

SXSW  2019

EVENT STATISTICS

OVERVIEW

Taking place March 4–17, 2019, the SXSW Conference & Festivals, SXSW EDU, and SXSW Gaming drew attendance totaling approximately 417,400.

SXSW CONFERENCE

Headquartered in the Austin Convention Center, the SXSW Conference's 25 diverse tracks and 8 Series of Sessions extended into 8 additional campuses and a further 9 satellite venues for partner programming.



73,716

SXSW Conference Attendees

SXSW CONFERENCE



4,799

Conference Speakers



4,331

Media/Press Attendance



2,128

Conference Sessions

Comprised of 15 Keynotes, 124 Featured Sessions, 725 Panel Sessions, 114 Dual Presentations, 201 Solo Presentations, 107 Workshops, 498 Mentor Sessions, 23 Pitch Events, 49 Book Readings, 30 Encore Sessions, 90 Book Signings, 120 Meet Ups, 16 Round Tables, 72 Focus15s, and 34 Podcasts



106

Countries Represented by Attendees



70,000

SXSW Trade Show 4-Day Attendance



181,400

Square Feet Exhibit Space

Trade Show focus areas included: Come & Capture (digital filmmaking) Next Stage, Discovery Stage, Health & MedTech Pavilion, International Pavilion & International Innovations Platform, Social Impact Pavilion, Meet Up Pavilion, Startup Village, Job Market and more



25

Countries Represented on the Trade Show Floor



351

Official Parties and Special Events

Comprised of Official Parties for specific brands, cities, states and nations, as well as Special Events including: Brunches, Coffee Breaks, Happy Hours, Multi-Day Houses, Lounges, Meet & Greets, Product Samplings, and Receptions

SXSW FESTIVALS: OVERALL & MUSIC

OVERALL



232,258

SXSW Festivals Attendance

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

MUSIC FESTIVAL



159,258

SXSW Official Music Showcase
7-Day Cumulative Attendance



7,712

Artist Showcase Applications Received



1,964

Total Acts Performed

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



2,727

Total Performances



612

International Acts Performed



62

Countries Represented



94

Music Festival Stages



16,600

Outdoor Stage at Lady Bird
Lake Attendance

Three Days

SXSW FESTIVALS: FILM & COMEDY

FILM FESTIVAL

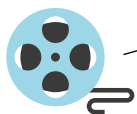


73,000
SXSW Film Festival 9-Day Attendance

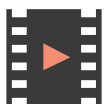


8,495
Films Submitted

425
Screenings



133
Features Screened
Comprised of 66 Narrative Features, 64 Documentary Film Screenings, 3 Special Events



131
Shorts Screened
Comprised of 39 Narrative Shorts, 13 Documentary Shorts, 11 Animated Shorts, 20 Music Videos, 18 Texas High School Shorts, 30 Title Sequences



155
World Premieres
102 Features, 44 Shorts, 5 Episodic Premieres, 4 Episodic Pilot Competitions, 12 Virtual Cinema

14
North American Premieres
9 Features, 4 Shorts, 1 Episodic Pilot Competition, 5 Virtual Cinema

8
U.S. Premieres
3 Features, 4 Shorts, 1 Episodic Pilot Competition, 2 Virtual Cinema



14,055
VR Project Viewings
Of 26 total Virtual Reality Projects



17
Episodics
Comprised of 5 Episodic Premieres and 12 Episodic Pilot Competition



45
Total Countries Represented in the Festival

COMEDY FESTIVAL



35
Comedy Showcases



57
Comedians/
Performers

SXSW GAMING

SXSW GAMING® took place March 15-17, 2019



50,000
SXSW Gaming Attendance



157
SXSW Gaming Festival Speakers



80
SXSW Gaming Festival Sessions



201
Media/Press Attendance



96,740
Square Feet Exhibit Space



13
Countries Represented on the
SXSW Gaming Expo Floor

SXSW PUBLIC EXHIBITIONS

EXHIBITIONS



48,500

SXSW Consumer Exhibition Attendance



13,500

SXSW Wellness Expo 2-Day Attendance

70,000

Square Feet Exhibit Space

3

Countries Represented on the Wellness Expo Floor



20,000

Marketplace Square Feet Exhibit Space

3

Countries Represented on the Marketplace Exhibition Floor



35,000

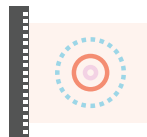
Flatstock 69 & SXSW Marketplace 3-Day Attendance

65,000

Flatstock Square Feet Exhibit Space

6

Countries Represented on the Flatstock Exhibition Floor



SXSW EDU

SXSW EDU® took place March 4-7, 2019.



12,927
SXSW EDU Attendance

SXSW EDU



8,274
Conference Attendees



4,653
Public Attendees



1,202
Speakers



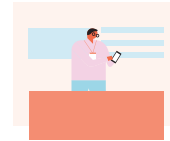
492
Sessions



41
Countries Represented by Registrants



171
Media/Press in Attendance



79,525
Square Feet Exhibit Space



9,800
3-Day SXSW EDU Expo Attendance



161
Exhibitors



11
Countries Represented on
the SXSW EDU Expo Floor

SXSW HOUSING & EXHIBITIONS SUMMARIES

HOUSING



55,339

Hotel Room Nights Booked



58

Official Hotels



12,821

Individual Reservations Booked

TRADE SHOW & EXHIBITIONS SUMMARY



592,705

Square Feet of Built Exhibit Space

Inside the Austin Convention Center, Palmer Events Center, Hilton Downtown, and JW Marriott