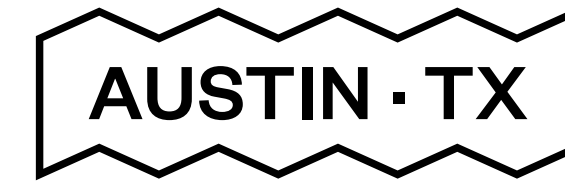


# SXSW 2024 SXS

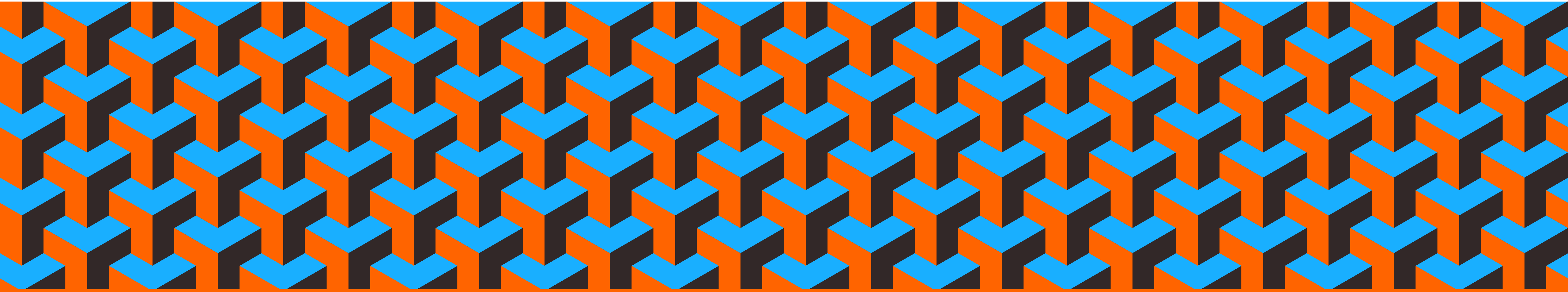
MARCH 8-16



MARCH 8-16



MARCO



**SXSW CONFERENCE & FESTIVALS | SXSW EDU CONFERENCE & FESTIVAL**

## Analysis of the Economic Benefit to the City of Austin

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# EXECUTIVE SUMMARY

The March 2024 SXSW Conference and Festivals, in conjunction with SXSW EDU, represented another extraordinary celebration of global creative professionals. The event, now in its 38th year, generated a **\$377.3 million** impact to the Austin economy. This includes spending by attendees, SXSW, and partners of the festival going to local businesses and vendors—like hotels, venues, bars, restaurants, theaters, caterers, production equipment rentals and more—creating and sustaining local jobs.

SXSW attracts the brightest creative minds from around the world each year, allowing participants to enjoy the best Austin has to offer—injecting vibrancy, excitement, and revenue throughout the city and sustaining local employment. Attendees discover local businesses across Austin from hotels and performance venues to restaurants and shops.





# ECONOMIC IMPACT

The Economic benefit to Austin flows into the economy from three sources. The direct impact from SXSW includes revenue generated by event attendee spending at local businesses. Indirect impact includes increased sales, income and jobs for suppliers and vendors that benefit from SXSW expenditures. Finally, induced impact includes spending by individuals who experience increased earnings as a result of the SXSW festival and conference.

These economic impacts are classified in three ways to demonstrate the benefit of SXSW to the city of Austin:



**The Attendance Impact** includes the direct, indirect, and induced local economic benefit of all attendees of the conference and festivals to the city of Austin.



**The Operational Impact** includes the direct, indirect, and induced local economic benefit of the year-round operations of SXSW and event-specific expenditures by SXSW.



**The Partner Impact** includes the direct, indirect, and induced local economic activity generated by expenditures by SXSW exhibitors and sponsors, as well as official events.

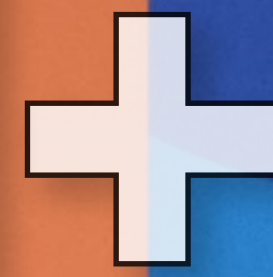


# ECONOMIC OUTCOME

**\$217.8M**  
ATTENDANCE



**\$98.5M**  
OPERATIONAL



**\$61M**  
PARTNER



**\$377.3M**  
TOTAL IMPACT

## ATTENDANCE IMPACT

Attracted by SXSW's unrivaled ability to bring together industry leaders from across the globe, SXSW official participants are overwhelmingly working professionals from outside Austin. Attendees of the festival bring this money into the Austin economy by spending at local restaurants, hotels, pedi-cab rides, music venues and theaters.

