

SXSW 2024

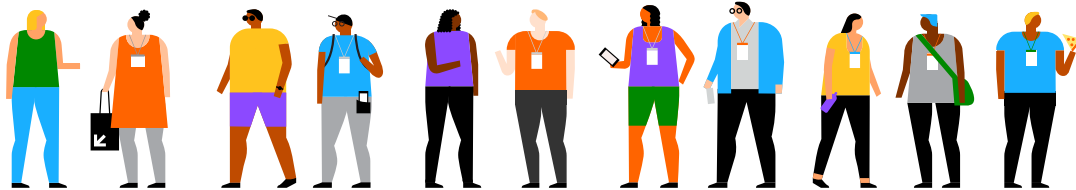
EVENT STATISTICS

OVERVIEW

Taking place March 4-16, 2024 in Austin, the SXSW Conference & Festivals and SXSW EDU drew participation totaling approximately **512,722**.

SXSW CONFERENCE & OVERALL

Headquartered in the Austin Convention Center, the SXSW Conference featured 24 diverse Tracks across 6 additional campuses. Partner Programming extended this further to 19 satellite venues.



228,738

SXSW Conference Attendees

47,661 In-Person and 181,077 YouTube Unique Viewers



3,852

Conference Speakers



51,090

SXSW Creative Industry Expo 4-Day Attendance



1,702

Conference Sessions

Comprised of 8 Keynotes, 102 Featured Sessions, 600 Panel Sessions, 129 Presentations, 52 Workshops, 12 Featured Speaker Connects, 433 Mentor Sessions, 11 Pitch Events, 20 Book Readings, 7 Encore Sessions, 98 Book Signings, 94 Meet Ups, 23 Podcasts, 30 Short Forms, 12 Continuing Legal Education, 101 Fireside chats



161,397

Square Feet Exhibit Space

Creative Industries Expo Focus areas include: Next Stage, The Hub, Podcast Lounge, Networking Lounge, Pavilions, Amazon Health Pickleball Court, Dropstuff Art Installation, and more



14

Countries Represented at the Creative Industries Expo



108

Countries Represented by Attendees



2,787

Media/Press Attendance



256

Official Parties and Special Events

Official parties and events include: client events, happy hours, lunches, dinners, speaker receptions, and opening, intermission & closing parties

SXSW FESTIVALS: OVERALL & MUSIC

OVERALL



208,904

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



140,060

SXSW Official Music Showcase 6-Day Cumulative Attendance



7,009

Artist Showcase Applications Received



1,248

Total Acts Performed

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



271

Showcases



422

International Acts Performed



55

Countries Represented



65

Music Festival Stages



14,200

Community Concert 3-Day Attendance

10,822

Billboard Concert 3-Day Attendance*

**1-day inclement weather impact*

SXSW FESTIVALS: FILM & TV AND COMEDY

FILM & TV FESTIVAL



68,844

SXSW Film & TV Festival 9-Day Attendance

56,958 SXSW Film & TV Screenings Attendance



11,886

XR Experience Attendance

32 total XR Projects, and 4 XR Special Events



7,542

Projects Submitted



419

Screenings

Screened on 16 screens at 7 venues

118

Features Screened

Comprised of 69 Narrative Features, and 49 Documentary Film Screenings



21

TV Projects Screened

Comprised of 7 TV Premiers, 8 TV Spotlights and 6 Independent TV Pilots

80

Shorts Screened

Comprised of 31 Narrative Shorts, 19 Documentary Shorts, 11 Animated Shorts, and 19 Music Videos



235

Premieres

155 World Premieres, 15 International Premieres, 18 North American Premieres, 6 U.S. Premieres, and 41 Texas Premieres



37

Red Carpet Premieres



47

Awards Presented

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



36

Total Countries Represented in the Festival

COMEDY FESTIVAL



40

Comedy Showcases

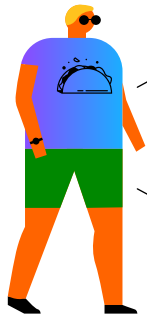


71

Comedians/Performers

SXSW EXHIBITIONS & HOUSING

PUBLIC EXHIBITIONS



19,739

SXSW Creative Industries Exhibition 1-Day Public Attendance

13,300

Flatstock 3-Day Attendance



161,397

Square Feet Exhibit Space for Creative Industries Exhibition

21,200

Flatstock Square Feet Exhibit Space



14

Countries Represented on the Creative Industries Exhibition Floor

5

Countries Represented on the Flatstock Exhibition Floor

EXHIBITIONS SUMMARY



268,778

Square Feet of Built Exhibit Space

Includes Austin Convention Center, Brush Square Park and Fairmont Hotel

HOUSING

SXSW & SXSW EDU



47,109

Hotel Room Nights Booked



76

Official Hotels



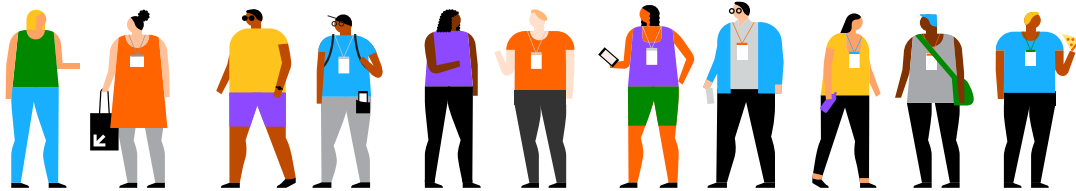
10,745

Individual Reservations Booked

8,346 SXSW + 2,399 SXSW EDU

SXSW EDU CONFERENCE & FESTIVAL

SXSW EDU® took place March 4–7, 2024.



10,243

SXSW EDU Attendees

7,664 In-Person and 2,579 YouTube Unique Viewers



1,108

Speakers



39,762

Square Feet Exhibit Space



386

Sessions



13,328

3-Day SXSW EDU Expo Attendance

4,973 SXSW EDU Expo 1-Day Public Attendance



44

Countries Represented by Attendees



99

Exhibitors



202

Media/Press in Attendance



9

Countries Represented at the SXSW EDU Expo