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.
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
- **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
- **2,342** Media/Press Attendance
- **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
- **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
- **2,342** Media/Press Attendance
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

MUSIC FESTIVAL

134,537
SXSW Official Music Showcase 6-Day Cumulative Attendance Online and in-person

5,001
Artist Showcase Applications Received

1,504
Total Acts Performed

405
International Acts Performed

54
Countries Represented

75
Music Festival Stages

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

**COMEDY FESTIVAL**

- **36** Comedy Showcases

- **53** Comedians/Performers
SXSW PUBLIC EXHIBITIONS

EXHIBITIONS

6,171
SXSW Wellness Expo 2-Day Attendance

70,000
Wellness Square Feet Exhibit Space

23,890
SXSW Consumer Exhibition Attendance
In-Person and Online

12,204
Flatstock 3-Day Attendance

75,000
Flatstock Square Feet Exhibit Space

5,515
Online Attendance
SXSW EDU® took place March 7–10, 2022.

- **7,376** SXSW EDU Attendance In-Person and Online
- **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

The 2022 SXSW Economic Impact report will be announced later this summer.