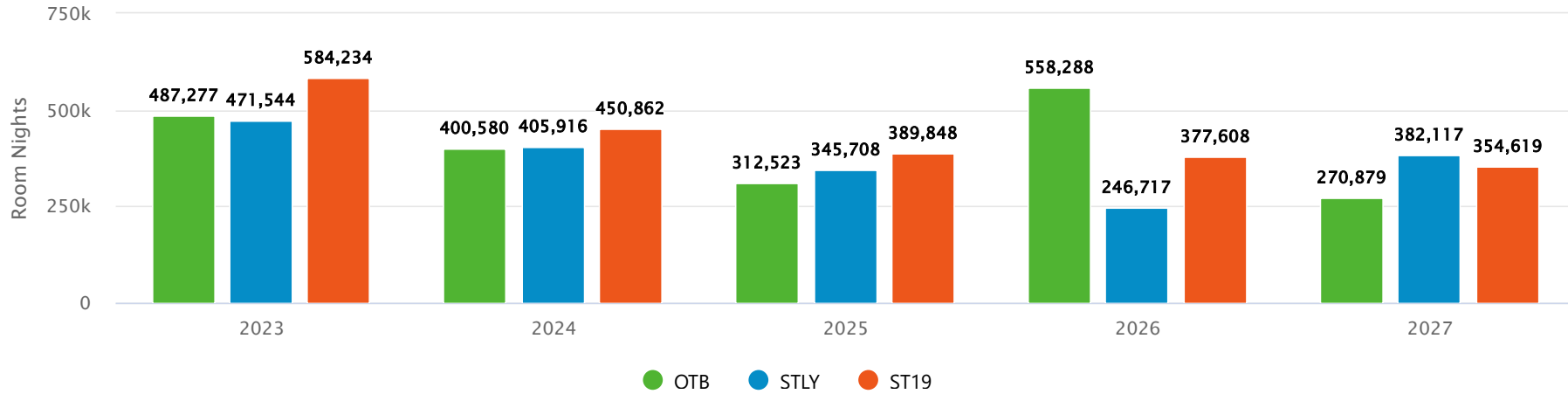


## Room Nights: OTB Vs STLY



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### STLY - Room Nights

Year	OTB			Cancelled			Tentative			Conversion Rate		
	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19
2023	487,277	471,544 (↑3%)	584,234 (↓ -17%)	130,208	114,841 (↑13%)	122,869 (↑6%)	44,823	48,058 (↓ -7%)	124,022 (↓ -64%)	25.1%	24.6% (↑2%)	28.5% (↓ -12%)
2024	400,580	405,916 (↓ -1%)	450,862 (↓ -11%)	76,831	130,208 (↓ -41%)	46,818 (↑64%)	191,146	85,568 (↑123%)	204,822 (↓ -7%)	23.8%	27.8% (↓ -14%)	25.0% (↓ -5%)
2025	312,523	345,708 (↓ -10%)	389,848 (↓ -20%)	81,050	76,831 (↑5%)	52,393 (↑55%)	223,941	108,790 (↑106%)	123,121 (↑82%)	23.7%	28.7% (↓ -18%)	26.1% (↓ -9%)
2026	558,288	246,717 (↑126%)	377,608 (↑48%)	37,387	76,384 (↓ -51%)	80,954 (↓ -54%)	184,018	87,081 (↑111%)	97,814 (↑88%)	48.7%	26.4% (↑85%)	32.8% (↑49%)
2027	270,879	382,117 (↓ -29%)	354,619 (↓ -24%)	45,189	37,387 (↑21%)	93,709 (↓ -52%)	213,175	88,637 (↑141%)	149,432 (↑13%)	36.3%	47.8% (↓ -24%)	38.5% (↓ -6%)

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:02/14/2023

Event Type: All Events  
Assists: Exclude Assists

User Groups: Any  
Measurements: Room Nights, Events, Attendees

## STLY - 2023 Room Nights

Month	OTB			Cancelled			Tentative			Conversion Rate		
	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19
Jan	24,618	4,960 (↑396%)	11,499 (↑114%)	0	3,515 (↓ -100%)	0 (-)	0	0 (-)	3,010 (↓ -100%)	44.0%	9.1% (↑381%)	10.8% (↑306%)
Feb	14,076	4,984 (↑182%)	12,640 (↑11%)	0	6,650 (↓ -100%)	10,025 (↓ -100%)	0	217 (↓ -100%)	563 (↓ -100%)	12.4%	4.0% (↑208%)	15.4% (↓ -19%)
Mar	50,681	39,120 (↑30%)	55,129 (↓ -8%)	0	7,816 (↓ -100%)	21,420 (↓ -100%)	1,200	782 (↑53%)	7,755 (↓ -85%)	39.3%	17.2% (↑129%)	28.6% (↑37%)
Q1 2023	89,375	49,064 (↑82%)	79,268 (↑13%)	0	17,981 (↓ -100%)	31,445 (↓ -100%)	1,200	999 (↑20%)	11,328 (↓ -89%)	29.9%	12.1% (↑148%)	20.8% (↑44%)
Apr	60,287	58,877 (↑2%)	60,729 (↓ -1%)	31,545	31,598 (0%)	17,461 (↑81%)	801	3,674 (↓ -78%)	14,264 (↓ -94%)	28.2%	36.6% (↓ -23%)	35.0% (↓ -19%)
May	48,393	30,116 (↑61%)	86,563 (↓ -44%)	25,007	0 (-)	16,997 (↑47%)	8,310	3,763 (↑121%)	11,545 (↓ -28%)	27.0%	13.5% (↑101%)	36.6% (↓ -26%)
Jun	51,560	42,686 (↑21%)	97,953 (↓ -47%)	0	5,824 (↓ -100%)	0 (-)	2,766	11,253 (↓ -75%)	15,065 (↓ -82%)	20.5%	15.6% (↑32%)	42.7% (↓ -52%)
Q2 2023	160,240	131,679 (↑22%)	245,245 (↓ -35%)	56,552	37,422 (↑51%)	34,458 (↑64%)	11,877	18,690 (↓ -36%)	40,874 (↓ -71%)	24.9%	20.0% (↑24%)	38.4% (↓ -35%)
Jul	26,062	64,851 (↓ -60%)	43,955 (↓ -41%)	34,494	4,195 (↑722%)	30,429 (↑13%)	6,127	3,171 (↑93%)	8,444 (↓ -27%)	11.9%	44.3% (↓ -73%)	22.5% (↓ -47%)
Aug	28,496	16,290 (↑75%)	27,140 (↑5%)	21,855	3,316 (↑559%)	2,166 (↑909%)	3,323	2,312 (↑44%)	29,643 (↓ -89%)	17.0%	10.5% (↑61%)	16.5% (↑3%)
Sep	48,506	61,021 (↓ -21%)	39,283 (↑23%)	2,782	0 (-)	17,622 (↓ -84%)	6,698	1,879 (↑256%)	12,305 (↓ -46%)	25.0%	32.0% (↓ -22%)	14.7% (↑70%)
Q3 2023	103,064	142,162 (↓ -28%)	110,378 (↓ -7%)	59,131	7,511 (↑687%)	50,217 (↑18%)	16,148	7,362 (↑119%)	50,392 (↓ -68%)	17.8%	28.9% (↓ -39%)	17.6% (↑1%)
Oct	65,473	50,730 (↑29%)	58,697 (↑12%)	14,525	51,127 (↓ -72%)	164 (↑9k%)	9,069	9,781 (↓ -7%)	8,966 (↑1%)	34.3%	24.1% (↑42%)	41.3% (↓ -17%)
Nov	65,040	59,525 (↑9%)	56,075 (↑16%)	0	800 (↓ -100%)	6,585 (↓ -100%)	4,023	9,412 (↓ -57%)	10,887 (↓ -63%)	36.2%	56.6% (↓ -36%)	34.0% (↑6%)
Dec	4,085	38,384 (↓ -89%)	34,571 (↓ -88%)	0	0 (-)	0 (-)	2,506	1,814 (↑38%)	1,575 (↑59%)	8.4%	86.3% (↓ -90%)	37.5% (↓ -78%)
Q4 2023	134,598	148,639 (↓ -9%)	149,343 (↓ -10%)	14,525	51,927 (↓ -72%)	6,749 (↑115%)	15,598	21,007 (↓ -26%)	21,428 (↓ -27%)	32.1%	41.3% (↓ -22%)	37.4% (↓ -14%)