## OPERATIONAL IMPACT

Although SXSW is most visible during March, producing such a large-scale event requires significant year-round staffing and infrastructure. This spending includes space rentals to local businesses, production and equipment rentals, staff salaries to full time, seasonal and intern workers and other local vendors and contractors.

## PARTNER IMPACT

Much like official participants, SXSW partners play a substantial role in the event's economic impact on Austin each year. The partner impact includes spending SXSW partners put directly into the economy to build, furnish and accommodate SXSW attendees through marketing activations, brand presence and other social events.



# SXSW 2024 ATTENDEES' AUSTIN EXPERIENCE

SXSW partners with local venues, hotels, and businesses to produce this exceptional event for locals and attendees from around the globe. SXSW provides variety from diversity in musicians, filmmakers and conference speakers to technology breakthroughs that are changing industries, all culminating in an unparalleled experience.

**44,931** INDIVIDUAL HOTEL ROOM NIGHTS

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**10,463** HOTEL RESERVATIONS BOOKED

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**72** MUSIC STAGES  
(1,248 official acts from **55** countries)

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**6** HOTEL AND CONFERENCE VENUES  
(featuring **3852** speakers from **54** countries)

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**7** THEATERS  
(featuring **419** screenings from **36** countries)



# SXSW HOTEL OCCUPANCY TAX ALLOCATION

SXSW works directly with local hotels to lower rates for attendees who book directly with SXSW. Direct bookings in 2024 raised nearly **\$2.3M** in hotel occupancy tax for the City of Austin.

Money collected through Austin's hotel occupancy tax funds grants of \$5000 each to Austin-area musicians through the Live Music Fund. SXSW generates enough taxes through direct bookings alone to fund more than **450** grants in 2024.

Hotel occupancy taxes collected on attendee stays booked directly through SXSW are estimated to have been able to fund **1 in every 4** Live Music Fund Grants awarded so far in 2024.



# COMMUNITY SUPPORT AND PARTNERSHIPS

While we love creating an event for a global audience to share ideas and make unexpected discoveries, some of our best work is done behind the scenes in our hometown of Austin. We're working hard to stay engaged year-round in our communities, create mindful partnerships, and educate ourselves and others.

Find out more about our work [here](#).





# SXSW MEDIA VALUATION

In 2024 the value of SXSW print, broadcast and online publications coverage totaled **\$325M** from **88** countries.

The media valuation calculations represent the most comprehensive attempt to properly quantify the economic benefit Austin enjoys each year via SXSW's "media buzz" factor.





# PRESS QUOTES

“Top of mind across programming is AI innovation, tech culture, climate solutions and the road to 2050, with hundreds of sessions to help attendees find funding from venture capitalists, partnerships with government agencies, and opportunities to network within the industry. Along with Hollywood film premieres, ... and live music, there’s an optimism that bodes well for good times to be had.”—**Forbes**

“For decades, SXSW has been an important launching ground for fledgling musicians and filmmakers, whose cool factor has helped draw the biggest names in technology (Michael Dell in 2022), politics (Barack Obama in 2016) and performing arts (Bruce Springsteen in 2012).”—**The New York Times**

“It’s been called a rite of passage, a whirlwind, and even a new world. But above all else, SXSW is a stage for storytellers, a platform for boundary-pushers, and a place where authenticity and innovation thrive.”—**SPIN**

“Each year, celebrities on red carpets and stars on big stages garner most of the headlines during the South by Southwest Conference and Festivals in Austin. But at the conference itself, politicians, artists, business leaders and, yes, celebrities gather to exchange ideas.... At its best, it's a place where serious thinkers explore ways to build on the knowledge of the past and to imagine a better future.”—**Austin American-Statesman**



# ABOUT SXSW

SXSW's purpose is to help creative people achieve their goals. SXSW provides a platform to foster discovery and shine a light on artists and innovators whose work is fresh and pushes boundaries. They celebrate self-expression and value differences and unique perspectives.

Since 1987 SXSW has called Austin home, welcoming luminaries from around the world to be at the forefront of discovery in technology and culture. In 2024, the event welcomed acclaimed creatives and industry leaders, including Oscar-winning directors Daniel Kwan and Daniel Scheinert, Meghan the Duchess of Sussex, AMD's Lisa Su, along with the world premieres of *Civil War*, *Three Body Problem* and *Monkey Man*, plus stellar performances from Peso Pluma, Estevie, The Black Keys, and more.





**SXSW** 