

2026 Sydney Royal Easter Show



ATTENDEES

Total Attendees

796,780

GENDER

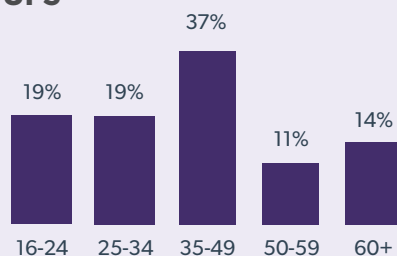
Female
62%



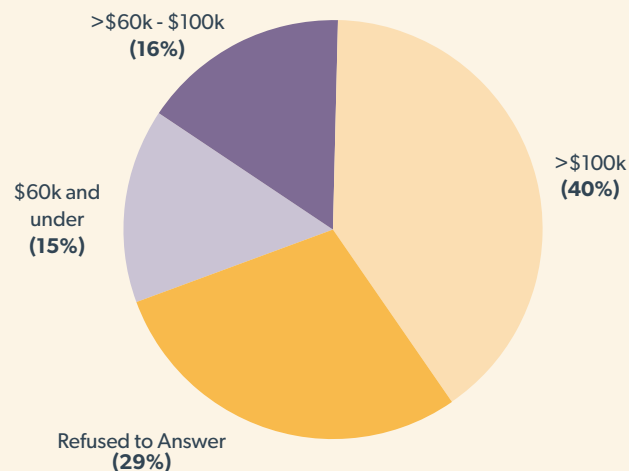
Male
38%



AGE GROUPS



HOUSEHOLD INCOME



*Some totals may not add due to rounding

**ONE OF
AUSTRALIA'S
LARGEST ANNUAL
TICKETED
EVENTS**



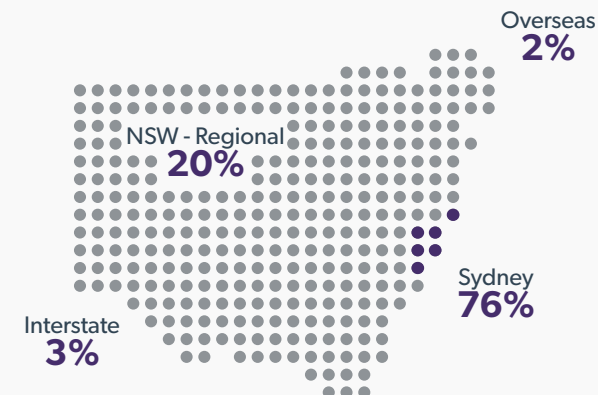
Royal Agricultural Society of NSW

**CELEBRATING OVER 200
YEARS OF EXCELLENCE IN
AGRICULTURE**

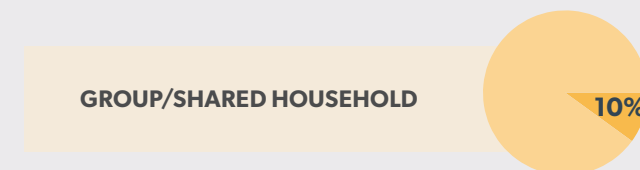
**ANIMALS
ARE THE
MAIN REASON
PEOPLE COME TO
THE SHOW**

Source - IER Attendee Research 2026

ATTENDEE ORIGINS



ATTENDEE HOUSEHOLD TYPES

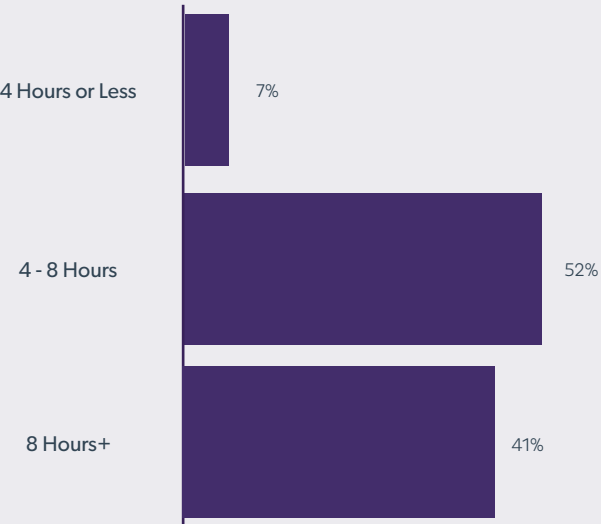


*7% NOT IDENTIFIED/UNKNOWN

2026 Sydney Royal Easter Show



NUMBER OF HOURS SPENT AT THE SHOW



Average: **7.5 HOURS**



53%
Attend the Show
every year



500+
Places to browse,
buy and sample

TOP 5 AGREEMENT STATEMENTS

The Show showcases excellence in Australian agriculture

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

The Show provides a great variety of entertainment each year

The Show educates children and adults about where food comes from

The Show is a value-for-money family treat

**THE SHOW
GENERATED OVER
20 THOUSAND
MEDIA MENTIONS
(JAN-APRIL 2026)**

**IMPACT OF OVER
\$462 MILLION TO THE NSW
ECONOMY**

Source - Royal Agricultural Society of NSW Size and Scope Study 2025

**49% OF
ATTENDEES WILL
DEFINITELY OR
ARE LIKELY TO
RETURN IN
2027**

Source - IER Attendee Research 2026

2027 Show Dates 19 - 30 MARCH

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

DIGITAL REACH



5.3M
Website Page
Views



283K
Social Media
Users



33M
Organic Social
Impressions



7.5M
eDMs Delivered

AVERAGE SPEND BY ATTENDEES



Spend per Group
(Avg. group of 3)
\$533

Spend per
Person
\$185

LARGEST AGRICULTURAL EVENT IN THE SOUTHERN HEMISPHERE



9,000+

Animals judged during the Show
with 400 breeds



13,000+

Show ribbons awarded