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## STLY - 2024 Room Nights

Month	OTB			Cancelled			Tentative			Conversion Rate		
	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19
Jan	17,325	19,753 (↓ -12%)	31,590 (↓ -45%)	0	0 (-)	0 (-)	5,143	2,355 (↑118%)	12,250 (↓ -58%)	40.6%	41.7% (↓ -2%)	44.0% (↓ -8%)
Feb	14,310	3,547 (↑303%)	7,793 (↑84%)	0	0 (-)	0 (-)	6,573	4,886 (↑35%)	18,238 (↓ -64%)	17.2%	7.1% (↑141%)	13.1% (↑31%)
Mar	20,004	36,298 (↓ -45%)	57,464 (↓ -65%)	0	0 (-)	0 (-)	4,735	1,353 (↑250%)	4,088 (↑16%)	16.6%	37.5% (↓ -56%)	46.5% (↓ -64%)
Q1 2024	51,639	59,598 (↓ -13%)	96,847 (↓ -47%)	0	0 (-)	0 (-)	16,451	8,594 (↑91%)	34,576 (↓ -52%)	21.0%	30.7% (↓ -32%)	38.0% (↓ -45%)
Apr	78,975	50,364 (↑57%)	35,895 (↑120%)	34,700	31,545 (↑10%)	0 (-)	6,227	2,290 (↑172%)	19,116 (↓ -67%)	32.3%	32.4% (0%)	27.9% (↑16%)
May	53,699	39,190 (↑37%)	71,044 (↓ -24%)	0	25,007 (↓ -100%)	0 (-)	6,616	8,788 (↓ -25%)	14,699 (↓ -55%)	32.1%	34.4% (↓ -7%)	57.7% (↓ -44%)
Jun	45,014	44,189 (↑2%)	47,683 (↓ -6%)	0	0 (-)	0 (-)	31,591	7,158 (↑341%)	21,999 (↑44%)	26.5%	21.5% (↑23%)	14.6% (↑81%)
Q2 2024	177,688	133,743 (↑33%)	154,622 (↑15%)	34,700	56,552 (↓ -39%)	0 (-)	44,434	18,236 (↑144%)	55,814 (↓ -20%)	30.6%	28.2% (↑8%)	26.7% (↑14%)
Jul	65,580	18,378 (↑257%)	28,683 (↑129%)	0	34,494 (↓ -100%)	6,000 (↓ -100%)	11,246	13,271 (↓ -15%)	30,521 (↓ -63%)	36.7%	11.6% (↑216%)	20.0% (↑83%)
Aug	6,190	26,926 (↓ -77%)	17,516 (↓ -65%)	13,720	21,855 (↓ -37%)	0 (-)	20,427	2,980 (↑585%)	6,573 (↑211%)	6.6%	18.2% (↓ -64%)	9.2% (↓ -28%)
Sep	46,789	43,893 (↑7%)	38,857 (↑20%)	0	2,782 (↓ -100%)	12,138 (↓ -100%)	9,961	10,361 (↓ -4%)	17,354 (↓ -43%)	27.1%	28.9% (↓ -6%)	27.0% (0%)
Q3 2024	118,559	89,197 (↑33%)	85,056 (↑39%)	13,720	59,131 (↓ -77%)	18,138 (↓ -24%)	41,634	26,612 (↑56%)	54,448 (↓ -24%)	26.6%	19.5% (↑37%)	17.8% (↑49%)
Oct	15,824	61,324 (↓ -74%)	52,088 (↓ -70%)	28,411	14,525 (↑96%)	28,680 (↓ -1%)	67,087	2,257 (↑31%)	41,417 (↑62%)	7.5%	39.4% (↓ -81%)	21.5% (↓ -65%)
Nov	29,833	57,969 (↓ -49%)	24,353 (↑23%)	0	0 (-)	0 (-)	20,640	4,484 (↑360%)	14,723 (↑40%)	19.6%	36.7% (↓ -46%)	13.2% (↑49%)
Dec	7,037	4,085 (↑72%)	37,896 (↓ -81%)	0	0 (-)	0 (-)	900	25,385 (↓ -96%)	3,844 (↓ -77%)	15.5%	18.7% (↓ -17%)	59.2% (↓ -74%)
Q4 2024	52,694	123,378 (↓ -57%)	114,337 (↓ -54%)	28,411	14,525 (↑96%)	28,680 (↓ -1%)	88,627	32,126 (↑176%)	59,984 (↑48%)	12.9%	36.8% (↓ -65%)	23.3% (↓ -45%)

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:02/14/2023

Event Type: All Events  
Assists: Exclude Assists

User Groups: Any  
Measurements: Room Nights, Events, Attendees

## STLY - 2025 Room Nights

Month	OTB			Cancelled			Tentative			Conversion Rate		
	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19
Jan	5,657	16,905 (↓ -67%)	0 (-)	0	0 (-)	0 (-)	5,579	1,925 (↑190%)	6,685 (↓ -17%)	64.2%	64.3% (0%)	0.0% (-)
Feb	9,027	14,310 (↓ -37%)	2,200 (↑310%)	0	0 (-)	11,894 (↓ -100%)	9,834	3,715 (↑165%)	15,365 (↓ -36%)	16.0%	24.5% (↓ -35%)	8.0% (↑100%)
Mar	40,239	6,308 (↑538%)	17,322 (↑132%)	21,285	0 (-)	28,655 (↓ -26%)	16,986	5,384 (↑215%)	6,337 (↑168%)	18.3%	8.7% (↑109%)	11.8% (↑55%)
Q1 2025	54,923	37,523 (↑46%)	19,522 (↑181%)	21,285	0 (-)	40,549 (↓ -48%)	32,399	11,024 (↑194%)	28,387 (↑14%)	19.2%	23.9% (↓ -20%)	8.1% (↑137%)
Apr	61,871	60,943 (↑2%)	39,099 (↑58%)	550	34,700 (↓ -98%)	0 (-)	10,472	21,256 (↓ -51%)	11,286 (↓ -7%)	36.6%	34.9% (↑5%)	17.2% (↑113%)
May	34,014	53,309 (↓ -36%)	54,668 (↓ -38%)	25,007	0 (-)	0 (-)	34,441	953 (↑4k%)	14,363 (↑140%)	31.4%	39.8% (↓ -21%)	46.5% (↓ -32%)
Jun	44,805	37,317 (↑20%)	46,980 (↓ -5%)	4,666	0 (-)	0 (-)	35,662	21,608 (↑65%)	6,612 (↑439%)	29.2%	33.4% (↓ -12%)	18.1% (↑62%)
Q2 2025	140,690	151,569 (↓ -7%)	140,747 (0%)	30,223	34,700 (↓ -13%)	0 (-)	80,575	43,817 (↑84%)	32,261 (↑150%)	32.7%	36.1% (↓ -9%)	23.3% (↑40%)
Jul	34,077	54,818 (↓ -38%)	55,296 (↓ -38%)	0	0 (-)	0 (-)	24,708	5,860 (↑322%)	20,438 (↑21%)	39.4%	35.6% (↑11%)	32.6% (↑21%)
Aug	7,580	5,830 (↑30%)	37,951 (↓ -80%)	0	13,720 (↓ -100%)	0 (-)	5,801	29,150 (↓ -80%)	11,655 (↓ -50%)	9.6%	12.9% (↓ -26%)	36.7% (↓ -74%)
Sep	28,710	46,789 (↓ -39%)	28,493 (↑1%)	0	0 (-)	11,844 (↓ -100%)	22,239	2,667 (↑734%)	13,000 (↑71%)	24.0%	34.0% (↓ -30%)	20.8% (↑15%)
Q3 2025	70,367	107,437 (↓ -35%)	121,740 (↓ -42%)	0	13,720 (↓ -100%)	11,844 (↓ -100%)	52,748	37,677 (↑40%)	45,093 (↑17%)	24.6%	31.9% (↓ -23%)	29.7% (↓ -17%)
Oct	17,643	14,359 (↑23%)	63,404 (↓ -72%)	29,542	28,411 (↑4%)	0 (-)	23,865	847 (↑3k%)	12,390 (↑93%)	10.5%	8.7% (↑20%)	64.2% (↓ -84%)
Nov	9,828	29,833 (↓ -67%)	33,718 (↓ -71%)	0	0 (-)	0 (-)	32,304	15,425 (↑109%)	4,990 (↑547%)	9.8%	27.1% (↓ -64%)	39.7% (↓ -75%)
Dec	19,072	4,987 (↑282%)	10,717 (↑78%)	0	0 (-)	0 (-)	2,050	0 (-)	0 (-)	39.0%	33.1% (↑18%)	19.5% (↑100%)
Q4 2025	46,543	49,179 (↓ -5%)	107,839 (↓ -57%)	29,542	28,411 (↑4%)	0 (-)	58,219	16,272 (↑258%)	17,380 (↑235%)	14.6%	17.0% (↓ -14%)	45.2% (↓ -68%)

