



2023 Sundance Film Festival Attendance Recap and Economic Impact Report:

The 2023 Sundance Film Festival was Sundance's first hybrid Festival, and therefore attendance reporting is different from previous years to fully capture the scale of the combined in-person and online audience. The various ways to attend the 2023 Festival resulted in a larger combined/total audience than the last in-person Festival in 2020, consistent with the growth experienced during the 2021 and 2022 online-only Festivals. In a year of re-emergence and with a smaller in-person footprint, the Festival welcomed over 86,000 individuals to the in-person Festival in Utah, maintaining the Festival's in-person cultural and economic impact. And while the in-person Festival serves as a crucial gathering point of the independent storytelling community, the hybrid nature of the Festival allows the Festival to be inclusive of wider audiences who may only be able to join from home, and exposing audiences to the Festival online may encourage in-person attendance in future years.

Attendance summary:

2023 In-Person Tickets/Passes Redeemed: 138,050

2023 Online Views: 285,184

2023 Total In-Person and Online Viewership: 423,234

2023 In-Person Unique Individuals: 86,824

[Download here](#) for the 2023 Sundance Film Festival Economic Impact Report prepared by Y² Analytics.

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