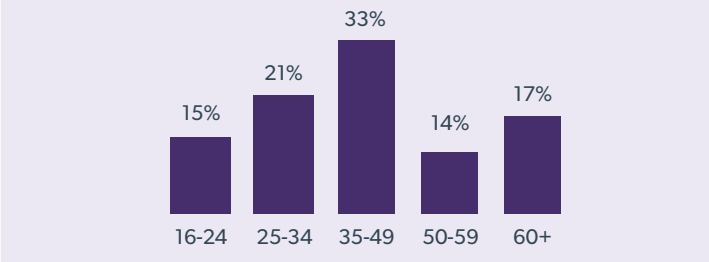


ATTENDEES

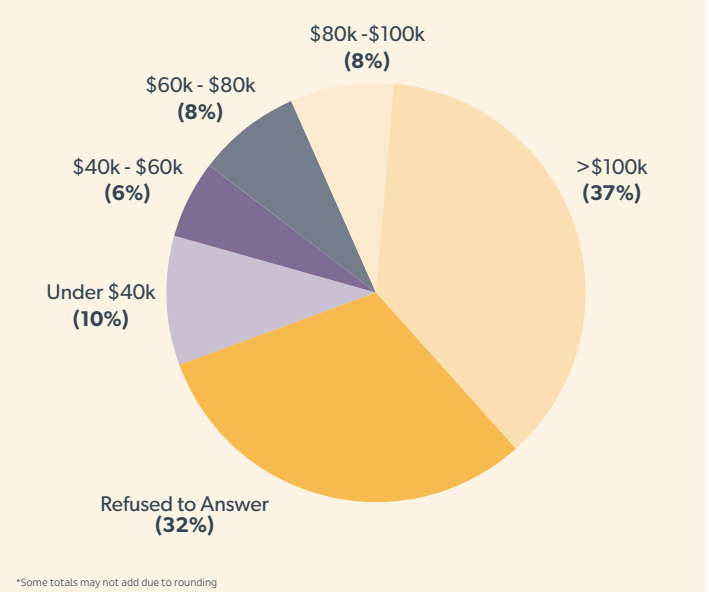
GENDER



AGE GROUPS



HOUSEHOLD INCOME



*Some totals may not add due to rounding

ONE OF AUSTRALIA'S LARGEST ANNUAL TICKETED EVENTS

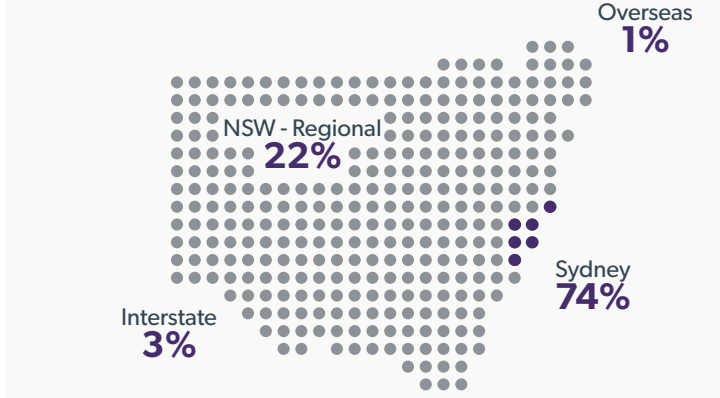


Royal Agricultural Society of NSW
CELEBRATING OVER 200 YEARS OF EXCELLENCE IN AGRICULTURE