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# Visitors Bureau

Assists: Exclude Assists

Measurements: Room Nights, Events, Attendees

FuturePace: STLY Report

Prepared on:02/14/2023

## STLY - 2026 Room Nights

	OTB			Cancelled			Tentative			Conversion Rate		
Month	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19
Jan	39,753	5,657 (↑603%)	1,920 (↑2k%)	0	0 (-)	0 (-)	17,000	5,144 (↑230%)	0 (-)	76.0%	100.0% (↓ -24%)	19.7% (↑287%)
Feb	20,778	2,075 (↑901%)	8,060 (↑158%)	0	0 (-)	0 (-)	0	0 (-)	2,194 (↓ -100%)	76.0%	7.8% (↑879%)	8.2% (↑832%)
Mar	58,161	12,669 (↑359%)	22,525 (↑158%)	0	21,285 (↓ -100%)	5,761 (↓ -100%)	11,116	19,106 (↓ -42%)	17,560 (↓ -37%)	61.6%	8.8% (↑603%)	14.1% (↑336%)
Q1 2026	118,692	20,401 (↑482%)	32,505 (↑265%)	0	21,285 (↓ -100%)	5,761 (↓ -100%)	28,116	24,250 (↑16%)	19,754 (↑42%)	68.2%	11.5%(↑491%)	12.1% (↑462%)
Apr	54,685	61,833 (↓ -12%)	36,772 (↑49%)	0	550 (↓ -100%)	31,598 (↓ -100%)	6,562	2,091 (↑214%)	6,985 (↓ -6%)	54.7%	41.6% (↑31%)	55.7% (↓ -2%)
May	34,165	31,041 (↑10%)	22,939 (↑49%)	28,435	25,007 (↑14%)	0 (-)	7,000	14,413 (↓ -51%)	21,454 (↓ -67%)	42.1%	45.3% (↓ -7%)	18.2% (↑131%)
Jun	167,197	44,516 (↑276%)	31,802 (↑426%)	0	0 (-)	0 (-)	13,790	0 (-)	6,314 (↑118%)	82.0%	36.7% (↑123%)	16.6% (↑393%)
Q2 2026	256,047	137,390 (↑86%)	91,513 (↑180%)	28,435	25,557 (↑11%)	31,598 (↓ -10%)	27,352	16,504 (↑66%)	34,753 (↓ -21%)	66.5%	40.6%(↑64%)	23.9% (↑179%)
Jul	84,934	22,516 (↑277%)	55,142 (↑54%)	0	0 (-)	0 (-)	69,020	3,428 (↑2k%)	17,939 (↑285%)	64.2%	35.9% (↑79%)	59.8% (↑7%)
Aug	15,639	6,430 (↑143%)	11,998 (↑30%)	0	0 (-)	0 (-)	28,803	3,135 (↑819%)	6,195 (↑365%)	21.5%	12.7% (↑69%)	24.2% (↓ -11%)
Sep	25,020	26,344 (↓ -5%)	55,565 (↓ -55%)	0	0 (-)	0 (-)	14,535	11,493 (↑26%)	3,708 (↑292%)	31.6%	26.8% (↑18%)	55.0% (↓ -43%)
Q3 2026	125,593	55,290 (↑127%)	122,705 (↑2%)	0	0 (-)	0 (-)	112,358	18,056 (↑522%)	27,842 (↑304%)	44.2%	26.1%(↑69%)	50.5% (↓ -13%)
Oct	50,305	9,168 (↑449%)	47,270 (↑6%)	0	29,542 (↓ -100%)	43,595 (↓ -100%)	8,169	15,667 (↓ -48%)	12,418 (↓ -34%)	25.4%	9.0% (↑184%)	32.6% (↓ -22%)
Nov	2,801	7,953 (↓ -65%)	52,830 (↓ -95%)	8,952	0 (-)	0 (-)	5,973	12,604 (↓ -53%)	3,047 (↑96%)	4.4%	9.3% (↓ -53%)	66.4% (↓ -93%)
Dec	4,850	16,515 (↓ -71%)	30,785 (↓ -84%)	0	0 (-)	0 (-)	2,050	0 (-)	0 (-)	12.0%	78.8% (↓ -85%)	93.6% (↓ -87%)
Q4 2026	57,956	33,636 (↑72%)	130,885 (↓ -56%)	8,952	29,542 (↓ -70%)	43,595 (↓ -79%)	16,192	28,271 (↓ -43%)	15,465 (↑5%)	19.2%	16.1%(↑19%)	50.9% (↓ -62%)

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:02/14/2023

Event Type: All Events  
Assists: Exclude Assists

User Groups: Any  
Measurements: Room Nights, Events, Attendees

## STLY - 2027 Room Nights

Month	OTB			Cancelled			Tentative			Conversion Rate		
	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19
Jan	21,220	39,753 (↓ -47%)	18,626 (↑14%)	0	0 (-)	0 (-)	0	4,595 (↓ -100%)	9,745 (↓ -100%)	70.5%	84.2% (↓ -16%)	100.0% (↓ -30%)
Feb	31,415	19,068 (↑65%)	0 (-)	0	0 (-)	0 (-)	15,310	0 (-)	1,710 (↑795%)	58.6%	100.0% (↓ -41%)	0.0% (-)
Mar	13,820	56,487 (↓ -76%)	32,073 (↓ -57%)	0	0 (-)	0 (-)	27,244	5,516 (↑394%)	6,538 (↑317%)	34.3%	70.0% (↓ -51%)	51.4% (↓ -33%)
Q1 2027	66,455	115,308 (↓ -42%)	50,699 (↑31%)	0	0 (-)	0 (-)	42,554	10,111 (↑321%)	17,993 (↑137%)	53.6%	78.4% (↓ -32%)	48.4% (↑11%)
Apr	32,154	54,685 (↓ -41%)	44,793 (↓ -28%)	400	0 (-)	31,545 (↓ -99%)	11,565	1,497 (↑673%)	29,113 (↓ -60%)	30.9%	67.4% (↓ -54%)	50.4% (↓ -39%)
May	29,804	31,314 (↓ -5%)	46,986 (↓ -37%)	24,607	28,435 (↓ -13%)	0 (-)	17,795	0 (-)	0 (-)	49.9%	53.9% (↓ -8%)	64.2% (↓ -22%)
Jun	29,360	40,093 (↓ -27%)	28,915 (↑2%)	20,182	0 (-)	0 (-)	37,870	12,765 (↑197%)	30,150 (↑26%)	36.9%	76.9% (↓ -52%)	22.0% (↑68%)
Q2 2027	91,318	126,092 (↓ -28%)	120,694 (↓ -24%)	45,189	28,435 (↑59%)	31,545 (↑43%)	67,230	14,262 (↑371%)	59,263 (↑13%)	37.5%	65.9% (↓ -43%)	41.1% (↓ -9%)
Jul	4,497	48,023 (↓ -91%)	15,788 (↓ -72%)	0	0 (-)	30,534 (↓ -100%)	19,500	40,061 (↓ -51%)	43,031 (↓ -55%)	6.1%	57.1% (↓ -89%)	30.0% (↓ -80%)
Aug	0	15,639 (↓ -100%)	13,825 (↓ -100%)	0	0 (-)	17,105 (↓ -100%)	18,815	24,203 (↓ -22%)	22,615 (↓ -17%)	0.0%	32.0% (↓ -100%)	17.3% (↓ -100%)
Sep	25,679	25,020 (↑3%)	43,043 (↓ -40%)	0	0 (-)	0 (-)	18,761	0 (-)	1,206 (↑1k%)	59.8%	36.8% (↑63%)	39.1% (↑53%)
Q3 2027	30,176	88,682 (↓ -66%)	72,656 (↓ -58%)	0	0 (-)	47,639 (↓ -100%)	57,076	64,264 (↓ -11%)	66,852 (↓ -15%)	17.4%	44.1% (↓ -61%)	30.0% (↓ -42%)
Oct	18,149	47,185 (↓ -62%)	55,102 (↓ -67%)	0	0 (-)	14,525 (↓ -100%)	19,477	0 (-)	0 (-)	31.5%	24.6% (↑28%)	44.4% (↓ -29%)
Nov	23,086	0 (-)	55,468 (↓ -58%)	0	8,952 (↓ -100%)	0 (-)	16,636	0 (-)	5,324 (↑212%)	21.7%	0.0% (-)	39.8% (↓ -45%)
Dec	41,695	4,850 (↑760%)	0 (-)	0	0 (-)	0 (-)	10,202	0 (-)	0 (-)	100.0%	32.0% (↑212%)	0.0% (-)
Q4 2027	82,930	52,035 (↑59%)	110,570 (↓ -25%)	0	8,952 (↓ -100%)	14,525 (↓ -100%)	46,315	0 (-)	5,324 (↑770%)	40.3%	20.1% (↑101%)	39.3% (↑3%)

