

SXSW 2022

EVENT STATISTICS

OVERVIEW

This year SXSW combined both in-person and online event access at our first ever hybrid event. To reflect the complete SXSW experience, we've measured participation for in-person and online. This document covers the combined hybrid participation.

Taking place March 7–20, 2022 in Austin, the SXSW Conference & Festivals and SXSW EDU drew total participation totaling approximately 278,681.

SXSW CONFERENCE & OVERALL

Headquartered in the Austin Convention Center, the SXSW Conference featured 15 diverse Tracks and 9 Summits highlighted across 5 additional campuses. Partner Programming extended this further to 11 satellite venues.



42,491
SXSW Conference Attendees

SXSW CONFERENCE



3,520
Conference Speakers



1,446
Conference Sessions

Comprised of 10 Keynotes, 128 Featured Sessions, 518 Panel Sessions, 191 Presentations, 40 Workshops, 359 Mentor Sessions, 9 Pitch Events, 26 Book Readings, 3 Encore Sessions, 51 Book Signings, 68 Meet Ups, 16 Short Form, 18 Podcasts, and 9 Summits



24,699
SXSW Creative Industries Expo 4-Day Attendance



155,000
Square Feet Exhibit Space
Creative Industries Expo Focus areas include: Next Stage, International Pavilion, Meet Up Pavilion, and more.



26
Countries Represented at the Creative Industries Expo



112
Countries Represented by Attendees



2,342
Media/Press Attendance



145
Official Parties and Special Events
Comprised of Official Parties for specific brands, cities, states and nations, as well as Special Events including: tent poles, happy hours, coffee breaks, lounges, parties, houses, other events

SXSW FESTIVALS: OVERALL & MUSIC

OVERALL



205,595

SXSW Festivals Attendance Online and in-person

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

SXSW FESTIVALS

MUSIC FESTIVAL



134,537

**SXSW Official Music Showcase 6-Day
Cumulative Attendance Online and in-person**



405

International Acts Performed



5,001

Artist Showcase Applications Received



54

Countries Represented



1,504

Total Acts Performed

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



75

Music Festival Stages



292

Showcases



25,000

Outdoor Stage Attendance

Three Days

SXSW FESTIVALS: FILM & COMEDY

FILM FESTIVAL



71,058
SXSW Film Festival 9-Day Attendance
In-Person and Online



6,564
Films Submitted



583
Screenings
Screened on 15 screens at 8 venues + Online



98
Features Screened
Comprised of 46 Narrative Features, 52
Documentary Film Screenings

132
Shorts Screened
Comprised of 39 Narrative Shorts, 16 Documentary Shorts,
12 Animated Shorts, 24 Music Videos, 22 Texas High School
Shorts, and 19 Title Sequences



217
World Premieres
140 World Premieres, 9 International Premieres, 18 North
American Premieres, 9 U.S. Premieres, 41 Texas Premieres



32
Red Carpet Premieres



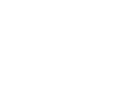
60
Awards Presented
including Grand Jury, Special Jury Recognition, Special
Awards, Audience Awards



5,945
XR Experience Attendance
34 Total XR Projects, 7 XR Special Events; Three Days



18
Episodics
Comprised of 12 Episodic Premieres and 6 Episodic Pilot
Competition projects



37
Total Countries Represented
in the Festival

SXSW FESTIVALS

COMEDY FESTIVAL



36
Comedy
Showcases



53
Comedians/
Performers

SXSW PUBLIC EXHIBITIONS

EXHIBITIONS



23,890

SXSW Consumer Exhibition Attendance
In-Person and Online



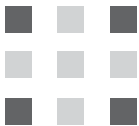
6,171

SXSW Wellness Expo 2-Day Attendance



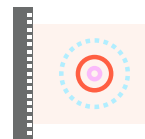
12,204

Flatstock 3-Day Attendance



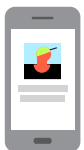
70,000

Wellness Square Feet Exhibit Space



75,000

Flatstock Square Feet Exhibit Space



5,515

Online Attendance

SXSW EDU

SXSW EDU® took place March 7-10, 2022.



7,376

SXSW EDU Attendance In-Person and Online

SXSW EDU



1,093

Speakers



400

Sessions



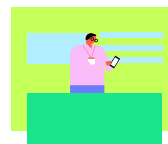
47

Countries Represented by Registrants



175

Media/Press in Attendance



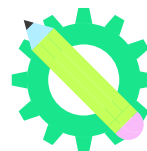
105,000

Square Feet Exhibit Space



8,572

3-Day SXSW EDU Expo Attendance



108

Exhibitors



9

Countries Represented at the SXSW EDU Expo

SXSW HOUSING & EXHIBITIONS SUMMARIES

HOUSING



45,633

Hotel Room Nights Booked



67

Official Hotels



10,346

Individual Reservations Booked

EXHIBITIONS SUMMARY



440,020

Square Feet of Built Exhibit Space

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

