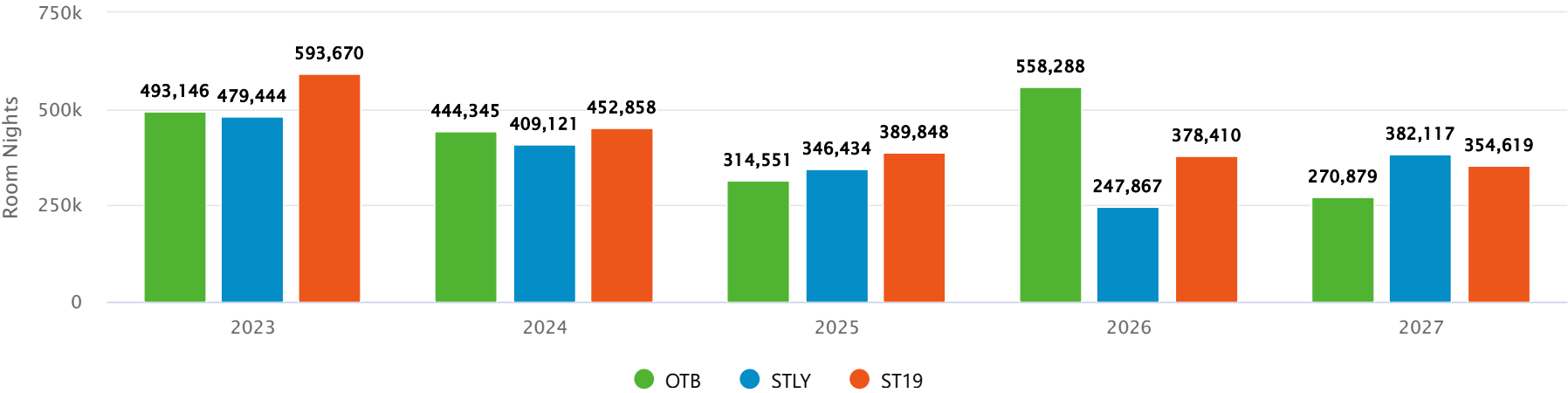


Room Nights: OTB Vs STLY



STLY - Room Nights

	OTB			Cancelled			Tentative			Conversion Rate		
Year	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19	RN	vs STLY	vs ST19
2023	493,146	479,444 (↑3%)	593,670 (↓ -17%)	130,208	114,841 (↑13%)	122,869 (↑6%)	32,848	59,133 (↓ -44%)	116,125 (↓ -72%)	25.1%	24.4% (↑3%)	28.4% (↓ -12%)
2024	444,345	409,121 (↑9%)	452,858 (↓ -2%)	76,831	130,208 (↓ -41%)	46,818 (↑64%)	129,135	85,668 (↑51%)	202,673 (↓ -36%)	24.6%	27.4% (↓ -10%)	24.4% (↑1%)
2025	314,551	346,434 (↓ -9%)	389,848 (↓ -19%)	81,050	76,831 (↑5%)	52,393 (↑55%)	243,109	165,573 (↑47%)	143,696 (↑69%)	22.3%	28.4% (↓ -22%)	25.5% (↓ -12%)
2026	558,288	247,867 (↑125%)	378,410 (↑48%)	37,387	76,384 (↓ -51%)	80,954 (↓ -54%)	213,830	147,374 (↑45%)	106,218 (↑101%)	45.9%	26.1% (↑76%)	32.2% (↑42%)
2027	270,879	382,117 (↓ -29%)	354,619 (↓ -24%)	45,189	37,387 (↑21%)	93,709 (↓ -52%)	225,698	139,643 (↑62%)	149,434 (↑51%)	35.2%	47.2% (↓ -26%)	37.4% (↓ -6%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:04/05/2023

