

March 2, 2017

Marching into a mega month at the Brisbane Showgrounds

March is shaping up to be a bumper month for the Brisbane Showgrounds and Royal International Convention Centre (Royal ICC), with 32 events scheduled over 31 days.

More than 45,000 people are expected to make their way to the Showgrounds this month, for events including Saturday's Your Friends music festival which is set to attract 5,000 people while more than 8,000 people will attend the world's largest toga party (QUT Toga) at the Showgrounds next Thursday.

But while it's the largest party of its kind, the QUT Toga Party isn't the biggest event to be staged at the Showgrounds this month, with the National 4x4 Outdoors Show, Fishing and Boating Expo on March 31 expecting around 25,000 people over three days.

The bumper month will also feature several banquets, keeping the Royal ICC chefs busy – they'll serve a total of more than 16,000 dishes, showcasing some of the Royal Queensland Food and Wine Show (RQFWS) award-winning produce.

Brisbane Showgrounds General Manager of Venue Sales and Marketing Jago Coyle said it was a great start to what is expected to be a very busy year.

"We're currently on track to record an increase in events on last year. In 2016, more than 260 events were staged at the Showgrounds and we're expecting that number to be higher this year," he said.

"We've also recently launched a new combined booking website, making it easier for people to plan and book their event at the Showgrounds and Royal ICC."

The 22 hectare Brisbane Showgrounds precinct is located just 1.5km from Brisbane's CBD and is Queensland's largest indoor / outdoor events site.

For more information about the Brisbane Showgrounds visit <http://www.brisbaneshowgrounds.com.au/>

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MEDIA ENQUIRIES

Veronica Carew
General Manager Communications
Ph: 07 3253 3930 / 0408 323 631
Email: vcarew@rna.org.au

Nicole Clifton
Media and Communications Officer
Ph: 07 3253 3931 / 0417 451 775
Email: nclifton@rna.org.au