



## **MEDIA RELEASE**

### **Tuesday 3 August 2021**

#### **ROYAL ADELAIDE SHOW TICKETS NOW ON SALE**

Tickets for South Australia's biggest and most popular event, the Royal Adelaide Show, go on sale today.

This year, tickets for the Show must be purchased prior to the event - either online at [www.theshow.com.au](http://www.theshow.com.au), or from Foodland and IGA stores across the State. No ticket sales will be available at the gate.

Show-goers will also need to nominate the day they want to attend the Show before finalising their purchase.

Royal Adelaide Show general manager Michelle Hocking said the new ticketing procedure was in line with SA Health Covid-19 contact tracing guidelines.

"There will also be a cap on attendance numbers each day of the Show, and crowd management in major pavilions through a Traffic Light System developed and trialled at the Sydney Royal Easter Show," she said.

"Of course, we will also implement social distancing measures and there will be hand sanitising stations throughout the Showground."

Ms Hocking said discounted entry would be available for weekday tickets, offering a saving of \$5 on an adult ticket.

"This is good news for the many people who love to visit the Show on the quieter weekdays, however it also means that weekend entry will be in high demand, so it's important to get your tickets early," she said.

"Twilight tickets, valid for entry after 6pm any day of the week, will also be available.

"Our Family Value Passes are another great option. Priced at \$55 for weekdays and \$68 for weekends, they allow entry for 2 adults and 2 children, or 1 adult and 3 children, at a saving of up to 23% on individual ticket prices."

The popular BankSA discounted ride coupons will also only be available for pre-purchase online. They cost \$80 for 100 coupons or \$35 for 40 coupons, with each coupon having a face value of \$1 that can be redeemed at any ride.

To be held September 4 to 12, the 2021 Royal Adelaide Show will feature all the usual favourites, including the much-loved competitions, agricultural displays, exhibitions, carnival attractions, showbags, great food, a jam-packed entertainment program, and nightly fireworks.

"With last year's Royal Show cancelled due to the Coronavirus pandemic, everyone involved with the Show is very excited about staging this year's event for the people of South Australia," Ms Hocking said.

Further information can be found at [www.theshow.com.au](http://www.theshow.com.au).

**For more information:**

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