

SXSW 
2018

EVENT STATISTICS

OVERVIEW

SXSWeek® spanned 10 days and nights. From March 9–18, 2018, approximately **432,500 people** participated in the SXSW Conference & Festivals.

CONFERENCE, TRADE SHOW, PARTIES & SPECIAL EVENTS

The SXSW Conference programming — consisting of 24 diverse tracks, the Cities Summit, and six series of sessions — was headquartered in the Austin Convention Center, with programming extending into nine additional venues plus a further nine satellite venues for partner programming.



75,098

SXSW Conference Attendees

Conference sessions (Interactive, Film, Music, and Convergence) were accessible with SXSW badges.



75,000

SXSW Trade Show 4-Day Attendance



735

SXSW Trade Show Spaces

Trade Show focus areas included: Come & Capture (digital filmmaking), Next Stage, Discovery Stage, Health Pavilion, International Pavilion, Social Impact Pavilion, Meet Up Pavilion, Startup Village, and more.



4,967

Conference Speakers



4,035

Media/Press Attendance



27

Countries Represented on the Trade Show Floor



2,147

Conference Sessions

Comprised of 10 Keynotes, 109 Featured Sessions, 787 Panel Sessions, 145 Dual Presentations, 251 Solo Presentations, 89 Workshops, 434 Mentor Sessions, 26 Pitch Events, 41 Book Readings, 33 Encore Sessions, 154 Meet Ups, 13 Round Table Discussions, 10 Future 15s, 6 Talk20s, and 39 Podcasts.



727

Official Parties and Special Events

Comprised of Official Parties for specific brands, cities, states, and nations & Special Events including: Art Exhibitions, Book Signings, Brunches, Coffee Breaks, Happy Hours, Multi-Day Houses, Lounges, Meet & Greets, Product Samplings, and Receptions.



102

Countries Represented by Attendees

SXSW FESTIVALS: OVERALL & MUSIC

OVERALL



288,872

SXSW Festivals Attendance

The Festivals were accessible with SXSW Badges, corresponding wristbands, and single admission tickets at designated events. Several festival showcases were also open to the public.

MUSIC FESTIVAL



161,000

SXSW Official Music Showcase 7-Day Attendance



6,678

Music Acts That Applied



2,057

Total Acts Performed

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



2,739

Total Performances



569

International Acts Performed



66

Countries Represented



100

Music Festival Stages



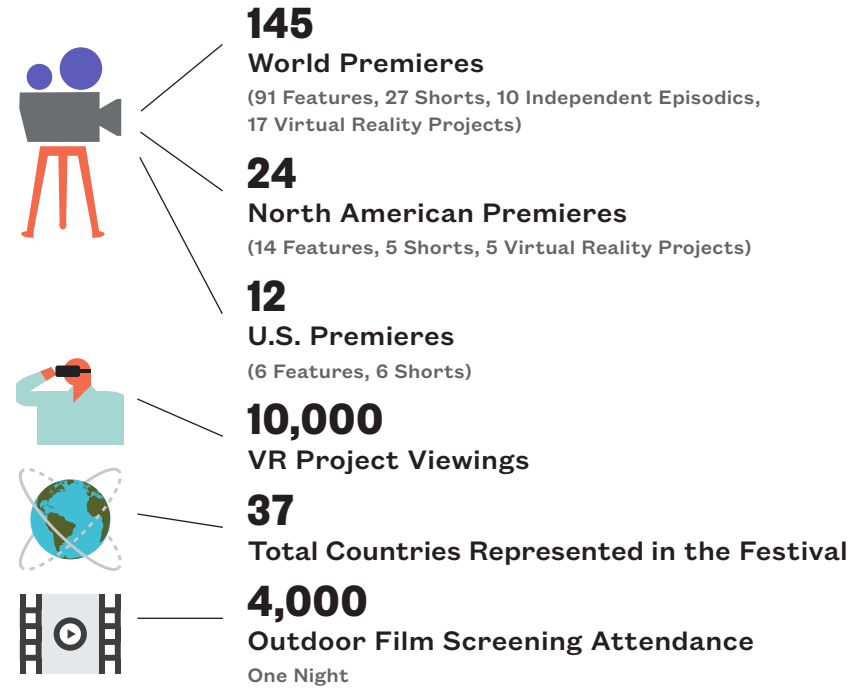
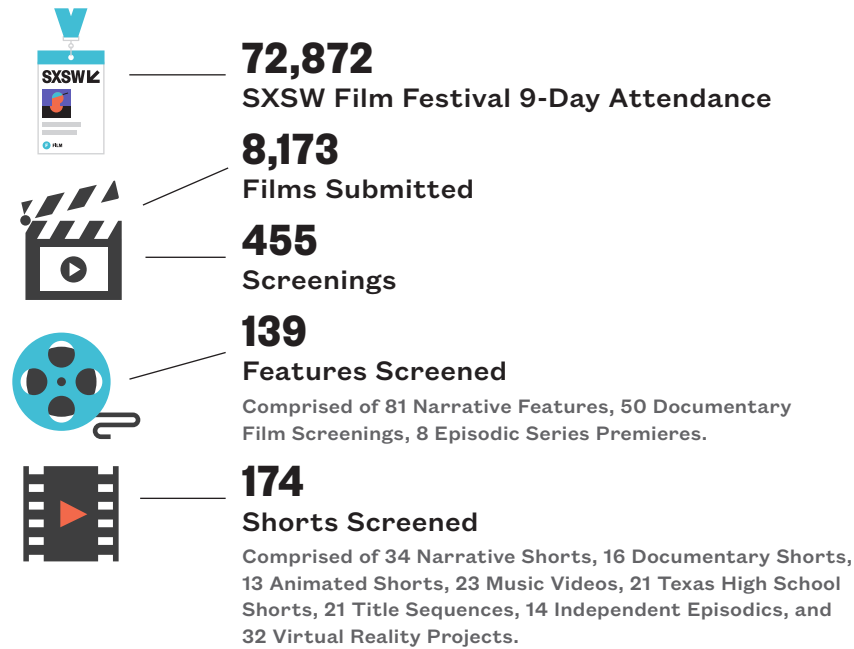
30,000

