

Highland Show breaks all the records

The number of tickets sold for the Royal Highland Show increased by 2.5% on last year and organisers say this will ensure the future of the event.

Around 220,000 visited the Royal Highland Centre over the last four days – around the same number who go to see the Tattoo over the month of August.

The show celebrated its 202nd year since it began on the site where The Scottish Parliament now stands, while the charity behind it, the Royal Highland & Agricultural Society of Scotland, RHASS, was founded in 1784.

During the show, some 327 trophies were handed over and a fund of £208,073 was distributed to winners.

More than 9,000 people attended the Royal Highland Hoolie which was situated to the west side of the main ground, allowing anyone with a Hoolie ticket to see the fan favourites Tide Lines and Irish singer Derek Ryan.

David Tennant, Head of Show for RHASS said: “This year we have seen the show return in all its glory, and it has been a true delight to see generations from across the agricultural community come together to celebrate their great achievements, learnings, stories and make new memories, just as it has been to see visitors and families enjoy all that the Show has to offer.

“It’s great to see the ticketing strategy that was implemented in 2022 in its third year produce a record £3.3million gross ticket return. With more tickets available to the general public than ever, it’s fantastic to see the demand has been met with strong ticket sales.

“While the Show is renowned for its historic and traditional aspects, namely the livestock competitions and parades, over the years we have developed it so far beyond that, and every year we build and grow on the last with an ever-increasing focus on sustainability while ensuring we continue to elevate the visitor experience.

“I’d like to thank everyone for playing their part, from our members, exhibitors and competitors to our staff and members of the public, for helping to make the 2024 Royal Highland Show a truly unforgettable event!”



The Royal Highland Show 2024 ©2024 Martin P McAdam

More than 6,000 livestock were brought to the show. The Queen's Cup, which was presented by Her Majesty Queen Elizabeth II in 1960 to commemorate her presidency of the Royal Highland Show was, this year, awarded to the Dairy Section with the Laird family scooping the prize two years in a row. They are only the second family to do so and the third to win it for a second time.

The John Miller Perpetual Challenge Trophy was presented to Catherine Marshall for her outstanding contribution to heavy horse showing and breeding. Catherine attended the Show with her daughter-in-law, grand-daughter and great grand-daughter who attended her first Show at just eight-months old.

The Royal Highland Show remains the biggest fundraising event for RHASS, Scotland's leading agricultural charity. Super early-bird tickets for the 2025 Show are now on-sale. You can buy tickets here: <https://www.royalhighlandshow.org>



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