Taking place March 4–17, 2019, the SXSW Conference & Festivals, SXSW EDU, and SXSW Gaming drew participation totaling approximately 417,400.
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
- **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
- **70,000** SXSW Trade Show 4-Day Attendance
- **181,400** Square Feet Exhibit Space
- **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
- **106** Countries Represented by Attendees
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.

159,258
SXSW Official Music Showcase 7-Day Cumulative Attendance

1,964
Total Acts Performed


7,712
Total Performances

612
International Acts Performed

62
Countries Represented

94
Music Festival Stages

16,600
Outdoor Stage at Lady Bird Lake Attendance

Three Days
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
- **45** Total Countries Represented in the Festival

COMEDY FESTIVAL

- **35** Comedy Showcases
- **57** Comedians/Performers

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SXSW 2019 EVENT STATISTICS

REV 9.10.19
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

<table>
<thead>
<tr>
<th></th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>SXSW Wellness Expo 2-Day Attendance</td>
<td>13,500</td>
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<tr>
<td>Square Feet Exhibit Space</td>
<td>70,000</td>
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<tr>
<td>Marketplace Square Feet Exhibit Space</td>
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<tr>
<td>Flatstock 69 &amp; SXSW Marketplace 3-Day Attendance</td>
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<td>Flatstock Square Feet Exhibit Space</td>
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<td>Countries Represented on the Flatstock Exhibition Floor</td>
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</tbody>
</table>

| SXSW Consumer Exhibition Attendance | 48,500 |
SXSW EDU® took place March 4–7, 2019.

- **12,927** SXSW EDU Attendance
- **8,274** Conference Attendees
- **4,653** Public Attendees
- **1,202** Speakers
- **492** Sessions
- **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
- **41** Countries Represented by Registrants
## SXSW 2019 Event Statistics

### 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

The 2019 SXSW Economic Impact figures will be announced later this summer following a detailed analysis by Greyhill Advisors.