Outdoor Stage at Lady Bird Lake Attendance

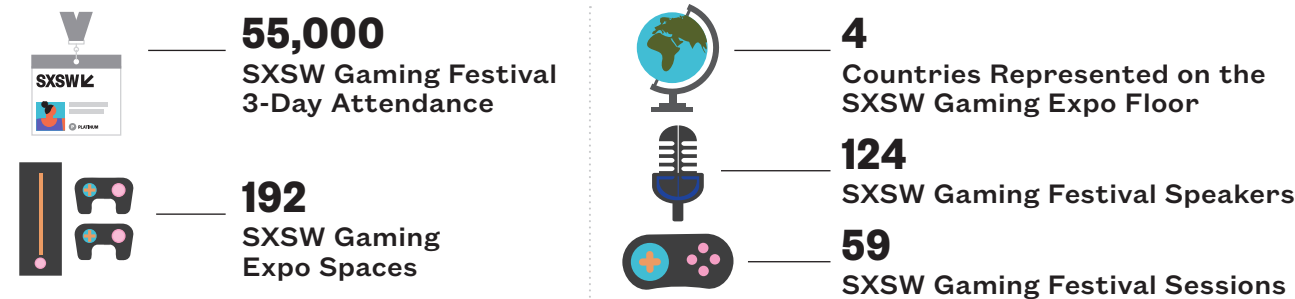
Three Days

SXSW FESTIVALS: FILM, GAMING & COMEDY

FILM FESTIVAL



GAMING FESTIVAL

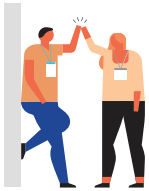


COMEDY FESTIVAL



SXSW FESTIVALS: EXHIBITIONS & HOUSING

EXHIBITIONS



68,500

SXSW Consumer Exhibitions Attendance

SXSW produced many free and open to the public events, including the following exhibitions.



13,000

SXSW Job Market 2-Day Attendance

63

SXSW Job Market Spaces



13,500

SXSW Wellness Expo 2-Day Attendance

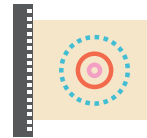
157

SXSW Wellness Expo Spaces



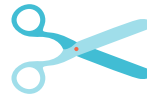
42,000

**Flatstock 65 & SXSW Marketplace
3-Day Attendance**



131

Flatstock 65 Exhibit Spaces



108

SXSW Marketplace Spaces

HOUSING



53,681

Hotel Room Nights Booked



52

Official Hotels



12,905

Individual Reservations Booked

TRADE SHOW & EXHIBITIONS SUMMARY



496,957

Square Feet of Built Exhibit Space

Inside the Austin Convention Center, Palmer Events Center,
Hilton Downtown, and JW Marriott

Late summer, the 2018 SXSW Economic Impact figures will be announced following a detailed analysis by Greyhill Advisors.

SXSW EDU

SXSW EDU® took place March 5–8, 2018. Direct participation in SXSW EDU totaled approximately 15,212.



8,113
Conference Attendees



7,099
Public Attendees



1,172
Speakers



449
Sessions



154
Media in Attendance



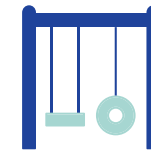
318
Total Exhibit Spaces



250
Learning Expo



46
Innovation Hub



22
Playground



40
Countries Represented