

2021 Sydney Royal Easter Show



Royal Agricultural Society of NSW

ATTENDEES

Total Attendees

793,649

Avg. 833,000 over the last 5 years

GENDER

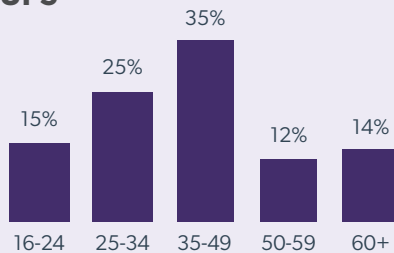
Female
62%



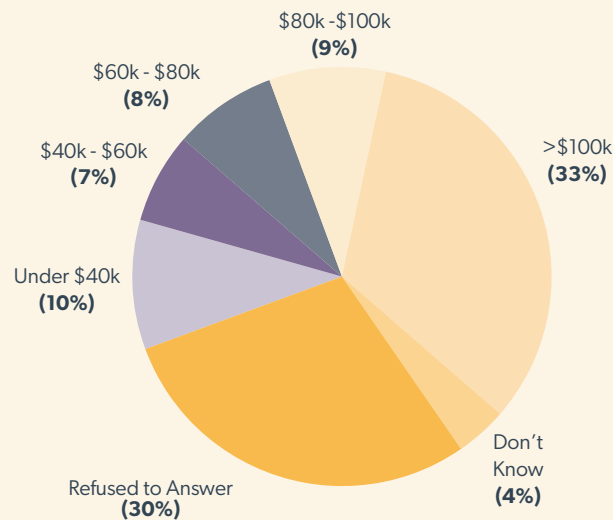
Male
38%



AGE GROUPS



HOUSEHOLD INCOME



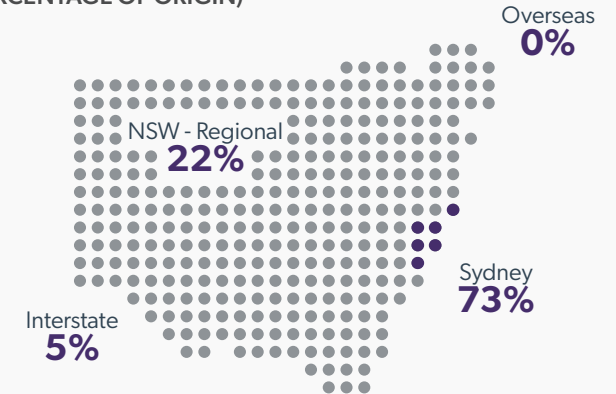
**AUSTRALIA'S
LARGEST ANNUAL
TICKETED EVENT**

**CELEBRATING EXCELLENCE IN
AGRICULTURE SINCE 1822**

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

Source - IER Attendee Research 2021

ATTENDEE ORIGINS (PERCENTAGE OF ORIGIN)



KEY CUSTOMER SEGMENTS



PRE-SCHOOL
FAMILIES

31%



PRIMARY
SCHOOL
FAMILIES

16%



EMPTY
NESTERS

25%

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NUMBER OF HOURS SPENT AT THE SHOW



Average: **7.8**

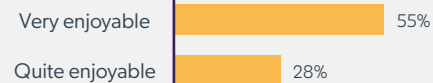


56%
Attend the Show
every year



87%
Of attendees
arrived before 1pm

OVERALL ENJOYMENT OF THE SHOW



AVERAGE SPEND BY ATTENDEES



Spend per Group
(Avg. group of 3)
\$394

Spend per
Person
\$137

**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
2022**

Source - IER Attendee Research 2021

DIGITAL REACH

Website Page
Views

22M

Social Media
Users

210K

App Users

89K

eDM Database

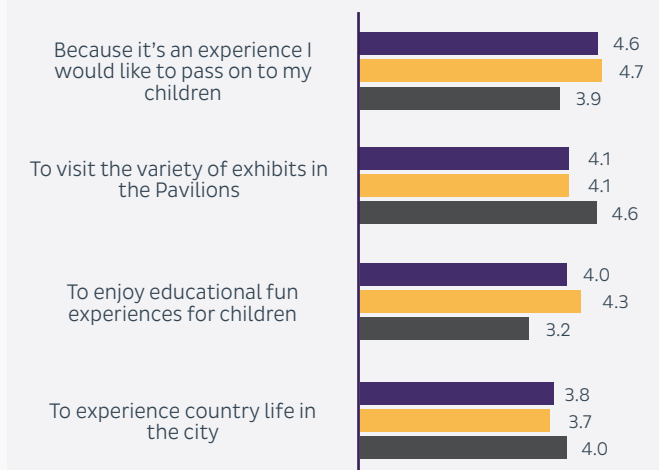
280K

SHOW ATTENDEES STRONGLY AGREE THAT THE SHOW

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

MOTIVATIONS FOR ATTENDANCE IN 2021

Primary School Families Pre-School Families Empty Nesters



1 = strongly disagree 5 = strongly agree