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# Visitors Bureau

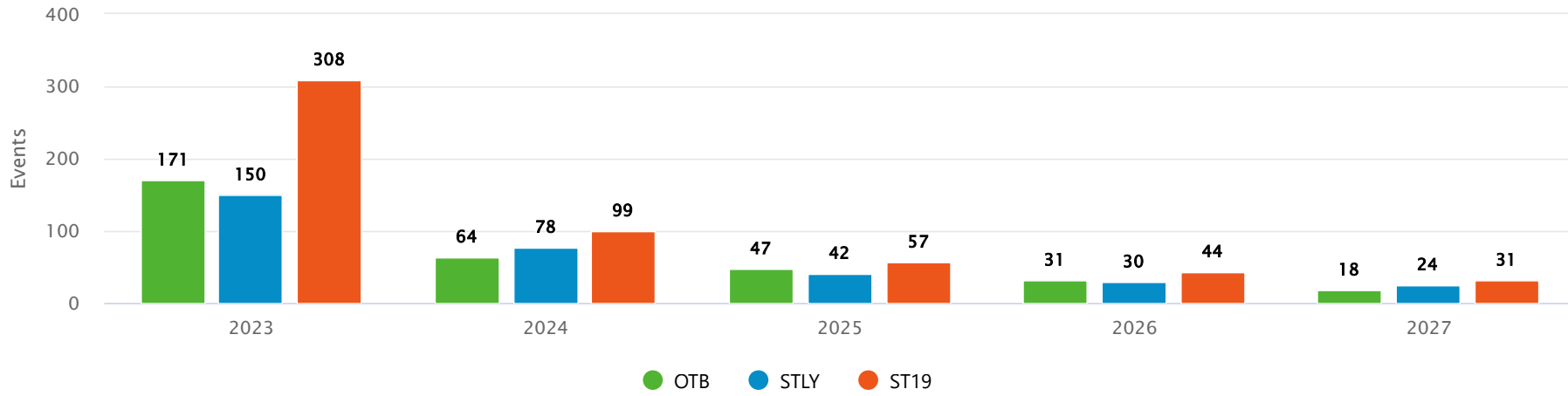
Assists: Exclude Assists

Measurements: Room Nights, Events, Attendees

FuturePace: STLY Report

Prepared on:02/14/2023

## Events: OTB Vs STLY





# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:02/14/2023

Event Type: All Events  
Assists: Exclude Assists

User Groups: Any  
Measurements: Room Nights, Events, Attendees

## STLY - Events

Year	OTB			Cancelled			Tentative			Conversion Rate		
	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19
2023	171	150 (↑14%)	308 (↓-44%)	7	12 (↓-42%)	9 (↓-22%)	78	74 (↑5%)	221 (↓-65%)	26.5%	25.0% (↑6%)	30.6% (↓-13%)
2024	64	78 (↓-18%)	99 (↓-35%)	5	7 (↓-29%)	3 (↑67%)	92	50 (↑84%)	150 (↓-39%)	19.3%	26.6% (↓-27%)	22.0% (↓-12%)
2025	47	42 (↑12%)	57 (↓-18%)	5	5 (0%)	3 (↑67%)	71	28 (↑154%)	63 (↑13%)	24.9%	24.1% (↑3%)	23.6% (↑6%)
2026	31	30 (↑3%)	44 (↓-30%)	2	4 (↓-50%)	2 (0%)	31	24 (↑29%)	40 (↓-22%)	27.9%	30.6% (↓-9%)	32.1% (↓-13%)
2027	18	24 (↓-25%)	31 (↓-42%)	2	2 (0%)	4 (↓-50%)	26	13 (↑100%)	25 (↑4%)	28.1%	34.8% (↓-19%)	32.3% (↓-13%)

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## STLY - 2023 Events

Month	OTB			Cancelled			Tentative			Conversion Rate		
	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19
Jan	14	6 (↑133%)	18 (↓ -22%)	0	2 (↓ -100%)	0 (-)	0	0 (-)	3 (↓ -100%)	43.8%	20.0% (↑119%)	29.5% (↑48%)
Feb	12	9 (↑33%)	24 (↓ -50%)	0	1 (↓ -100%)	1 (↓ -100%)	0	1 (↓ -100%)	7 (↓ -100%)	31.6%	25.0% (↑26%)	37.5% (↓ -16%)
Mar	19	20 (↓ -5%)	32 (↓ -41%)	0	2 (↓ -100%)	1 (↓ -100%)	5	3 (↑67%)	22 (↓ -77%)	33.9%	29.9% (↑14%)	31.1% (↑9%)
Q1 2023	45	35 (↑29%)	74 (↓ -39%)	0	5 (↓ -100%)	2 (↓ -100%)	5	4 (↑25%)	32 (↓ -84%)	35.7%	26.3% (↑36%)	32.5% (↑10%)
Apr	19	20 (↓ -5%)	40 (↓ -52%)	1	1 (0%)	0 (-)	4	8 (↓ -50%)	29 (↓ -86%)	25.7%	29.0% (↓ -11%)	32.3% (↓ -20%)
May	19	11 (↑73%)	30 (↓ -37%)	1	0 (-)	1 (0%)	6	7 (↓ -14%)	22 (↓ -73%)	26.8%	17.2% (↑56%)	30.9% (↓ -13%)
Jun	18	18 (0%)	27 (↓ -33%)	0	1 (↓ -100%)	0 (-)	10	10 (0%)	29 (↓ -66%)	26.9%	27.7% (↓ -3%)	26.2% (↑2%)
Q2 2023	56	49 (↑14%)	97 (↓ -42%)	2	2 (0%)	1 (↑100%)	20	25 (↓ -20%)	80 (↓ -75%)	26.4%	24.7% (↑7%)	29.9% (↓ -12%)
Jul	18	13 (↑38%)	41 (↓ -56%)	2	1 (↑100%)	1 (↑100%)	8	6 (↑33%)	16 (↓ -50%)	23.1%	28.9% (↓ -20%)	40.6% (↓ -43%)
Aug	8	13 (↓ -38%)	20 (↓ -60%)	2	1 (↑100%)	1 (↑100%)	5	7 (↓ -29%)	15 (↓ -67%)	18.6%	26.5% (↓ -30%)	37.7% (↓ -51%)
Sep	16	12 (↑33%)	25 (↓ -36%)	0	0 (-)	2 (↓ -100%)	16	12 (↑33%)	31 (↓ -48%)	23.5%	18.8% (↑25%)	20.0% (↑18%)
Q3 2023	42	38 (↑11%)	86 (↓ -51%)	4	2 (↑100%)	4 (0%)	29	25 (↑16%)	62 (↓ -53%)	22.2%	24.1% (↓ -8%)	30.8% (↓ -28%)
Oct	18	11 (↑64%)	28 (↓ -36%)	1	2 (↓ -50%)	1 (0%)	15	13 (↑15%)	30 (↓ -50%)	21.4%	15.3% (↑40%)	26.9% (↓ -20%)
Nov	8	10 (↓ -20%)	17 (↓ -53%)	0	1 (↓ -100%)	1 (↓ -100%)	7	5 (↑40%)	11 (↓ -36%)	28.6%	35.7% (↓ -20%)	29.3% (↓ -3%)
Dec	2	7 (↓ -71%)	6 (↓ -67%)	0	0 (-)	0 (-)	2	2 (0%)	6 (↓ -67%)	33.3%	63.6% (↓ -48%)	40.0% (↓ -17%)
Q4 2023	28	28 (0%)	51 (↓ -45%)	1	3 (↓ -67%)	2 (↓ -50%)	24	20 (↑20%)	47 (↓ -49%)	23.7%	25.2% (↓ -6%)	28.8% (↓ -18%)

