



SXSW 
2017

EVENT STATISTICS





Decorative elements on the left side of the page include a vertical column of six 'X' marks and a white square at the top. On the right side, there is a white square at the top, a white wavy line, and a white square at the bottom. A yellow outline of a large number '2' is located in the bottom right corner. A white square is also present in the bottom left corner.

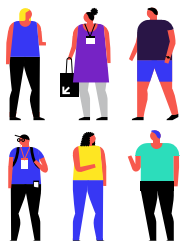
OVERVIEW

SXSWeek® spanned 10 days and nights from March 10–19, 2017, including the SXSW Conference & Festivals and the SXSW Gaming Conference & Festival. Direct participation in SXSWeek totaled approximately **421,900**.

SXSW CONFERENCE



The SXSW Conference programming, consisting of 24 diverse tracks, was headquartered in the Austin Convention Center with sessions extending into 12 additional campuses and another 13 satellite venues for partner programming.



70,696

SXSW Conference Attendees

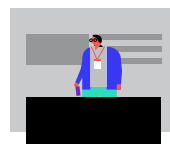
Instead of separating Interactive, Film and Music, this year's SXSW was one unified conference.



74,519

SXSW Trade Show Attendance

Four-Day Cumulative



622

SXSW Trade Show Spaces

Trade Show focus areas included: Exhibitor Pitch Stage, Future of Food, Health Pavilion, International Pavilion, Social Impact Pavilion, Startup Central, Style Lab (fashion and technology), VR/AR Experience, and more.



5,088

Conference Speakers



4,122

Media/Press Attendance

In the past, some journalists registered for two or three of the conferences. Now that SXSW is one unified conference, we've adjusted the metric accordingly.



27

Countries Represented on the Trade Show Floor



2,128

Conference Sessions

Comprised of 11 Keynotes, 107 Featured Sessions, 835 Panel Sessions, 128 Dual Presentations, 231 Solo Presentations, 81 Workshops, 414 Mentor Sessions, 43 Pitch Events, 37 Book Readings, 27 Encore Sessions, 193 Meet Ups, 12 Round Table Discussions, and 9 Talk20s.



1,084

Parties & Official Events

Comprised of 192 Official Parties and 892 Special Events including: Art Exhibitions, Book Signings, Brunches, Coffee Breaks, Happy Hours, International Houses, Lounges, Meet & Greets, Podcasts, Product Samplings, and Receptions.



95

Countries Represented by Registrants

SXSW FESTIVALS: OVERALL & MUSIC



OVERALL

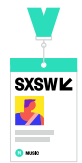


285,804

SXSW Festivals Attendance

The SXSW Festivals were accessible with Interactive, Film, Music, and Platinum Badges, corresponding Music, Film, or Gaming Festival Wristbands, Showcasing Artist Wristbands (for Gaming and Music Festivals), and single admission tickets at designated events.

MUSIC FESTIVAL



167,800

SXSW Official Music Showcase Attendance

Seven-Day Cumulative



7,029

Music Acts That Applied



2,085

Total Acts Performed

Genres included: Alt Country, Americana, Avant/Experimental, Bluegrass, Blues, Classical, Country, Dance, DJ, Electronic, Folk, Gospel, Hip-Hop/Rap, Jazz, Latin, Latin Hip Hop, Latin Indie, Latin Pop, Latin Reggae, Latin Rock, Latin Urban/Reggaeton, Metal, Pop, Punk, R&B, Reggae, Rock, Singer-Songwriter, Ska, Soul, Spoken Word, and World.



