



2024 Sundance Film Festival Attendance Recap and Economic Impact Report:

The 2024 Sundance Film Festival took place over 11 days, from January 18th to January 28th, and continued its hybrid format. This approach, offering in-person screenings in Park City and Salt Lake alongside online attendance options, not only allowed for broader accessibility and inclusion but also served as a platform for reaching a wider audience, a testament to the Festival's significance in the industry.

The in-person attendance reflects 141,212 tickets and passes redeemed at 639 screenings. A select portion of the program was available this year online, with those views exceeding 220,000 across 405 online screenings, resulting in a combined in-person and online viewership of over 361,212. The Festival attracted 72,840 unique in-person attendees, with approximately 33% (about 24,200 individuals) coming from out of state, an increase from the prior year. The Festival featured a smaller in-person venue footprint with less capacity to accommodate in-person attendees, resulting in an expected reduction in ticketed attendance. However, the Festival had a higher sell-through rate of screenings with incredible demand for in-person attendance, reflecting the crucial gathering point for independent storytelling.

The economic impact of the 2024 Sundance Film Festival was substantial and reflects increases across the board from 2023. Out-of-state visitors spent an estimated \$106.4 million in Utah during the Festival. The total economic impact, measured as State GDP, was estimated at \$132 million. The Festival also generated an estimated 1,730 jobs for Utah residents and contributed \$69.7 million in Utah wages. Additionally, the event generated \$13.8 million in state and local tax revenue.

Attendance summary:

2024 In-Person Tickets/Passes Redeemed: 141,212

2024 Online Views: 220,000+ (across 405 total online screenings)

2024 Total In-Person and Online Viewership: 361,212+

2024 In-Person Unique Individuals: 72,840

[Download here](#) for the 2024 Sundance Film Festival Economic Impact Report prepared by Y 2 Analytics.

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