

# 2023 Sydney Royal Easter Show



## ATTENDEES

Total Attendees

**878,677**

Avg. 852,000 over the last 5 Shows

## GENDER

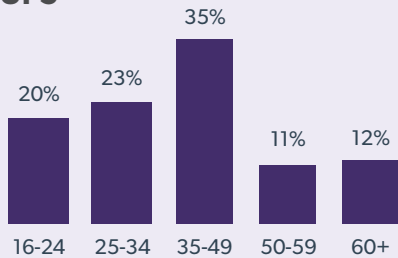
Female  
**57%**



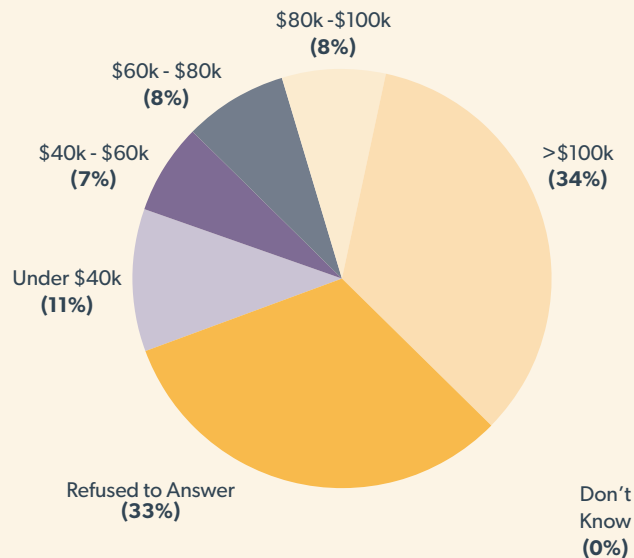
Male  
**43%**



## AGE GROUPS



## HOUSEHOLD INCOME



\*Some totals may not add due to rounding

**AUSTRALIA'S  
LARGEST ANNUAL  
TICKETED EVENT**



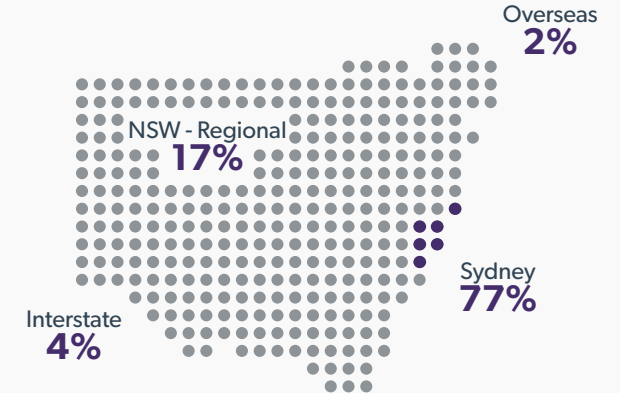
Royal Agricultural Society of NSW

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

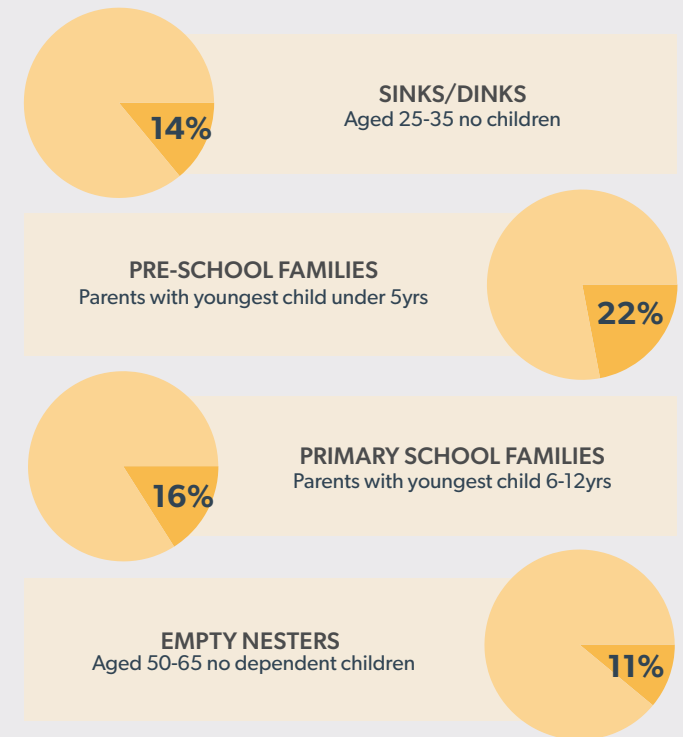
**ANIMALS  
ARE THE  
MAIN REASON  
PEOPLE COME TO  
THE SHOW**

Source - IER Attendee Research 2023

## ATTENDEE ORIGINS



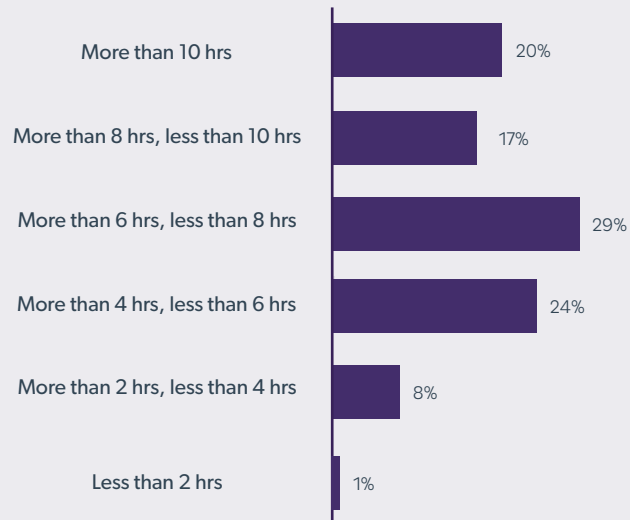
## KEY CUSTOMER SEGMENTS



# 2023 Sydney Royal Easter Show



## NUMBER OF HOURS SPENT AT THE SHOW



Average: **7.2 HOURS**



**51%**  
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 forms an important part of our Australian heritage and national identity

The Show provides a great variety of entertainment each year

The Show educates children and adults about where food comes from

**THE SHOW  
RECEIVED OVER  
\$70 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

**56% OF  
ATTENDEES WILL  
DEFINITELY OR  
ARE LIKELY TO  
RETURN IN  
2024**

Source - IER Attendee Research 2023

SHOW DATES 22 MARCH - 2 APRIL 2024

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

## DIGITAL REACH



**22M**  
Website Page  
Views



**241K**  
Social Media  
Users



**30M**  
Organic Social  
Impressions



**488K**  
eDM Database

## AVERAGE SPEND BY ATTENDEES



Spend per Group  
(Avg. group of 3)  
**\$425**

Spend per  
Person  
**\$167**

## LARGEST AGRICULTURAL EVENT IN THE SOUTHERN HEMISPHERE



**8,940**

Livestock exhibits  
with 362 breeds



**14,644**

Awards handed out to  
competition entries