2,778

Total Performances



544

International Acts Performed



63

Countries Represented



104

Music Festival Stages



30,000

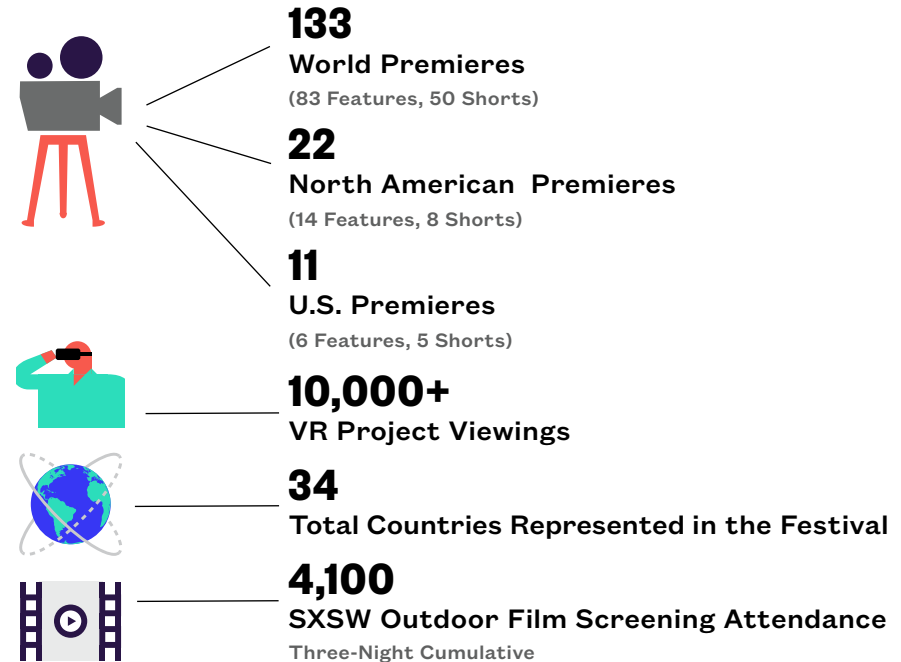
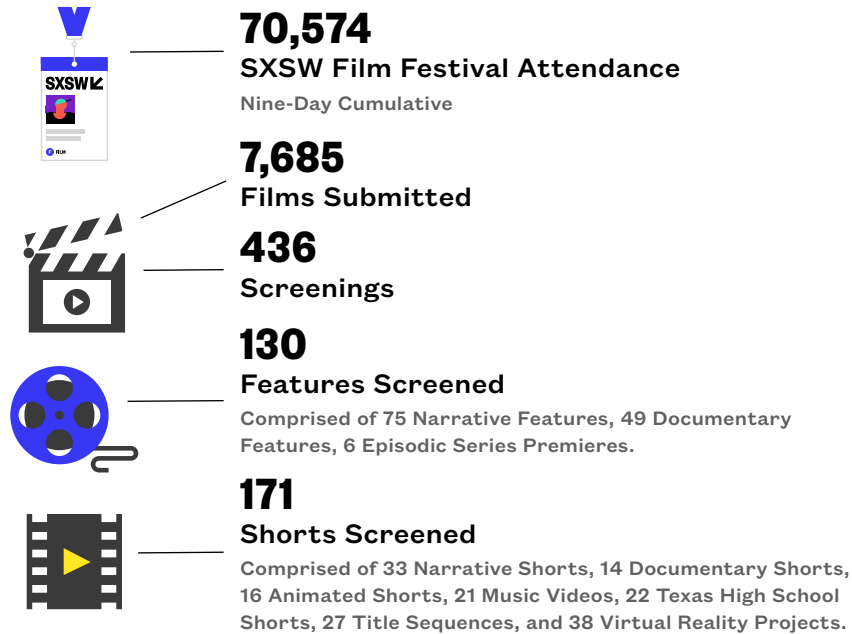
Outdoor Stage at Lady Bird Lake

Three-Day Cumulative

SXSW FESTIVALS: FILM, GAMING & COMEDY

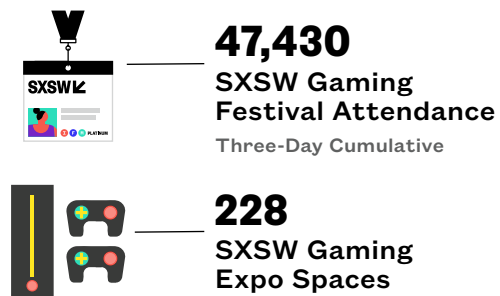


FILM FESTIVAL



SXSW FESTIVALS: FILM, GAMING & COMEDY

GAMING CONFERENCE & FESTIVAL



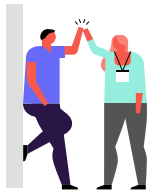
COMEDY FESTIVAL



SXSW FESTIVALS: EXHIBITIONS & HOUSING



EXHIBITIONS



65,357

SXSW Consumer Exhibitions Attendance

SXSW produced many free and open to the public events, including the following exhibitions.



12,887

SXSW Job Market Attendance

Two-Day Cumulative

81

SXSW Job Market Spaces



9,577

SXSW Create Attendance

Three-Day Cumulative

72

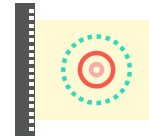
SXSW Create Spaces



42,893

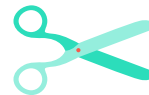
**Flatstock 59 & SXSW
Marketplace Attendance**

Three-Day Cumulative



98

**Flatstock 59
Exhibit Spaces**



48

SXSW Marketplace Spaces

HOUSING



50,175

**Hotel Room
Nights Booked**



70

Official Hotels



11,605

**Individual
Reservations
Booked**

In late summer 2017, the 2017 Economic Impact figures will be announced following a detailed analysis by Greyhill Advisors.