Event Type: All Events
Assists: Exclude Assists

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

STLY - 2023 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	24,618	4,960 (↑396%)	11,499 (↑114%)	0	3,515 (↓ -100%)	0 (-)	0	0 (-)	2,700 (↓ -100%)	44.1%	9.1% (↑383%)	10.8% (↑309%)
Feb	14,076	5,003 (↑181%)	12,690 (↑11%)	0	6,650 (↓ -100%)	10,025 (↓ -100%)	0	0 (-)	260 (↓ -100%)	12.4%	4.0% (↑207%)	15.4% (↓ -19%)
Mar	50,914	40,686 (↑25%)	56,376 (↓ -10%)	0	7,816 (↓ -100%)	21,420 (↓ -100%)	360	0 (-)	6,159 (↓ -94%)	39.1%	17.7% (↑120%)	28.9% (↑35%)
Q1 2023	89,608	50,649 (↑77%)	80,565 (↑11%)	0	17,981 (↓ -100%)	31,445 (↓ -100%)	360	0 (-)	9,119 (↓ -96%)	29.9%	12.4%(↑141%)	21.0% (↑43%)
Apr	61,110	61,650 (↓ -1%)	61,709 (↓ -1%)	31,545	31,598 (0%)	17,461 (↑81%)	288	1,681 (↓ -83%)	10,204 (↓ -97%)	28.4%	37.6% (↓ -25%)	34.5% (↓ -18%)
May	49,631	31,623 (↑57%)	89,519 (↓ -45%)	25,007	0 (-)	16,997 (↑47%)	1,377	10,068 (↓ -86%)	8,471 (↓ -84%)	27.2%	13.7% (↑99%)	37.0% (↓ -26%)
Jun	52,066	43,323 (↑20%)	99,528 (↓ -48%)	0	5,824 (↓ -100%)	0 (-)	2,265	12,202 (↓ -81%)	10,911 (↓ -79%)	20.7%	15.3% (↑35%)	41.3% (↓ -50%)
Q2 2023	162,807	136,596 (↑19%)	250,756 (↓ -35%)	56,552	37,422 (↑51%)	34,458 (↑64%)	3,930	23,951 (↓ -84%)	29,586 (↓ -87%)	25.1%	20.1%(↑24%)	37.9% (↓ -34%)
Jul	26,212	65,520 (↓ -60%)	44,688 (↓ -41%)	34,494	4,195 (↑722%)	30,429 (↑13%)	4,496	4,433 (↑1%)	9,580 (↓ -53%)	11.9%	44.4% (↓ -73%)	22.7% (↓ -48%)
Aug	28,671	16,290 (↑76%)	27,168 (↑6%)	21,855	3,316 (↑559%)	2,166 (↑909%)	3,468	3,767 (↓ -8%)	30,399 (↓ -89%)	17.0%	9.7% (↑75%)	16.2% (↑5%)
Sep	48,970	61,750 (↓ -21%)	39,604 (↑24%)	2,782	0 (-)	17,622 (↓ -84%)	7,355	8,919 (↓ -18%)	14,867 (↓ -51%)	24.9%	31.9% (↓ -22%)	14.4% (↑72%)
Q3 2023	103,853	143,560 (↓ -28%)	111,460 (↓ -7%)	59,131	7,511 (↑687%)	50,217 (↑18%)	15,319	17,119 (↓ -11%)	54,846 (↓ -72%)	17.7%	28.2%(↓ -37%)	17.5% (↑1%)
Oct	66,933	50,730 (↑32%)	59,630 (↑12%)	14,525	51,127 (↓ -72%)	164 (↑9k%)	8,202	7,559 (↑9%)	9,033 (↓ -9%)	33.5%	23.4% (↑43%)	41.4% (↓ -19%)
Nov	65,860	59,525 (↑11%)	56,688 (↑16%)	0	800 (↓ -100%)	6,585 (↓ -100%)	2,531	8,690 (↓ -71%)	11,434 (↓ -78%)	36.0%	55.9% (↓ -36%)	34.2% (↑5%)
Dec	4,085	38,384 (↓ -89%)	34,571 (↓ -88%)	0	0 (-)	0 (-)	2,506	1,814 (↑38%)	2,107 (↑19%)	8.3%	86.3% (↓ -90%)	37.4% (↓ -78%)
Q4 2023	136,878	148,639 (↓ -8%)	150,889 (↓ -9%)	14,525	51,927 (↓ -72%)	6,749 (↑115%)	13,239	18,063 (↓ -27%)	22,574 (↓ -41%)	31.7%	40.4%(↓ -22%)	37.5% (↓ -16%)

