OVERVIEW

Taking place March 6–19, 2023 in Austin, the SXSW Conference & Festivals and SXSW EDU drew participation totaling approximately 345,066.
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
- **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, 73 Book Signings, 87 Meet Ups, and 9 Podcasts
- **57,006** SXSW Creative Industry Expo 4-Day Attendance
- **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

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>SXSW Festivals Attendance</td>
<td>220,011</td>
</tr>
<tr>
<td>The SXSW Festivals were accessible with Interactive, Film &amp; TV, Music, and Platinum Badges, corresponding Music and Film &amp; TV Wristbands, Showcasing Artist Wristbands, and single admission tickets at designated events.</td>
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</tbody>
</table>

### Music Festival

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>SXSW Official Music Showcase 6-Day Cumulative Attendance</td>
<td>151,940</td>
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<tr>
<td>International Acts Performed</td>
<td>525</td>
</tr>
<tr>
<td>Countries Represented</td>
<td>60</td>
</tr>
<tr>
<td>Music Festival Stages</td>
<td>78</td>
</tr>
<tr>
<td>Community Concert 3-Day Attendance</td>
<td>8,095</td>
</tr>
<tr>
<td>Billboard Concert 3-Day Attendance*</td>
<td>15,577</td>
</tr>
</tbody>
</table>

*1-day inclement weather impact


<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artist Showcase Applications Received</td>
<td>6,840</td>
</tr>
<tr>
<td>Showcases</td>
<td>310</td>
</tr>
</tbody>
</table>
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
- **52** 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® took place March 6–9, 2023.

8,004 SXSW EDU Attendees
In-person and Online

1,013 Speakers

362 Sessions

45 Countries Represented by Attendees

179 Media/Press in Attendance

79,525 Square Feet Exhibit Space

11,992 Countries Represented at the SXSW EDU Expo

45 Exhibitors

6 Countries Represented at the SXSW EDU Expo

3-Day SXSW EDU Expo Attendance
4,127 SXSW EDU Expo 1-Day Public Attendance

The 2023 SXSW Economic Impact report will be announced later this summer.