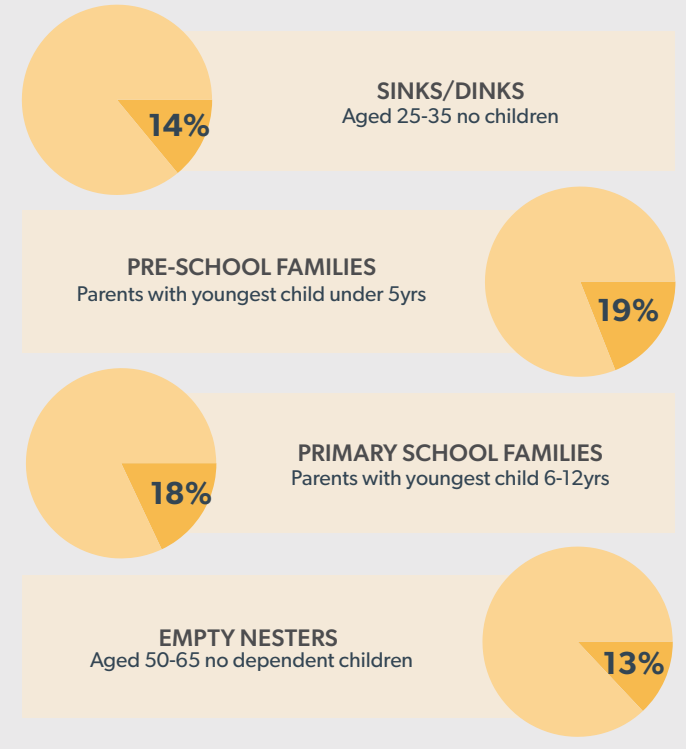
ANIMALS ARE THE MAIN REASON PEOPLE COME TO THE SHOW

Source - IER Attendee Research 2024

ATTENDEE ORIGINS



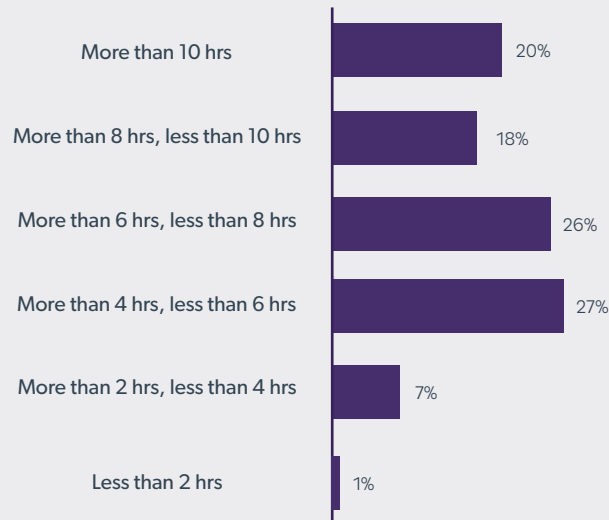
KEY CUSTOMER SEGMENTS



2024 Sydney Royal Easter Show



NUMBER OF HOURS SPENT AT THE SHOW



Average: **7.2 HOURS**



49%
Attend the Show
every year



500+
Places to browse,
buy and sample

TOP 5 AGREEMENT STATEMENTS

The Show showcases excellence in Australian agriculture

The Show forms an important part of our Australian heritage and national identity

At the Show, the more you look, the more you find

The Show educates children and adults about where food comes from

The Show provides a great variety of entertainment each year

**THE SHOW
RECEIVED OVER
\$66 MILLION
WORTH OF MEDIA
EXPOSURE**

**IMPACT OF OVER
\$247 MILLION TO THE NSW
ECONOMY**

Source - Royal Agricultural Society of NSW Size and Scope Study 2015

**51% OF
ATTENDEES WILL
DEFINITELY OR
ARE LIKELY TO
RETURN IN
2025**

Source - IER Attendee Research 2024

SHOW DATES 11 - 22 APRIL 2025

<https://www.eastershow.com.au/about-us/partnership-opportunities/>

DIGITAL REACH



9M
Website Page
Views



257K
Social Media
Users



26M
Organic Social
Impressions



587K
eDM Database

AVERAGE SPEND BY ATTENDEES



Spend per Group
(Avg. group of 3)
\$461

Spend per
Person
\$165

LARGEST AGRICULTURAL EVENT IN THE SOUTHERN HEMISPHERE



13,000+

Animals on-site during the Show
with 400 breeds



15,000+

Awards handed out to
competition entries