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:02/14/2023

Event Type: All Events  
Assists: Exclude Assists

User Groups: Any  
Measurements: Room Nights, Events, Attendees

## STLY - 2024 Events

Month	OTB			Cancelled			Tentative			Conversion Rate		
	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19
Jan	2	5 (↓ -60%)	7 (↓ -71%)	0	0 (-)	0 (-)	3	2 (↑50%)	9 (↓ -67%)	25.0%	38.5% (↓ -35%)	38.9% (↓ -36%)
Feb	4	4 (0%)	4 (0%)	0	0 (-)	0 (-)	6	3 (↑100%)	6 (0%)	23.5%	30.8% (↓ -24%)	28.6% (↓ -18%)
Mar	6	4 (↑50%)	12 (↓ -50%)	0	0 (-)	0 (-)	6	4 (↑50%)	9 (↓ -33%)	20.0%	16.7% (↑20%)	25.0% (↓ -20%)
Q1 2024	12	13 (↓ -8%)	23 (↓ -48%)	0	0 (-)	0 (-)	15	9 (↑67%)	24 (↓ -37%)	21.8%	26.0% (↓ -16%)	28.7% (↓ -24%)
Apr	9	10 (↓ -10%)	8 (↑13%)	1	1 (0%)	0 (-)	9	4 (↑125%)	22 (↓ -59%)	18.0%	31.3% (↓ -42%)	15.4% (↑17%)
May	6	7 (↓ -14%)	11 (↓ -45%)	0	1 (↓ -100%)	0 (-)	7	4 (↑75%)	11 (↓ -36%)	21.4%	23.3% (↓ -8%)	33.3% (↓ -36%)
Jun	9	8 (↑13%)	13 (↓ -31%)	0	0 (-)	0 (-)	15	7 (↑114%)	16 (↓ -6%)	23.1%	27.6% (↓ -16%)	17.6% (↑31%)
Q2 2024	24	25 (↓ -4%)	32 (↓ -25%)	1	2 (↓ -50%)	0 (-)	31	15 (↑107%)	49 (↓ -37%)	20.5%	27.5% (↓ -25%)	20.1% (↑2%)
Jul	10	10 (0%)	9 (↑11%)	0	2 (↓ -100%)	1 (↓ -100%)	4	8 (↓ -50%)	14 (↓ -71%)	25.0%	25.6% (↓ -2%)	23.1% (↑8%)
Aug	3	6 (↓ -50%)	3 (0%)	1	2 (↓ -50%)	0 (-)	6	4 (↑50%)	7 (↓ -14%)	16.7%	23.1% (↓ -28%)	10.0% (↑67%)
Sep	4	5 (↓ -20%)	8 (↓ -50%)	0	0 (-)	1 (↓ -100%)	11	7 (↑57%)	19 (↓ -42%)	11.1%	18.5% (↓ -40%)	22.2% (↓ -50%)
Q3 2024	17	21 (↓ -19%)	20 (↓ -15%)	1	4 (↓ -75%)	2 (↓ -50%)	21	19 (↑11%)	40 (↓ -47%)	18.1%	22.8% (↓ -21%)	19.0% (↓ -5%)
Oct	4	12 (↓ -67%)	13 (↓ -69%)	3	1 (↑200%)	1 (↑200%)	20	4 (↑400%)	23 (↓ -13%)	10.8%	30.8% (↓ -65%)	21.3% (↓ -49%)
Nov	5	5 (0%)	7 (↓ -29%)	0	0 (-)	0 (-)	4	2 (↑100%)	11 (↓ -64%)	21.7%	27.8% (↓ -22%)	18.9% (↑15%)
Dec	2	2 (0%)	4 (↓ -50%)	0	0 (-)	0 (-)	1	1 (0%)	3 (↓ -67%)	40.0%	66.7% (↓ -40%)	57.1% (↓ -30%)
Q4 2024	11	19 (↓ -42%)	24 (↓ -54%)	3	1 (↑200%)	1 (↑200%)	25	7 (↑257%)	37 (↓ -32%)	16.9%	31.7% (↓ -47%)	22.9% (↓ -26%)

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## STLY - 2025 Events

Month	OTB			Cancelled			Tentative			Conversion Rate		
	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19
Jan	2	1 (↑100%)	0 (-)	0	0 (-)	0 (-)	2	2 (0%)	2 (0%)	66.7%	33.3% (↑100%)	0.0% (-)
Feb	4	4 (0%)	1 (↑300%)	0	0 (-)	1 (↓-100%)	3	2 (↑50%)	3 (0%)	33.3%	36.4% (↓-8%)	20.0% (↑67%)
Mar	10	2 (↑400%)	4 (↑150%)	1	0 (-)	1 (0%)	10	2 (↑400%)	6 (↑67%)	28.6%	16.7% (↑71%)	19.0% (↑50%)
Q1 2025	16	7 (↑129%)	5 (↑220%)	1	0 (-)	2 (↓-50%)	15	6 (↑150%)	11 (↑36%)	32.0%	26.9% (↑19%)	14.3% (↑124%)
Apr	3	4 (↓-25%)	5 (↓-40%)	0	1 (↓-100%)	0 (-)	5	4 (↑25%)	4 (↑25%)	21.4%	19.0% (↑13%)	14.3% (↑50%)
May	5	5 (0%)	8 (↓-37%)	1	0 (-)	0 (-)	10	2 (↑400%)	8 (↑25%)	33.3%	35.7% (↓-7%)	33.3% (0%)
Jun	2	5 (↓-60%)	5 (↓-60%)	1	0 (-)	0 (-)	6	8 (↓-25%)	6 (0%)	11.8%	26.3% (↓-55%)	14.7% (↓-20%)
Q2 2025	10	14 (↓-29%)	18 (↓-44%)	2	1 (↑100%)	0 (-)	21	14 (↑50%)	18 (↑17%)	21.7%	25.9% (↓-16%)	19.4% (↑12%)
Jul	6	6 (0%)	10 (↓-40%)	0	0 (-)	0 (-)	9	0 (-)	9 (0%)	37.5%	25.0% (↑50%)	35.7% (↑5%)
Aug	2	3 (↓-33%)	5 (↓-60%)	0	1 (↓-100%)	0 (-)	4	3 (↑33%)	7 (↓-43%)	11.1%	33.3% (↓-67%)	33.3% (↓-67%)
Sep	4	4 (0%)	3 (↑33%)	0	0 (-)	1 (↓-100%)	5	2 (↑150%)	10 (↓-50%)	25.0%	21.1% (↑19%)	12.5% (↑100%)
Q3 2025	12	13 (↓-8%)	18 (↓-33%)	0	1 (↓-100%)	1 (↓-100%)	18	5 (↑260%)	26 (↓-31%)	24.0%	25.0% (↓-4%)	26.9% (↓-11%)
Oct	3	2 (↑50%)	7 (↓-57%)	2	3 (↓-33%)	0 (-)	10	1 (↑900%)	5 (↑100%)	12.5%	7.4% (↑69%)	33.3% (↓-62%)
Nov	3	5 (↓-40%)	6 (↓-50%)	0	0 (-)	0 (-)	6	2 (↑200%)	3 (↑100%)	23.1%	38.5% (↓-40%)	30.0% (↓-23%)
Dec	3	1 (↑200%)	3 (0%)	0	0 (-)	0 (-)	1	0 (-)	0 (-)	50.0%	50.0% (0%)	50.0% (0%)
Q4 2025	9	8 (↑13%)	16 (↓-44%)	2	3 (↓-33%)	0 (-)	17	3 (↑467%)	8 (↑113%)	20.9%	19.0% (↑10%)	34.0% (↓-39%)

