



music + film + interactive
march 13-22 + austin, tx

South by Southwest Conferences Factsheet

South by Southwest Music and Media Conference (SXSW) 2010, in its twenty-fourth year, will take place March 17 - 21, 2010. The SXSW Film Conference and SXSW Interactive Festival, both in their seventeenth year, will take place March 12 - 16, 2010 with the Film Festival running from March 12 - 20, 2010.

STATISTICS FOR SXSW 2009:

Music

- Showcasing Acts: 1987; 575 of which were international
- Music Stages: 88
- Music Conference Participants: 11,687 (with band registrations 13,165)
- Approximate Number of Music Media in Attendance: 2,346
- Approximate Music Trade Show Attendance: 16,400
- Number of Music Trade Show Exhibit Spaces: 155
- Number of Foreign Countries Represented: 49

Film/Interactive

- Number of Films Screened: 260
- Film Conference Participants: 7,144
- Approximate Number of Film Media in Attendance: 769
- Interactive Conference Participants: 10,741
- Approximate Number of Interactive Media in Attendance: 1,107
- Approximate Film/Interactive Trade Show Attendance: 24,350
- Number of Film/Interactive Trade Show Exhibit Spaces: 200

ADDITIONAL IMPACT OF SXSW ON THE CITY OF AUSTIN:

- Media attention from coast to coast and numerous countries around the world
- Music venue revenues increase on the average of 45% over their next highest month, with similar increases at restaurants, bars, etc.
- Establishment of relations with international governmental agencies which reinforces the "Live Music Capital of the World" title
- Largest annual conference held in the city of Austin
- 32,821 room nights booked in 51 official hotels
- 7,551 individual reservations booked

ECONOMIC IMPACT TO AUSTIN:

The economic impact of SXSW 2009 will be announced following a detailed analysis by Angelou Economics. In 2008, SXSW was directly and indirectly responsible for injecting approximately \$103 million into the Austin economy. Media coverage was valued at \$17.6 million.