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The main SXSW 2023 logo, featuring the text "SXSW" in a large, bold, black, sans-serif font, followed by a black arrowhead pointing downwards and to the right. Below this, the year "2023" is written in a very large, bold, black, sans-serif font. The background of the entire slide is a vibrant, abstract pattern of wavy, overlapping bands in shades of orange, yellow, and pink.

SXSW Conference & Festivals | SXSW EDU Conference & Festival

Analysis of the Economic Benefit to the City of Austin

EXECUTIVE SUMMARY

The March 2023 SXSW Conference and Festivals, in conjunction with SXSW EDU, represented a triumphant return to form for Austin's signature gathering of creatives, bringing a total **\$380.9M** of spending activity into the Austin economy. This includes spending by attendees, SXSW, and partners of the festival going to local businesses and vendors—like hotels, venues, bars, restaurants, theaters, caterers, production equipment rentals and more—creating and sustaining local jobs.

After a scaled-back 2022 event following two pandemic years without physical conferences, festivals, and exhibitions, SXSW 2023 reaffirmed the event's unmatched ability to bring together the world's most visionary talent right here in Austin. With 25 programming tracks and featured speakers like Patagonia CEO Ryan Gellert, humanitarian chef José Andrés, and actress Eva Longoria, the 2023 event sealed Austin's reputation as a community where innovation and commerce are nurtured and celebrated.



ABOUT SXSW

SXSW's purpose is to help creative people achieve their goals. SXSW works diligently to provide a platform to foster discovery and shine a light on artists and innovators whose work is fresh and pushes boundaries. The event is a celebration of self-expression and the value of unique perspectives.

Since 1987 SXSW has called Austin home. Both the SXSW team and its participants from more than 100 countries recognize the power of human connection to fulfill its purpose. Embracing individuality means creating an inclusive and supportive experience for all. Through partnership and collaboration, SXSW believes that giving a voice to a diverse range of forward-thinking people will help pave the path to a brighter future, here in Austin and across the world.



ECONOMIC ACTIVITY TO THE AUSTIN ECONOMY



ATTENDANCE IMPACT

Attracted by the unrivaled ability of SXSW to bring together industry leaders from across the globe, SXSW official participants are overwhelmingly working professionals from outside Austin. The Attendance Impact encompasses the direct, indirect, and induced local economic benefit of all attendees of the conference and festival to the city of Austin.

OPERATIONAL IMPACT

Although SXSW is most visible during March, producing such a large-scale event requires year-round staffing and infrastructure. The operational impact includes the direct, indirect, and induced local economic benefit of the year-round operations of SXSW and event-specific expenditures by SXSW.

PARTNER IMPACT

Much like official participants, SXSW partners play a substantial role in the event's economic impact on Austin each year. The Partner Impact includes the direct, indirect, and induced local economic activity generated by expenditures by SXSW exhibitors and sponsors, as well as official parties.

Thanks to both increased attendance and a boost in spending among official registrants, the 2023 event generated the greatest economic impact to local businesses and workers in the event's history.

SXSW 2023 ATTENDEES' AUSTIN EXPERIENCE

SXSW attracts the brightest creative minds from around the world each year, allowing participants to enjoy the best Austin has to offer—injecting vibrancy, excitement, and revenue throughout the city and sustaining local employment. Attendees discover local businesses throughout the city, from hotels and performance venues to restaurants and shops.

52,638 INDIVIDUAL HOTEL ROOM NIGHTS

11,444 HOTEL RESERVATIONS BOOKED

\$225 AVERAGE DAILY RETAIL SPENDING

70 MUSIC VENUES
(2,016 official acts from **60** countries)

8 HOTEL AND CONFERENCE VENUES
(featuring **2,989** speakers from **45** Countries)

7 THEATERS
(featuring **359** screenings from **34** countries)

SXSW HOTEL OCCUPANCY TAX ALLOCATION

SXSW works with local hotels to lower rates for attendees who book directly through SXSW. Direct bookings in 2023 raised more than **\$2.6M** in hotel occupancy tax.

Money collected through Austin's hotel occupancy tax funds \$5000 grants to Austin-area musicians through the Live Music Fund. SXSW generated enough taxes through direct bookings alone to fund more than **500 grants** in 2023.

Attendee stays booked directly through SXSW or individually are estimated to have funded **1 in every 4** Live Music Fund Grants awarded so far in 2023.

COMMUNITY SUPPORT AND PARTNERSHIPS

While creating an event for a global audience is what SXSW is known for, some of their best work is done behind the scenes.

The company works hard to stay engaged with Austin on a year-round basis by establishing mindful partnerships that serve to benefit their hometown.

Find out more about our partnerships [here](#).



SXSW MEDIA VALUATION

In 2023 the value of SXSW print, broadcast and online publications coverage totaled **\$213M** from **74** countries. The full list of media outlets can be found [here](#).

The media valuation calculations represent the most comprehensive attempt to properly quantify the economic benefits Austin enjoys each year via SXSW's "media buzz" factor.



PRESS QUOTES

“With everything from artificial intelligence to virtual reality, SXSW has become the place to explore the newest of what the tech industry has to offer. Whether dealing with the future of technology in daily life, the latest in space exploration, or new ways of entertaining the masses, these technology panels will offer fans, speculators, and curious forward-thinkers unique opportunities to learn more about where the various fields are headed. There’s something for everyone, with guest speakers and panels on just about every topic imaginable.”—***Den of Geek***

“Just know that at SXSW, you can be at the right party at the right time and still miss everything. To enjoy the spectacle, try embracing JOMO, the joy of missing out, and let serendipity take you where you’re supposed to be. ...when that elevator door opens, you never know who might walk in.”—***Forbes***

“SXSW is one of the key new music showcase events on the planet. Now back to full strength, the Austin, Texas festival welcomes rising artists from around the globe, and it’s a vital place to absorb new ideas, and fresh voices.”—***Clash Magazine***

“....like Sundance but with better weather, better food and nicer people (though without the skiing and snowboarding). And this year’s line-up is no different, featuring splashy Hollywood premieres, hotly tipped indies and a ton of stuff you’ve never, ever heard of.”—***The Wrap***

“When South by Southwest takes over Austin, Texas every spring, the city explodes with culture, new ideas and fresh sounds. Hundreds of artists descend to perform a variety of engaging showcases, intimate sets and show-stopping performances hoping to make their mark.”—***Grammy.com***

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