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:02/14/2023

Event Type: All Events  
Assists: Exclude Assists

User Groups: Any  
Measurements: Room Nights, Events, Attendees

## STLY - 2026 Events

Month	OTB			Cancelled			Tentative			Conversion Rate		
	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19
Jan	2	2 (0%)	1 (↑100%)	0	0 (-)	0 (-)	2	1 (↑100%)	0 (-)	33.3%	100.0% (↓ -67%)	33.3% (0%)
Feb	4	2 (↑100%)	2 (↑100%)	0	0 (-)	0 (-)	0	0 (-)	2 (↓ -100%)	80.0%	33.3% (↑140%)	33.3% (↑140%)
Mar	5	4 (↑25%)	3 (↑67%)	0	1 (↓ -100%)	0 (-)	3	7 (↓ -57%)	8 (↓ -62%)	41.7%	26.7% (↑56%)	14.3% (↑192%)
Q1 2026	11	8 (↑38%)	6 (↑83%)	0	1 (↓ -100%)	0 (-)	5	8 (↓ -37%)	10 (↓ -50%)	47.8%	34.8% (↑38%)	20.0% (↑139%)
Apr	4	3 (↑33%)	4 (0%)	0	0 (-)	1 (↓ -100%)	4	1 (↑300%)	4 (0%)	36.4%	37.5% (↓ -3%)	40.0% (↓ -9%)
May	2	4 (↓ -50%)	4 (↓ -50%)	1	1 (0%)	0 (-)	2	2 (0%)	5 (↓ -60%)	20.0%	50.0% (↓ -60%)	28.6% (↓ -30%)
Jun	3	2 (↑50%)	6 (↓ -50%)	0	0 (-)	0 (-)	3	0 (-)	2 (↑50%)	27.3%	25.0% (↑9%)	27.3% (0%)
Q2 2026	9	9 (0%)	14 (↓ -36%)	1	1 (0%)	1 (0%)	9	3 (↑200%)	11 (↓ -18%)	28.1%	37.5% (↓ -25%)	30.4% (↓ -8%)
Jul	3	4 (↓ -25%)	8 (↓ -62%)	0	0 (-)	0 (-)	4	1 (↑300%)	6 (↓ -33%)	23.1%	50.0% (↓ -54%)	50.0% (↓ -54%)
Aug	2	1 (↑100%)	4 (↓ -50%)	0	0 (-)	0 (-)	4	3 (↑33%)	4 (0%)	20.0%	11.1% (↑80%)	40.0% (↓ -50%)
Sep	1	2 (↓ -50%)	3 (↓ -67%)	0	0 (-)	0 (-)	2	3 (↓ -33%)	2 (0%)	12.5%	18.2% (↓ -31%)	33.3% (↓ -62%)
Q3 2026	6	7 (↓ -14%)	15 (↓ -60%)	0	0 (-)	0 (-)	10	7 (↑43%)	12 (↓ -17%)	19.4%	25.0% (↓ -23%)	42.9% (↓ -55%)
Oct	3	2 (↑50%)	5 (↓ -40%)	0	2 (↓ -100%)	1 (↓ -100%)	4	3 (↑33%)	5 (↓ -20%)	21.4%	18.2% (↑18%)	31.3% (↓ -31%)
Nov	1	3 (↓ -67%)	2 (↓ -50%)	1	0 (-)	0 (-)	2	3 (↓ -33%)	2 (0%)	12.5%	33.3% (↓ -62%)	28.6% (↓ -56%)
Dec	1	1 (0%)	2 (↓ -50%)	0	0 (-)	0 (-)	1	0 (-)	0 (-)	33.3%	33.3% (0%)	66.7% (↓ -50%)
Q4 2026	5	6 (↓ -17%)	9 (↓ -44%)	1	2 (↓ -50%)	1 (0%)	7	6 (↑17%)	7 (0%)	20.0%	26.1% (↓ -23%)	34.6% (↓ -42%)

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## STLY - 2027 Events

Month	OTB			Cancelled			Tentative			Conversion Rate		
	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19
Jan	1	2 (↓ -50%)	2 (↓ -50%)	0	0 (-)	0 (-)	0	2 (↓ -100%)	3 (↓ -100%)	50.0%	66.7% (↓ -25%)	100.0% (↓ -50%)
Feb	2	3 (↓ -33%)	0 (-)	0	0 (-)	0 (-)	2	0 (-)	1 (↑100%)	40.0%	100.0% (↓ -60%)	0.0% (-)
Mar	1	4 (↓ -75%)	1 (0%)	0	0 (-)	0 (-)	4	2 (↑100%)	3 (↑33%)	20.0%	57.1% (↓ -65%)	25.0% (↓ -20%)
Q1 2027	4	9 (↓ -56%)	3 (↑33%)	0	0 (-)	0 (-)	6	4 (↑50%)	7 (↓ -14%)	33.3%	69.2% (↓ -52%)	30.0% (↑11%)
Apr	1	4 (↓ -75%)	4 (↓ -75%)	0	0 (-)	1 (↓ -100%)	1	1 (0%)	4 (↓ -75%)	12.5%	50.0% (↓ -75%)	36.4% (↓ -66%)
May	2	1 (↑100%)	3 (↓ -33%)	1	1 (0%)	0 (-)	3	0 (-)	0 (-)	28.6%	16.7% (↑71%)	37.5% (↓ -24%)
Jun	1	2 (↓ -50%)	1 (0%)	1	0 (-)	0 (-)	3	2 (↑50%)	2 (↑50%)	33.3%	33.3% (0%)	11.1% (↑200%)
Q2 2027	4	7 (↓ -43%)	8 (↓ -50%)	2	1 (↑100%)	1 (↑100%)	7	3 (↑133%)	6 (↑17%)	22.2%	35.0% (↓ -37%)	28.6% (↓ -22%)
Jul	2	2 (0%)	5 (↓ -60%)	0	0 (-)	1 (↓ -100%)	2	3 (↓ -33%)	6 (↓ -67%)	33.3%	25.0% (↑33%)	45.5% (↓ -27%)
Aug	0	2 (↓ -100%)	2 (↓ -100%)	0	0 (-)	1 (↓ -100%)	2	3 (↓ -33%)	3 (↓ -33%)	0.0%	40.0% (↓ -100%)	22.2% (↓ -100%)
Sep	2	1 (↑100%)	4 (↓ -50%)	0	0 (-)	0 (-)	3	0 (-)	1 (↑200%)	66.7%	16.7% (↑300%)	44.4% (↑50%)
Q3 2027	4	5 (↓ -20%)	11 (↓ -64%)	0	0 (-)	2 (↓ -100%)	7	6 (↑17%)	10 (↓ -30%)	25.0%	26.3% (↓ -5%)	37.9% (↓ -34%)
Oct	2	2 (0%)	5 (↓ -60%)	0	0 (-)	1 (↓ -100%)	3	0 (-)	0 (-)	28.6%	18.2% (↑57%)	31.3% (↓ -9%)
Nov	2	0 (-)	4 (↓ -50%)	0	1 (↓ -100%)	0 (-)	2	0 (-)	2 (0%)	22.2%	0.0% (-)	33.3% (↓ -33%)
Dec	2	1 (↑100%)	0 (-)	0	0 (-)	0 (-)	1	0 (-)	0 (-)	100.0%	50.0% (↑100%)	0.0% (-)
Q4 2027	6	3 (↑100%)	9 (↓ -33%)	0	1 (↓ -100%)	1 (↓ -100%)	6	0 (-)	2 (↑200%)	33.3%	17.6% (↑89%)	31.0% (↑7%)