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STLY - 2024 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	17,325	21,904 (↘ -21%)	31,590 (↘ -45%)	0	0 (-)	0 (-)	2,494	204 (↑ 1k%)	22,200 (↘ -89%)	36.8%	44.2% (↘ -17%)	43.4% (↘ -15%)
Feb	14,310	3,547 (↑ 303%)	7,793 (↑ 84%)	0	0 (-)	0 (-)	5,416	1,279 (↑ 323%)	14,383 (↘ -62%)	15.9%	6.2% (↑ 156%)	11.8% (↑ 35%)
Mar	20,287	36,298 (↘ -44%)	57,528 (↘ -65%)	0	0 (-)	0 (-)	5,923	8,408 (↘ -30%)	6,828 (↘ -13%)	15.3%	37.5% (↘ -59%)	46.0% (↘ -67%)
Q1 2024	51,922	61,749 (↘ -16%)	96,911 (↘ -46%)	0	0 (-)	0 (-)	13,833	9,891 (↑ 40%)	43,411 (↘ -68%)	19.3%	30.4%(↘ -37%)	36.7% (↘ -47%)
Apr	79,450	50,827 (↑ 56%)	36,165 (↑ 120%)	34,700	31,545 (↑ 10%)	0 (-)	6,505	3,754 (↑ 73%)	15,812 (↘ -59%)	32.4%	32.5% (0%)	26.3% (↑ 23%)
May	53,699	38,727 (↑ 39%)	71,044 (↘ -24%)	0	25,007 (↘ -100%)	0 (-)	3,416	5,553 (↘ -38%)	18,243 (↘ -81%)	31.0%	33.2% (↘ -7%)	57.0% (↘ -46%)
Jun	45,014	44,189 (↑ 2%)	48,183 (↘ -7%)	0	0 (-)	0 (-)	21,204	7,194 (↑ 195%)	13,974 (↑ 52%)	24.7%	21.4% (↑ 16%)	14.3% (↑ 73%)
Q2 2024	178,163	133,743 (↑ 33%)	155,392 (↑ 15%)	34,700	56,552 (↘ -39%)	0 (-)	31,125	16,501 (↑ 89%)	48,029 (↘ -35%)	29.7%	27.9%(↑ 6%)	26.0% (↑ 14%)
Jul	66,015	18,378 (↑ 259%)	28,683 (↑ 130%)	0	34,494 (↘ -100%)	6,000 (↘ -100%)	11,298	13,315 (↘ -15%)	30,950 (↘ -63%)	35.9%	11.3% (↑ 217%)	19.6% (↑ 83%)
Aug	6,190	26,926 (↘ -77%)	18,128 (↘ -66%)	13,720	21,855 (↘ -37%)	0 (-)	19,469	2,195 (↑ 787%)	6,947 (↑ 180%)	6.2%	18.1% (↘ -66%)	9.5% (↘ -35%)
Sep	46,986	44,947 (↑ 5%)	38,857 (↑ 21%)	0	2,782 (↘ -100%)	12,138 (↘ -100%)	14,251	5,715 (↑ 149%)	17,082 (↘ -17%)	26.6%	28.1% (↘ -5%)	26.6% (0%)
Q3 2024	119,191	90,251 (↑ 32%)	85,668 (↑ 39%)	13,720	59,131 (↘ -77%)	18,138 (↘ -24%)	45,018	21,225 (↑ 112%)	54,979 (↘ -18%)	25.9%	19.2%(↑ 35%)	17.7% (↑ 46%)
Oct	57,629	61,324 (↘ -6%)	52,638 (↑ 9%)	28,411	14,525 (↑ 96%)	28,680 (↘ -1%)	16,709	8,182 (↑ 104%)	36,731 (↘ -55%)	22.0%	38.9% (↘ -43%)	21.0% (↑ 5%)
Nov	30,403	57,969 (↘ -48%)	24,353 (↑ 25%)	0	0 (-)	0 (-)	12,620	4,484 (↑ 181%)	15,679 (↘ -20%)	18.1%	36.7% (↘ -51%)	12.8% (↑ 41%)
Dec	7,037	4,085 (↑ 72%)	37,896 (↘ -81%)	0	0 (-)	0 (-)	9,830	25,385 (↘ -61%)	3,844 (↑ 156%)	15.5%	18.7% (↘ -17%)	57.8% (↘ -73%)
Q4 2024	95,069	123,378 (↘ -23%)	114,887 (↘ -17%)	28,411	14,525 (↑ 96%)	28,680 (↘ -1%)	39,159	38,051 (↑ 3%)	56,254 (↘ -30%)	20.0%	36.6%(↘ -45%)	22.7% (↘ -12%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:04/05/2023

