

SXSW 2025

EVENT STATISTICS

OVERVIEW

Taking place March 3–15, 2025 in Austin, the SXSW Conference & Festivals and SXSW EDU drew participation totaling approximately **309,327**. Our growing online community contributed an additional **383,700** unique views on YouTube.

SXSW CONFERENCE & OVERALL

Headquartered in the Austin Convention Center, the SXSW Conference featured 23 diverse Tracks across 5 additional campuses. Partner Programming extended this further to 14 satellite venues.



37,770

SXSW In-Person Conference Attendees

383,738

YouTube Unique Viewers During the Event



3,409

Conference Speakers



37,734

SXSW Expo 4-Day Attendance



1,712

Conference Sessions

Comprised of 78 Book Signings, 20 Book Readings, 12 CLE, 4 Encore Sessions, 82 Featured Sessions, 110 Fireside Chats, 7 Keynotes, 89 Meet Ups, 509 Mentor Sessions, 507 Panel Sessions, 9 Pitch Events, 21 Podcasts, 167 Presentations, 9 Roundtables, 22 Short Forms, 19 Speaker Connects, 47 Workshops



165

Official Parties and Special Events

Comprised of Official Parties for specific brands, cities, states and nations, as well as Special Events including: happy hours, lunches, dinners, speaker receptions, and opening, intermission & closing parties



2,583

Media/Press Attendance



400

Interviews and Photo Shoots

Across 10 Studios



97

Countries Represented by Attendees

SXSW FESTIVALS: MUSIC & OVERALL

OVERALL



203,313

SXSW Festivals Attendance

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

MUSIC FESTIVAL



138,062

SXSW Official Music Showcase 6-Day Cumulative Attendance



5,284

Artist Showcase Applications Received



1,118

Total Acts Performed

Genres include: Afrobeats, Alt Country, Americana, Avant/Experimental, Blues, Caribbean, Classical, Country, Cumbia, Dance, DJ, Electronic, Folk, Funk, Hip-Hop/Rap, Jazz, Latin, Metal, Pop, Psychedelic, Punk, R&B, Reggae, Reggaeton, Regional Mexican, Rock, Shoegaze, Singer-Songwriter, Soul



243

Showcases



353

International Acts Performed

56

Countries Represented by Showcasing Artists

52

Music Festival Stages

17,129

Community Concerts Total Attendance

10,740

Billboard Concert 3-Day Attendance

30,000

Sips and Sounds Concert 2-Day Attendance

9,230

Rolling Stone Concert 3-Day Attendance

SXSW FESTIVALS: FILM & TV

FILM & TV FESTIVAL



65,251

SXSW Film & TV Festival 9-Day Attendance

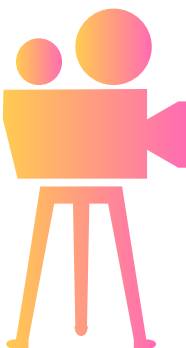
55,651 SXSW Film & TV Screenings Attendance



504

Screenings

Screened on 18 screens at 8 venues



114

Features Screened

Comprised of 65 Narrative Features, 49 Documentary Film Screenings



42

Total Countries Represented in the Film & TV Festival



7,567

Projects Submitted



216

Premieres

163 World Premieres, 10 International Premieres, 12 North American Premieres, 11 U.S. Premieres, 20 Texas Premieres



28

Red Carpet Premieres



52

Awards Presented

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



9,600

XR Experience Attendance

31 total XR Projects

SXSW COMEDY, HOUSING & ACTIVATIONS

COMEDY FESTIVAL



60

Comedians/Performers



27

Comedy Showcases

HOUSING



39,435

Hotel Room Nights Booked



9,086

Individual Reservations Booked
6,569 SXSW + 2,517 SXSW EDU



75

Official Hotels

ACTIVATIONS & SPONSORED EVENTS



300

Onsite Activations



175

Brand Partners



80

Venues



22

Countries Represented by Partners

SXSW EXHIBITIONS

SXSW EXPO

37,734

SXSW Expo 4-Day Attendance

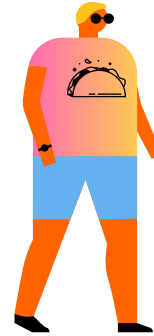
10,572 SXSW Exhibition 1-Day Public Attendance

213,000

SXSW Expo Square Feet Exhibit Space

14

Countries Represented on the SXSW Expo Floor



FLATSTOCK

14,952

Flatstock 3-Day Attendance

35,000

Flatstock Square Feet Exhibit Space

4

Countries Represented on the Flatstock Exhibition Floor

XR EXPERIENCE



9,600

XR Experience Attendance

14

Countries Represented at XR

31

XR Projects Accepted



SXSW EDU CONFERENCE & FESTIVAL

SXSW EDU® took place March 3–6, 2025.



10,849

SXSW EDU Attendees
7,697 In-person and 3,152 Unique YouTube viewers



1,032
Speakers



353
Sessions



48
Countries Represented by Attendees



246
Media/Press in Attendance



41,580
Square Feet Exhibit Space



14,901
3-Day SXSW EDU Expo Attendance
5,298 SXSW EDU Expo 1-Day Public Attendance



78
Exhibitors



6
Countries Represented at the
SXSW EDU Expo