



2025 Sundance Film Festival Attendance Recap and Economic Impact Report:

The 2025 Sundance Film Festival took place over 11 days, from January 23rd to February 2nd, and continued its hybrid format. Offering in-person screenings in Park City and Salt Lake, alongside an online program across the country, allowed for broader accessibility and a platform for reaching a wider audience to participate in the discovery of bold storytelling. The 2025 Festival contributed a total economic impact of \$196.1 million, the largest economic impact in the Festival's history (not adjusted for inflation).

The year's event attracted 85,472 in-person attendees — a 17% increase from 2024 — with approximately 33% (about 27,997 individuals) coming from out of state, representing 50 states and two territories and over 20 countries. These in-person attendees redeemed 130,710 tickets for screenings, a 19% increase from the 2024 Festival, and additional online attendees took in over 214,000 online views across 325 total online screenings. Altogether, the Festival reached a combined in-person and online viewership of more than 344,710.

Out-of-state visitors spent an estimated \$162.4 million in Utah during the Festival. The Festival also generated an estimated 2,697 jobs for Utah residents and contributed \$103.3 million in Utah wages. Additionally, the event generated over \$21.1 million in state and local tax revenue.

Attendance summary:

2025 In-Person Tickets Redeemed: 130,710

2025 Online Views: 214,000+ (across 325 total online screenings)

2025 Total In-Person and Online Viewership: 344,710+

2025 In-Person Unique Individuals: 85,472

[Download here](#) for the 2025 Sundance Film Festival Economic Impact Report prepared by Y² Analytics.

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