

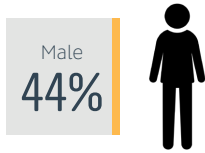
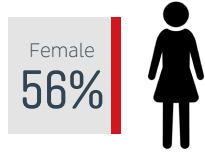
# 2019 Sydney Royal Easter Show



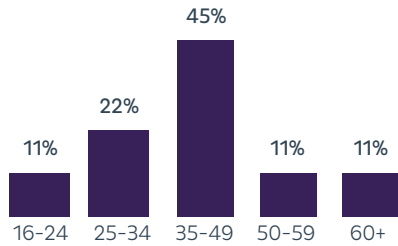
## ATTENDEES



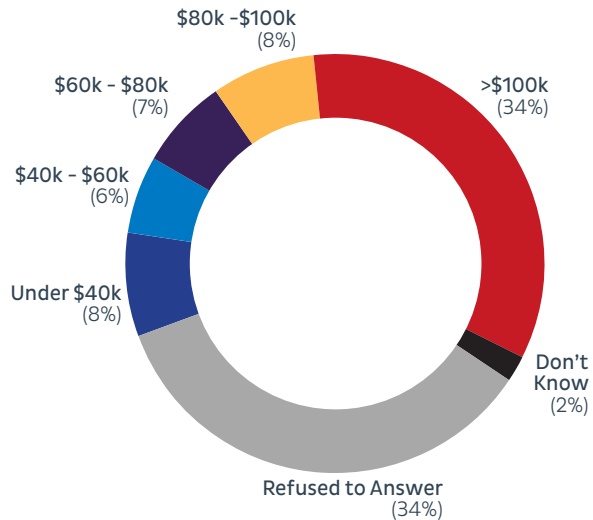
## GENDER



## AGE GROUPS



## HOUSEHOLD INCOME



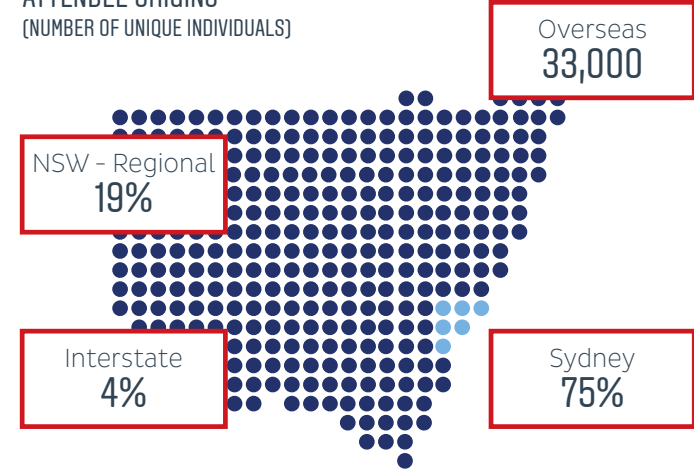
**AUSTRALIA'S  
LARGEST  
TICKETED  
EVENT**



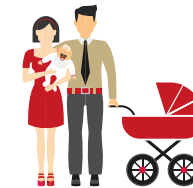
Royal Agricultural Society of NSW  
**CELEBRATING EXCELLENCE IN  
AGRICULTURE SINCE 1822**

**ANIMALS  
AND LIVESTOCK  
ARE THE MAIN  
REASONS PEOPLE  
COME TO THE  
SHOW**

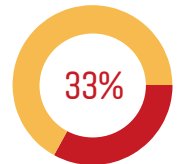
## ATTENDEE ORIGINS (NUMBER OF UNIQUE INDIVIDUALS)



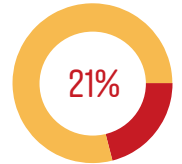
## KEY CUSTOMER SEGMENTS



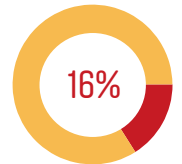
Parents with pre-school children



Parents with primary school children

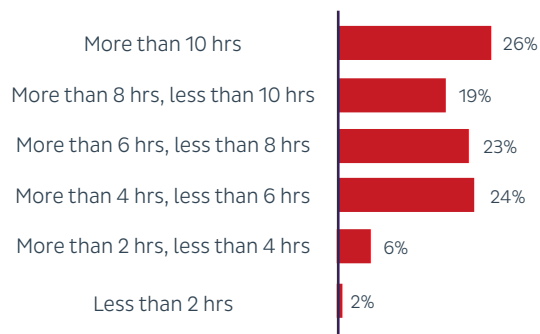


Empty Nesters



## NUMBER OF HOURS SPENT AT THE SHOW

AVERAGE: 8.1



64%  
Attend the Show  
every year



87%  
Of attendees  
arrived before 1pm

## OVERALL ENJOYMENT OF THE SHOW



## AVERAGE SPEND BY ATTENDEES



Spend per Group  
(Avg. group of 3)  
**\$363**

Spend per  
Person  
**\$106**

**THE SHOW  
RECEIVED OVER  
\$40 MILLION  
WORTH OF MEDIA  
EXPOSURE**



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

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

**68% OF  
ATTENDEES WILL  
DEFINITELY OR  
ARE LIKELY TO  
RETURN IN  
2020**

## DIGITAL REACH

Website Page Views  
**22M**

Social Media Users  
**189K**

eDM Database  
**344K**

App Downloads  
**100K**



Source - Google Analytics -  
1 Nov 2018 to 30 April 2019

## SHOW ATTENDEES STRONGLY AGREE THAT THE SHOW

- Showcases Australian excellence in agriculture
- Educates children & adults where food comes from
- Forms an important part of our Australian heritage & national identity
- The more you look the more you find
- Provides a great variety of entertainment each year

## MOTIVATIONS FOR ATTENDANCE IN 2019