Event Type: All Events
Assists: Exclude Assists

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

STLY - 2025 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	5,657	16,905 (↓ -67%)	0 (-)	0	0 (-)	0 (-)	5,899	2,385 (↑147%)	6,685 (↓ -12%)	64.2%	64.3% (0%)	0.0% (-)
Feb	9,027	14,310 (↓ -37%)	2,200 (↑310%)	0	0 (-)	11,894 (↓ -100%)	12,303	13,895 (↓ -11%)	18,970 (↓ -35%)	15.9%	24.5% (↓ -35%)	6.2% (↑154%)
Mar	40,399	6,308 (↑540%)	17,322 (↑133%)	21,285	0 (-)	28,655 (↓ -26%)	20,585	14,949 (↑38%)	19,495 (↑6%)	16.8%	8.3% (↑102%)	11.8% (↑43%)
Q1 2025	55,083	37,523 (↑47%)	19,522 (↑182%)	21,285	0 (-)	40,549 (↓ -48%)	38,787	31,229 (↑24%)	45,150 (↓ -14%)	18.0%	23.4%(↓ -23%)	7.9% (↑130%)
Apr	61,871	60,943 (↑2%)	39,099 (↑58%)	550	34,700 (↓ -98%)	0 (-)	10,646	20,441 (↓ -48%)	7,711 (↑38%)	36.0%	34.6% (↑4%)	16.5% (↑119%)
May	34,014	53,309 (↓ -36%)	54,668 (↓ -38%)	25,007	0 (-)	0 (-)	37,692	1,100 (↑3k%)	9,626 (↑292%)	29.6%	38.4% (↓ -23%)	44.1% (↓ -33%)
Jun	45,493	38,043 (↑20%)	46,980 (↓ -3%)	4,666	0 (-)	0 (-)	39,160	24,039 (↑63%)	6,907 (↑467%)	29.5%	32.6% (↓ -9%)	18.1% (↑63%)
Q2 2025	141,378	152,295 (↓ -7%)	140,747 (0%)	30,223	34,700 (↓ -13%)	0 (-)	87,498	45,580 (↑92%)	24,244 (↑261%)	32.1%	35.3%(↓ -9%)	22.7% (↑42%)
Jul	34,929	54,818 (↓ -36%)	55,296 (↓ -37%)	0	0 (-)	0 (-)	25,402	7,030 (↑261%)	22,203 (↑14%)	32.4%	35.6% (↓ -9%)	32.6% (0%)
Aug	7,580	5,830 (↑30%)	37,951 (↓ -80%)	0	13,720 (↓ -100%)	0 (-)	9,784	29,150 (↓ -66%)	9,448 (↑4%)	9.0%	12.9% (↓ -31%)	35.9% (↓ -75%)
Sep	28,710	46,789 (↓ -39%)	28,493 (↑1%)	0	0 (-)	11,844 (↓ -100%)	10,940	3,589 (↑205%)	15,283 (↓ -28%)	20.9%	34.0% (↓ -39%)	20.4% (↑2%)
Q3 2025	71,219	107,437 (↓ -34%)	121,740 (↓ -41%)	0	13,720 (↓ -100%)	11,844 (↓ -100%)	46,126	39,769 (↑16%)	46,934 (↓ -2%)	21.6%	31.9%(↓ -32%)	29.3% (↓ -26%)
Oct	17,971	14,359 (↑25%)	63,404 (↓ -72%)	29,542	28,411 (↑4%)	0 (-)	40,474	857 (↑5k%)	18,581 (↑118%)	10.2%	8.7% (↑16%)	59.8% (↓ -83%)
Nov	9,828	29,833 (↓ -67%)	33,718 (↓ -71%)	0	0 (-)	0 (-)	27,466	22,753 (↑21%)	8,787 (↑213%)	9.0%	27.1% (↓ -67%)	39.7% (↓ -77%)
Dec	19,072	4,987 (↑282%)	10,717 (↑78%)	0	0 (-)	0 (-)	2,758	25,385 (↓ -89%)	0 (-)	39.0%	33.1% (↑18%)	19.5% (↑100%)
Q4 2025	46,871	49,179 (↓ -5%)	107,839 (↓ -57%)	29,542	28,411 (↑4%)	0 (-)	70,698	48,995 (↑44%)	27,368 (↑158%)	14.0%	17.0%(↓ -17%)	43.9% (↓ -68%)

