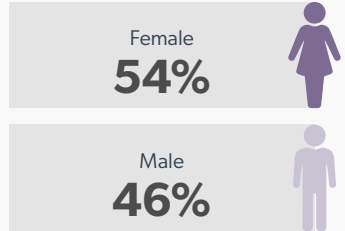


# 2022 Sydney Royal Easter Show

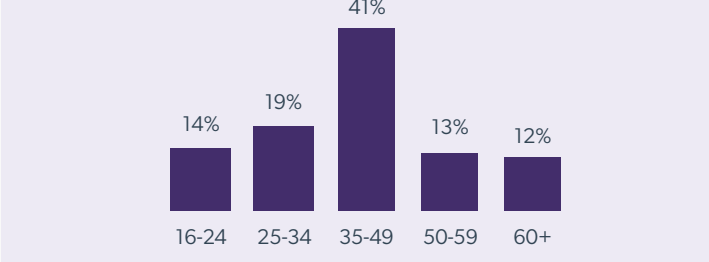


## ATTENDEES

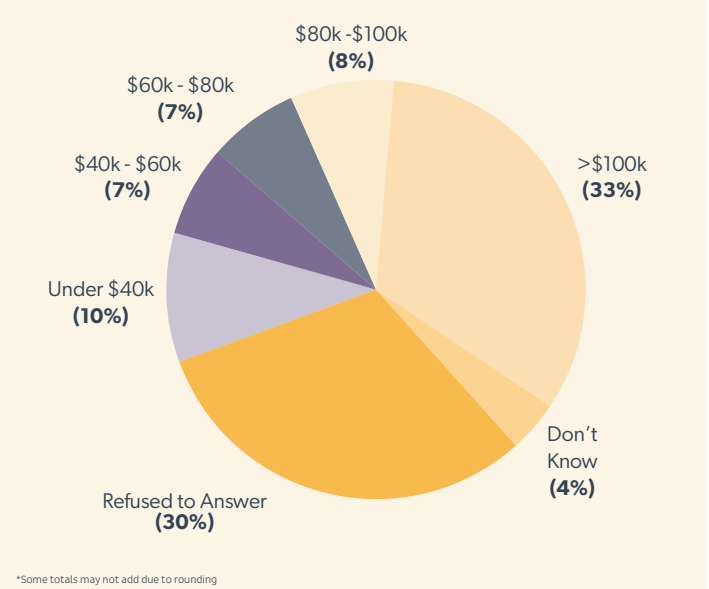
## GENDER



## AGE GROUPS



## HOUSEHOLD INCOME



\*Some totals may not add due to rounding

**AUSTRALIA'S LARGEST ANNUAL TICKETED EVENT**



Royal Agricultural Society of NSW

**CELEBRATING 200 YEARS OF EXCELLENCE IN AGRICULTURE**

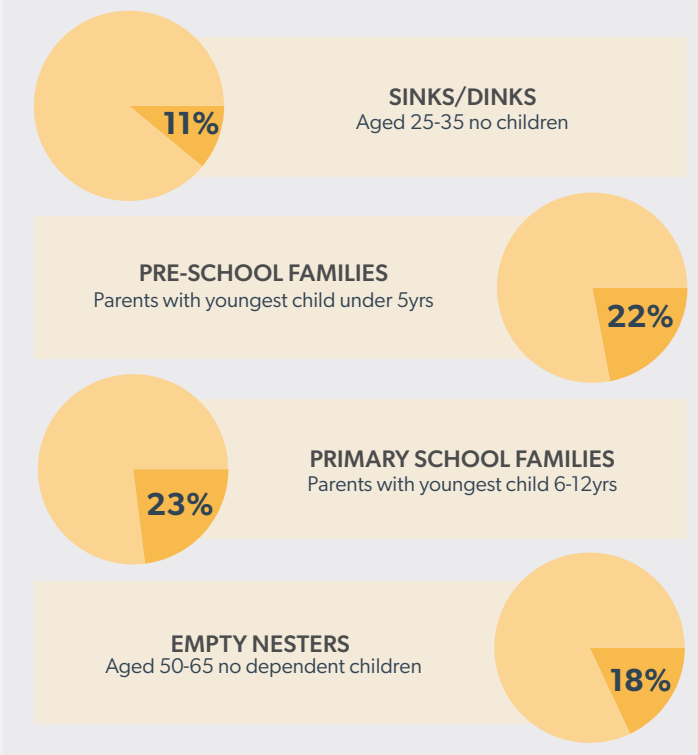
**ANIMALS ARE THE MAIN REASON PEOPLE COME TO THE SHOW**

Source - IER Attendee Research 2022

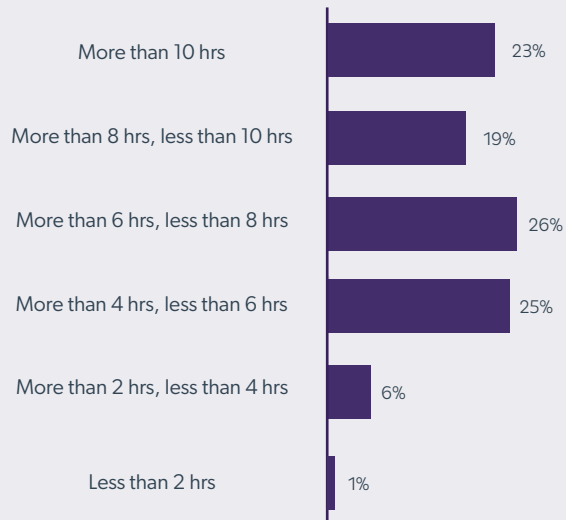
## ATTENDEE ORIGINS



## KEY CUSTOMER SEGMENTS



## NUMBER OF HOURS SPENT AT THE SHOW



Average: **7.4 HOURS**



**50%**  
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

The Show educates children and adults about where food comes from

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

The Show provides a great variety of entertainment each year

**THE SHOW RECEIVED OVER \$78 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

**55% OF ATTENDEES WILL DEFINITELY OR ARE LIKELY TO RETURN IN 2023**

Source - IER Attendee Research 2022

SHOW DATES 6-17 APRIL 2023 <https://www.eastershow.com.au/partner-with-us/>

## DIGITAL REACH



**21M**  
Website Page Views



**236K**  
Social Media Users



**111K**  
App Users



**376K**  
eDM Database

## AVERAGE SPEND BY ATTENDEES



Spend per Group  
(Avg. group of 3)  
**\$432**

Spend per Person  
**\$154**

## LARGEST AGRICULTURAL EVENT IN THE SOUTHERN HEMISPHERE



**8,240**  
Animals onsite with over 2,900 exhibitors



**14,255**  
Ribbons handed out to competition entries