# Philadelphia Convention & Visitors Bureau

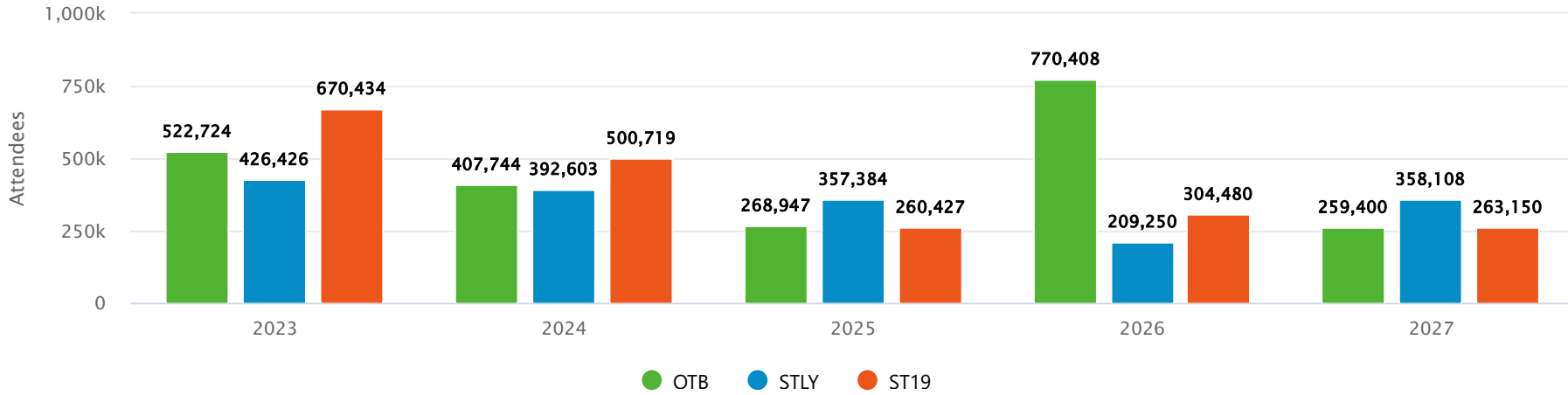
FuturePace: STLY Report

Prepared on:02/14/2023

Event Type: All Events  
Assists: Exclude Assists

User Groups: Any  
Measurements: Room Nights, Events, Attendees

## Attendees: OTB Vs STLY



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## STLY - Attendees

Year	OTB			Cancelled			Tentative			Conversion Rate		
	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19
2023	522,724	426,426 (↑23%)	670,434 (↓ -22%)	82,800	67,426 (↑23%)	71,300 (↑16%)	26,359	83,481 (↓ -68%)	123,962 (↓ -79%)	37.4%	32.7% (↑15%)	41.1% (↓ -9%)
2024	407,744	392,603 (↑4%)	500,719 (↓ -19%)	45,900	82,800 (↓ -45%)	32,000 (↑43%)	212,660	143,631 (↑48%)	196,884 (↑8%)	34.5%	39.4% (↓ -12%)	38.8% (↓ -11%)
2025	268,947	357,384 (↓ -25%)	260,427 (↑3%)	47,500	45,900 (↑3%)	29,500 (↑61%)	163,360	165,321 (↓ -1%)	93,387 (↑75%)	27.9%	41.6% (↓ -33%)	26.6% (↑5%)
2026	770,408	209,250 (↑268%)	304,480 (↑153%)	10,000	45,500 (↓ -78%)	44,000 (↓ -77%)	498,652	67,581 (↑638%)	70,236 (↑610%)	68.6%	31.3% (↑119%)	40.1% (↑71%)
2027	259,400	358,108 (↓ -28%)	263,150 (↓ -1%)	28,000	10,000 (↑180%)	55,000 (↓ -49%)	130,426	46,626 (↑180%)	132,130 (↓ -1%)	48.9%	64.4% (↓ -24%)	46.3% (↑5%)



# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:02/14/2023

Event Type: All Events  
Assists: Exclude Assists

User Groups: Any  
Measurements: Room Nights, Events, Attendees

## STLY - 2023 Attendees

Month	OTB			Cancelled			Tentative			Conversion Rate		
	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19
Jan	18,245	3,700 (↑393%)	16,799 (↑9%)	0	822 (↓ -100%)	0 (-)	0	0 (-)	590 (↓ -100%)	40.1%	12.9% (↑212%)	25.0% (↑61%)
Feb	26,800	6,593 (↑306%)	33,117 (↓ -19%)	0	5,000 (↓ -100%)	5,000 (↓ -100%)	0	65 (↓ -100%)	1,690 (↓ -100%)	32.1%	9.4% (↑241%)	53.7% (↓ -40%)
Mar	65,083	65,430 (↓ -1%)	33,164 (↑96%)	0	1,004 (↓ -100%)	18,000 (↓ -100%)	836	215 (↑289%)	4,151 (↓ -80%)	61.2%	35.5% (↑72%)	23.0% (↑166%)
Q1 2023	110,128	75,723 (↑45%)	83,080 (↑33%)	0	6,826 (↓ -100%)	23,000 (↓ -100%)	836	280 (↑199%)	6,431 (↓ -87%)	46.8%	26.8% (↑75%)	30.4% (↑54%)
Apr	53,786	103,115 (↓ -48%)	67,010 (↓ -20%)	12,000	13,000 (↓ -8%)	0 (-)	747	16,340 (↓ -95%)	11,895 (↓ -94%)	40.3%	66.2% (↓ -39%)	47.3% (↓ -15%)
May	126,458	15,495 (↑716%)	172,230 (↓ -27%)	23,000	0 (-)	5,000 (↑360%)	2,570	4,696 (↓ -45%)	30,192 (↓ -91%)	66.3%	14.9% (↑345%)	73.8% (↓ -10%)
Jun	40,858	22,563 (↑81%)	44,586 (↓ -8%)	0	3,800 (↓ -100%)	0 (-)	1,107	5,050 (↓ -78%)	20,623 (↓ -95%)	30.9%	14.6% (↑112%)	29.7% (↑4%)
Q2 2023	221,102	141,173 (↑57%)	283,826 (↓ -22%)	35,000	16,800 (↑108%)	5,000 (↑600%)	4,424	26,086 (↓ -83%)	62,710 (↓ -93%)	48.5%	34.1% (↑42%)	54.1% (↓ -10%)
Jul	14,876	30,250 (↓ -51%)	34,474 (↓ -57%)	21,800	1,800 (↑1k%)	20,000 (↑9%)	3,610	1,901 (↑90%)	8,101 (↓ -55%)	10.7%	30.0% (↓ -64%)	21.8% (↓ -51%)
Aug	16,000	5,525 (↑190%)	34,272 (↓ -53%)	18,000	7,000 (↑157%)	1,500 (↑1k%)	1,470	1,505 (↓ -2%)	13,843 (↓ -89%)	16.2%	4.2% (↑282%)	29.8% (↓ -46%)
Sep	53,607	53,905 (↓ -1%)	51,262 (↑5%)	0	0 (-)	15,100 (↓ -100%)	3,500	2,594 (↑35%)	22,572 (↓ -84%)	37.4%	38.4% (↓ -3%)	23.6% (↑58%)
Q3 2023	84,483	89,680 (↓ -6%)	120,008 (↓ -30%)	39,800	8,800 (↑352%)	36,600 (↑9%)	8,580	6,000 (↑43%)	44,516 (↓ -81%)	22.1%	24.1% (↓ -8%)	24.5% (↓ -10%)
Oct	29,237	19,805 (↑48%)	36,591 (↓ -20%)	8,000	34,000 (↓ -76%)	5,000 (↑60%)	10,220	17,415 (↓ -41%)	5,865 (↑74%)	29.8%	18.1% (↑65%)	34.7% (↓ -14%)
Nov	72,574	19,445 (↑273%)	69,179 (↑5%)	0	1,000 (↓ -100%)	1,700 (↓ -100%)	1,570	32,350 (↓ -95%)	3,466 (↓ -55%)	51.8%	45.5% (↑14%)	52.9% (↓ -2%)
Dec	5,200	80,600 (↓ -94%)	77,750 (↓ -93%)	0	0 (-)	0 (-)	729	1,350 (↓ -46%)	974 (↓ -25%)	6.1%	96.1% (↓ -94%)	73.5% (↓ -92%)
Q4 2023	107,011	119,850 (↓ -11%)	183,520 (↓ -42%)	8,000	35,000 (↓ -77%)	6,700 (↑19%)	12,519	51,115 (↓ -76%)	10,305 (↑21%)	33.1%	50.8% (↓ -35%)	53.7% (↓ -38%)

