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STATISTICS FOR SXSW MUSIC 2011:

- Music Festival Showcasing Acts: **2,098**; International acts: 596 from 57 foreign countries
- Music Festival Stages: **92**
- Music Festival Bands That Applied: **10,915**
- Music Conference Participants: **16,353** (from 53 foreign countries)
- Music Conference Sessions: **181**
- Music Media in Attendance (approximate): **2,941**
- Auditorium Shores Stage Attendance over 3 days: **45,000**

STATISTICS FOR SXSW INTERACTIVE 2011:

- Interactive Conference Participants: **19,364** (from 63 foreign countries)
- Interactive Conference Sessions: **935**
- Interactive Media in Attendance (approximate): **2,508**

STATISTICS FOR SXSW FILM 2011:

- Film Conference Participants: **13,409** (from 37 foreign countries)
- Film Conference Sessions: **105**
- Films Screened: **140** Features; **153** Curated Shorts (from **4,911** Submissions)
- Film Festival World Premieres: **66**; North American Premieres: **15**; US Premieres: **15**
- Film Festival Attendance: **66,842**
- Film Media in Attendance (approximate): **1,541**

STATISTICS FOR SXSW 2011 TRADE SHOW, EXHIBITS & PARTIES:

- SXSW Trade Show Exhibit Spaces: **566**; Attendance over 4 days (approximate): **65,200**
- ScreenBurn Arcade Exhibit Spaces: **137**; Attendance over 3 days (approximate): **27,200**
- Gear Alley Expo Exhibit Spaces: **48**; Attendance over 4 days (approximate): **20,100**
- Flatstock 29 Poster Show Exhibit Spaces: **116**; Attendance over 4 days (approximate): **25,000**
- Texas Guitar Show Exhibit Spaces: **97**; Attendance over 2 days (approximate): **12,000**
- Style X Exhibit Spaces: **132**; Attendance over 2 days (approximate): **15,700**
- Official SXSW Parties: **103**

ADDITIONAL IMPACT OF SXSW ON THE CITY OF AUSTIN:

- The economic impact of 2011 will be announced following a detailed analysis by Greyhill Advisors. In 2010, SXSW was directly and indirectly responsible for injecting approximately \$113 million into the Austin economy.
- Media attention from coast to coast and numerous countries around the world with print and online publication coverage in 2010 totaling almost \$15 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
- **49,185** room nights booked in **74** official hotels · **10,915** individual reservations booked