

SXSW 2023

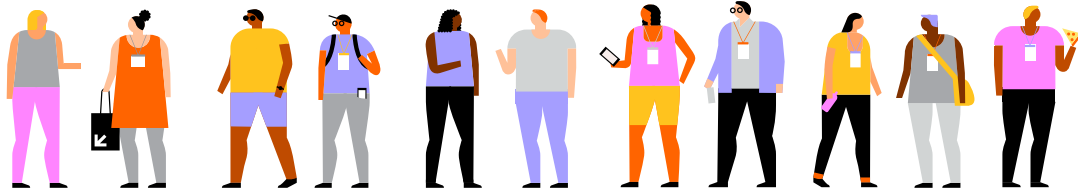
EVENT STATISTICS

OVERVIEW

Taking place March 6–19, 2023 in Austin, the SXSW Conference & Festivals and SXSW EDU drew participation totaling approximately **345,066**.

SXSW CONFERENCE & OVERALL

Headquartered in the Austin Convention Center, the SXSW Conference featured 25 diverse Tracks across 5 additional campuses. Partner Programming extended this further to 21 satellite venues.



76,015

SXSW Conference Attendees
In-Person and Online



2,989

Conference Speakers



57,006

SXSW Creative Industry Expo 4-Day Attendance



1,484

Conference Sessions

Comprised of 8 Keynotes, 107 Featured Sessions, 580 Panel Sessions, 187 Presentations, 48 Workshops, 361 Mentor Sessions, 8 Pitch Events, 13 Book Readings, 3 Encore Sessions, 73 Book Signings, 87 Meet Ups, and 9 Podcasts



161,397

Square Feet Exhibit Space

Creative Industries Expo Focus areas include: Next Stage, Global & Innovation Pavilions, Meet Up Pavilion, and more.



22

Countries Represented at the Creative
Industries Expo



103

Countries Represented by Attendees



3,150

Media/Press Attendance



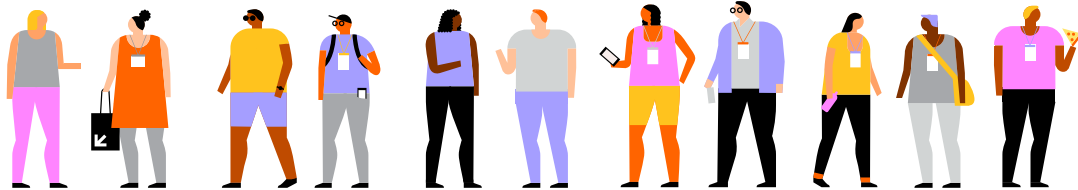
272

Official Parties and Special Events

Comprised of Official Parties for specific brands, cities, states and nations, as well as Special Events including: client events, happy hours, brunches, speaker dinners, opening and closing parties, and launches

SXSW FESTIVALS: OVERALL & MUSIC

OVERALL



220,011

SXSW Festivals Attendance

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

MUSIC FESTIVAL



151,940

SXSW Official Music Showcase 6-Day Cumulative Attendance



6,840

Artist Showcase Applications Received



1,577

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, Spoken Word, Tejano, and World



310

Showcases



525

International Acts Performed



60

Countries Represented



78

Music Festival Stages



8,095

Community Concert 3-Day Attendance

15,577

Billboard Concert 3-Day Attendance*

**1-day inclement weather impact*

SXSW FESTIVALS: FILM & TV AND COMEDY

FILM & TV FESTIVAL



68,071

SXSW Film & TV Festival 9-Day Attendance

58,760 SXSW Film & TV Screenings Attendance



9,311

XR Experience Attendance

32 total XR Projects, and 4 XR Special Events



7,202

Projects Submitted



359

Screenings

Screened on 14 screens at 7 venues

111

Features Screened

Comprised of 65 Narrative Features, and 46 Documentary Film Screenings



22

TV Projects Screened

Comprised of 12 TV Premieres, 3 TV Spotlights, and 7 Independent TV Pilots

83

Shorts Screened

Comprised of 36 Narrative Shorts, 16 Documentary Shorts, 11 Animated Shorts, and 20 Music Videos



220

Premieres

145 World Premieres, 15 International Premieres, 18 North American Premieres, 4 U.S. Premieres, and 38 Texas Premieres



40

Red Carpet Premieres



56

Awards Presented

Including Grand Jury, Special Jury Recognition, Special Awards, and Audience Awards



34

Total Countries Represented in the Festival

COMEDY FESTIVAL



35

Comedy Showcases

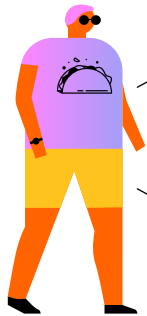


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Comedians/Performers

SXSW EXHIBITIONS & HOUSING

PUBLIC EXHIBITIONS



21,507

SXSW Creative Industries Exhibition 1-Day Public Attendance

15,402

Flatstock 3-Day Attendance



161,397

Square Feet Exhibit Space for Creative Industries Exhibition

35,000

Flatstock Square Feet Exhibit Space



22

Countries Represented on the Creative Industries Exhibition Floor

3

Countries Represented on the Flatstock Exhibition Floor

EXHIBITIONS SUMMARY



297,066

Square Feet of Built Exhibit Space

Inside the Austin Convention Center, Hilton, Fairmont, and JW Marriott

HOUSING

SXSW & SXSW EDU



52,638

Hotel Room Nights Booked



68

Official Hotels

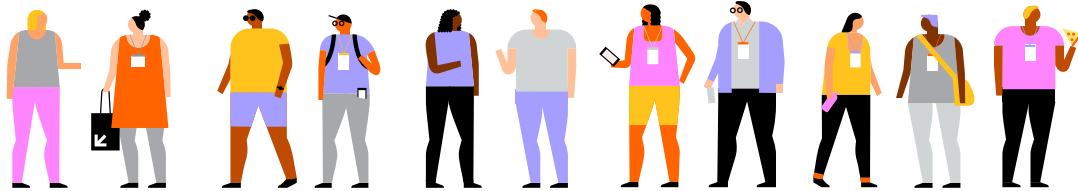


12,118

Individual Reservations Booked

SXSW EDU CONFERENCE & FESTIVAL

SXSW EDU® took place March 6–9, 2023.



8,004

SXSW EDU Attendees
In-person and Online



1,013

Speakers



79,525

Square Feet Exhibit Space



362

Sessions



11,992

3-Day SXSW EDU Expo Attendance

4,127 SXSW EDU Expo 1-Day Public Attendance



45

Countries Represented by Attendees



76

Exhibitors



179

Media/Press in Attendance



6

Countries Represented at the
SXSW EDU Expo