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# Visitors Bureau

Assists: Exclude Assists

Measurements: Room Nights, Events, Attendees

FuturePace: STLY Report

Prepared on:02/14/2023

## STLY - 2024 Attendees

Month	OTB			Cancelled			Tentative			Conversion Rate		
	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19
Jan	7,450	15,470 (↓ -52%)	22,975 (↓ -68%)	0	0 (-)	0 (-)	6,705	1,600 (↑319%)	7,388 (↓ -9%)	44.9%	39.7% (↑13%)	41.8% (↑7%)
Feb	11,675	5,958 (↑96%)	5,850 (↑100%)	0	0 (-)	0 (-)	2,750	3,175 (↓ -13%)	5,807 (↓ -53%)	21.2%	19.8% (↑7%)	22.8% (↓ -7%)
Mar	25,026	28,400 (↓ -12%)	39,375 (↓ -36%)	0	0 (-)	0 (-)	6,775	1,470 (↑361%)	5,522 (↑23%)	22.6%	48.3% (↓ -53%)	50.7% (↓ -55%)
Q1 2024	44,151	49,828 (↓ -11%)	68,200 (↓ -35%)	0	0 (-)	0 (-)	16,230	6,245 (↑160%)	18,717 (↓ -13%)	24.2%	39.0%(↓ -38%)	43.1% (↓ -44%)
Apr	127,836	48,250 (↑165%)	22,786 (↑461%)	18,000	12,000 (↑50%)	0 (-)	5,465	2,520 (↑117%)	9,070 (↓ -40%)	60.2%	49.2% (↑22%)	28.8% (↑109%)
May	86,714	123,350 (↓ -30%)	103,505 (↓ -16%)	0	23,000 (↓ -100%)	0 (-)	43,600	2,966 (↑1k%)	10,126 (↑331%)	63.1%	74.4% (↓ -15%)	84.4% (↓ -25%)
Jun	21,300	23,490 (↓ -9%)	39,667 (↓ -46%)	0	0 (-)	0 (-)	18,150	17,742 (↑2%)	23,685 (↓ -23%)	24.5%	24.5% (0%)	22.5% (↑9%)
Q2 2024	235,850	195,090 (↑21%)	165,958 (↑42%)	18,000	35,000 (↓ -49%)	0 (-)	67,215	23,228 (↑189%)	42,881 (↑57%)	54.0%	54.3%(0%)	43.9% (↑23%)
Jul	29,968	9,900 (↑203%)	16,871 (↑78%)	0	21,800 (↓ -100%)	3,000 (↓ -100%)	2,575	6,466 (↓ -60%)	31,330 (↓ -92%)	38.4%	9.9% (↑289%)	15.9% (↑142%)
Aug	4,500	15,380 (↓ -71%)	24,500 (↓ -82%)	10,000	18,000 (↓ -44%)	0 (-)	44,450	970 (↑4k%)	4,350 (↑922%)	6.9%	17.0% (↓ -60%)	18.9% (↓ -64%)
Sep	44,000	50,550 (↓ -13%)	66,645 (↓ -34%)	0	0 (-)	15,000 (↓ -100%)	5,795	5,652 (↑3%)	13,255 (↓ -56%)	32.6%	42.0% (↓ -22%)	46.9% (↓ -30%)
Q3 2024	78,468	75,830 (↑3%)	108,016 (↓ -27%)	10,000	39,800 (↓ -75%)	18,000 (↓ -44%)	52,820	13,088 (↑304%)	48,935 (↑8%)	28.2%	24.4%(↑16%)	28.6% (↓ -1%)
Oct	5,275	25,756 (↓ -80%)	33,745 (↓ -84%)	17,900	8,000 (↑124%)	14,000 (↑28%)	40,175	995 (↑4k%)	78,275 (↓ -49%)	5.4%	32.6% (↓ -83%)	25.9% (↓ -79%)
Nov	37,400	40,899 (↓ -9%)	44,000 (↓ -15%)	0	0 (-)	0 (-)	35,220	30,475 (↑16%)	5,925 (↑494%)	35.5%	39.3% (↓ -10%)	32.1% (↑11%)
Dec	6,600	5,200 (↑27%)	80,800 (↓ -92%)	0	0 (-)	0 (-)	1,000	69,600 (↓ -99%)	2,151 (↓ -54%)	8.3%	36.6% (↓ -77%)	74.4% (↓ -89%)
Q4 2024	49,275	71,855 (↓ -31%)	158,545 (↓ -69%)	17,900	8,000 (↑124%)	14,000 (↑28%)	76,395	101,070 (↓ -24%)	86,351 (↓ -12%)	17.4%	36.4%(↓ -52%)	42.2% (↓ -59%)

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:02/14/2023

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## STLY - 2025 Attendees

Month	OTB			Cancelled			Tentative			Conversion Rate		
	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19
Jan	4,000	7,200 (↓ -44%)	0 (-)	0	0 (-)	0 (-)	1,435	800 (↑79%)	3,650 (↓ -61%)	90.9%	64.6% (↑41%)	0.0% (-)
Feb	11,900	11,675 (↑2%)	5,000 (↑138%)	0	0 (-)	5,000 (↓ -100%)	3,500	2,250 (↑56%)	4,900 (↓ -29%)	38.3%	26.4% (↑45%)	24.2% (↑58%)
Mar	51,807	5,600 (↑825%)	1,610 (↑3k%)	7,000	0 (-)	14,000 (↓ -50%)	6,180	1,093 (↑465%)	14,931 (↓ -59%)	29.0%	6.9% (↑322%)	2.2% (↑1k%)
Q1 2025	67,707	24,475 (↑177%)	6,610 (↑924%)	7,000	0 (-)	19,000 (↓ -63%)	11,115	4,143 (↑168%)	23,481 (↓ -53%)	31.6%	17.9% (↑77%)	5.1% (↑520%)
Apr	62,500	110,695 (↓ -44%)	23,677 (↑164%)	0	18,000 (↓ -100%)	0 (-)	4,450	18,333 (↓ -76%)	7,180 (↓ -38%)	35.8%	64.5% (↓ -44%)	20.3% (↑77%)
May	17,380	86,564 (↓ -80%)	39,400 (↓ -56%)	23,000	0 (-)	0 (-)	22,125	40,250 (↓ -45%)	6,680 (↑231%)	28.4%	70.6% (↓ -60%)	50.1% (↓ -43%)
Jun	30,700	18,850 (↑63%)	26,080 (↑18%)	2,000	0 (-)	0 (-)	22,205	11,650 (↑91%)	4,086 (↑443%)	34.2%	31.1% (↑10%)	23.0% (↑48%)
Q2 2025	110,580	216,109 (↓ -49%)	89,157 (↑24%)	25,000	18,000 (↑39%)	0 (-)	48,780	70,233 (↓ -31%)	17,946 (↑172%)	34.0%	60.9% (↓ -44%)	28.9% (↑18%)
Jul	13,250	21,300 (↓ -38%)	20,310 (↓ -35%)	0	0 (-)	0 (-)	17,615	0 (-)	10,400 (↑69%)	24.1%	34.6% (↓ -30%)	22.4% (↑8%)
Aug	3,000	4,500 (↓ -33%)	43,500 (↓ -93%)	0	10,000 (↓ -100%)	0 (-)	4,600	55,000 (↓ -92%)	4,125 (↑12%)	7.4%	17.0% (↓ -56%)	50.5% (↓ -85%)
Sep	33,760	44,000 (↓ -23%)	31,000 (↑9%)	0	0 (-)	10,500 (↓ -100%)	18,420	1,945 (↑847%)	26,055 (↓ -29%)	38.8%	39.5% (↓ -2%)	18.4% (↑111%)
Q3 2025	50,010	69,800 (↓ -28%)	94,810 (↓ -47%)	0	10,000 (↓ -100%)	10,500 (↓ -100%)	40,635	56,945 (↓ -29%)	40,580 (0%)	27.5%	35.0% (↓ -22%)	27.5% (0%)
Oct	21,350	4,600 (↑364%)	26,900 (↓ -21%)	15,500	17,900 (↓ -13%)	0 (-)	14,930	500 (↑3k%)	5,850 (↑155%)	23.9%	6.1% (↑289%)	58.5% (↓ -59%)
Nov	7,400	37,400 (↓ -80%)	34,850 (↓ -79%)	0	0 (-)	0 (-)	46,300	33,500 (↑38%)	5,530 (↑737%)	10.8%	43.2% (↓ -75%)	54.0% (↓ -80%)
Dec	11,900	5,000 (↑138%)	8,100 (↑47%)	0	0 (-)	0 (-)	1,600	0 (-)	0 (-)	14.3%	66.7% (↓ -78%)	9.6% (↑50%)
Q4 2025	40,650	47,000 (↓ -14%)	69,850 (↓ -42%)	15,500	17,900 (↓ -13%)	0 (-)	62,830	34,000 (↑85%)	11,380 (↑452%)	16.9%	27.8% (↓ -39%)	35.8% (↓ -53%)

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