



SXSW Conferences and Festivals

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South by Southwest Conferences Factsheet

South by Southwest Music and Media Conference (SXSW) 2011, in its twenty-fifth year, will take place March 16 - 20, 2011. The SXSW Film Conference and SXSW Interactive Festival, both in their eighteenth year, will take place March 11 - 15, 2011 with the Film Festival running from March 11 - 19, 2011.

STATISTICS FOR SXSW MUSIC 2010:

- Music Conference Participants: 13,020 (from 49 foreign countries)
- Music Festival Showcasing Acts: 1,978; 548 of which were from 49 foreign countries
- Music Festival Stages: 89
- Music Media in Attendance (approximate): 2,310
- Music Trade Show Attendance (approximate): 19,400
- Music Trade Show Exhibit Spaces: 181

STATISTICS FOR SXSW FILM 2010:

- Film Conference Participants: 9,500 (from 37 foreign countries)
- Films Screened: 132 Features; 145 Curated Shorts
- Film Media in Attendance (approximate) : 1,069
- Film/Interactive Trade Show Attendance (approximate): 33,200
- Film/Interactive Trade Show Exhibit Spaces: 296

STATISTICS FOR SXSW INTERACTIVE 2010:

- Interactive Conference Participants: 14,251 (from 54 foreign countries)
- Interactive Conference Daytime Programming Sessions: 450, including 54 workshops
- Interactive Media in Attendance (approximate): 1,540
- Interactive/Film Trade Show Attendance (approximate): 33,200
- Interactive/Film Trade Show Exhibit Spaces: 296

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
- 39,738 room nights booked in 56 official hotels
- 8,886 individual reservations booked
- 73 total foreign countries attended

ECONOMIC IMPACT TO AUSTIN:

The economic impact of 2010 will be announced following a detailed analysis by Greyhill Advisors. In 2009, SXSW was directly and indirectly responsible for injecting approximately \$99 million into the Austin economy. Media coverage was valued at \$21.4 million.