



SXSW 2016 EVENT STATISTICS

STATISTICS FOR SXSW MUSIC 2016:

- Music Festival Showcasing Acts: 2,224; International acts: 579 from 67 foreign countries
- Music Festival Stages: 103
- Music Festival Acts That Applied: 8,696
- Music Conference Participants: 30,369 (from 84 foreign countries)
- Music Conference Sessions: 378
- Music Conference Speakers: 953
- Music Media in Attendance: 2,819
- Auditorium Shores Stage Attendance over 3 days: 35,635

STATISTICS FOR SXSW INTERACTIVE 2016:

- Interactive Festival Participants: 37,660 (from 82 foreign countries)
- Interactive Festival Sessions: 1377
- Interactive Festival Speakers: 3,093
- Interactive Media in Attendance: 3,493

STATISTICS FOR SXSW FILM 2016:

- Film Conference Participants: 19,942 (from 71 foreign countries)
- Film Conference Sessions: 261
- Film Conference Speakers: 462
- Films Screened: 143 Features; 114 Curated Shorts (from 7,250 Submissions)
- Film Festival World Premieres: 89; North American Premieres: 12; US Premieres: 8
- Film Festival Attendance: 71,256
- Film Media in Attendance: 2,205

STATISTICS FOR SXSWEDU 2016:

- SXSWedu Conference Participants: 7,535 (from 38 foreign countries)
- SXSWedu Conference Sessions: 419
- SXSWedu Conference Speakers: 1,020
- SXSWedu Media in Attendance (approximate): 123

STATISTICS FOR SXSW 2016 TRADE SHOW, EXHIBITS & PARTIES:

- SXSW Trade Show Exhibit Spaces: 586; Attendance over 4 days (approximate): 70,000
- SXSW Job Market Exhibit Spaces: 81; Attendance over 2 days (approximate): 11,000
- SXSW Gaming Expo Exhibit Spaces: 265; Attendance over 3 days (approximate): 76,200
- SX Create Exhibit Spaces: 158; Attendance over 3 days (approximate): 20,000
- Music Gear Expo Exhibit Spaces: 119; Combined attendance with Flatstock over 3 days (approximate): 56,000
- Flatstock 53 Poster Show Exhibit Spaces: 111; Combined attendance with Music Gear Expo over 3 days (approx.): 56,000
- SXSWedu Education Expo Exhibit Spaces: 196; Attendance over 1 day: 6,305
- SX Health & MedTech Expo Exhibit Spaces: 75; Attendance over 2 days (approximate): 5,000
- Official SXSW Parties: 130

ADDITIONAL IMPACT OF SXSW ON THE CITY OF AUSTIN:

- In 2016, SXSW was directly and indirectly responsible for injecting \$325.3 million into the Austin economy
- Media attention from coast to coast and numerous countries around the world with print, online, and broadcast coverage in 2016 totaling \$223 million.
- Music venue revenues increase on the average of 45% over their next highest month, (similar increases at restaurants, bars, etc.)
- Establishment of relations with international governmental agencies which reinforces the “Live Music Capital of the World” title
- 59,376 room nights booked in 64 official hotels • 14,095 individual reservations booked