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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 (-)	285	3,370 (↓ -92%)	3,059 (↓ -91%)	72.9%	7.8% (↑839%)	8.2% (↑794%)
Mar	58,161	12,669 (↑359%)	22,525 (↑158%)	0	21,285 (↓ -100%)	5,761 (↓ -100%)	11,121	39,094 (↓ -72%)	18,555 (↓ -40%)	51.9%	8.6% (↑503%)	14.0% (↑270%)
Q1 2026	118,692	20,401 (↑482%)	32,505 (↑265%)	0	21,285 (↓ -100%)	5,761 (↓ -100%)	28,406	47,608 (↓ -40%)	21,614 (↑31%)	61.5%	11.4%(↑442%)	12.1% (↑409%)
Apr	54,685	61,833 (↓ -12%)	36,772 (↑49%)	0	550 (↓ -100%)	31,598 (↓ -100%)	6,154	2,091 (↑194%)	4,100 (↑50%)	53.8%	41.6% (↑29%)	52.6% (↑2%)
May	34,165	31,041 (↑10%)	22,939 (↑49%)	28,435	25,007 (↑14%)	0 (-)	15,591	20,993 (↓ -26%)	22,444 (↓ -31%)	42.1%	45.3% (↓ -7%)	18.2% (↑131%)
Jun	167,197	44,516 (↑276%)	31,802 (↑426%)	0	0 (-)	0 (-)	11,357	2,080 (↑446%)	7,826 (↑45%)	76.7%	36.7% (↑109%)	16.4% (↑369%)
Q2 2026	256,047	137,390 (↑86%)	91,513 (↑180%)	28,435	25,557 (↑11%)	31,598 (↓ -10%)	33,102	25,164 (↑32%)	34,370 (↓ -4%)	63.9%	40.6%(↑57%)	23.4% (↑173%)
Jul	84,934	22,516 (↑277%)	55,142 (↑54%)	0	0 (-)	0 (-)	71,762	3,428 (↑2k%)	18,627 (↑285%)	64.2%	35.9% (↑79%)	59.4% (↑8%)
Aug	15,639	7,580 (↑106%)	11,998 (↑30%)	0	0 (-)	0 (-)	7,747	1,985 (↑290%)	7,988 (↓ -3%)	16.7%	14.6% (↑14%)	22.6% (↓ -26%)
Sep	25,020	26,344 (↓ -5%)	56,000 (↓ -55%)	0	0 (-)	0 (-)	14,915	11,493 (↑30%)	2,880 (↑418%)	28.9%	26.8% (↑8%)	51.2% (↓ -44%)
Q3 2026	125,593	56,440 (↑123%)	123,140 (↑2%)	0	0 (-)	0 (-)	94,424	16,906 (↑459%)	29,495 (↑220%)	40.2%	26.5%(↑51%)	48.2% (↓ -17%)
Oct	50,305	9,168 (↑449%)	47,270 (↑6%)	0	29,542 (↓ -100%)	43,595 (↓ -100%)	24,610	20,862 (↑18%)	13,209 (↑86%)	24.6%	8.4% (↑195%)	32.3% (↓ -24%)
Nov	2,801	7,953 (↓ -65%)	53,197 (↓ -95%)	8,952	0 (-)	0 (-)	31,238	11,449 (↑173%)	3,080 (↑914%)	4.2%	8.9% (↓ -53%)	66.6% (↓ -94%)
Dec	4,850	16,515 (↓ -71%)	30,785 (↓ -84%)	0	0 (-)	0 (-)	2,050	25,385 (↓ -92%)	4,450 (↓ -54%)	12.0%	78.8% (↓ -85%)	93.6% (↓ -87%)
Q4 2026	57,956	33,636 (↑72%)	131,252 (↓ -56%)	8,952	29,542 (↓ -70%)	43,595 (↓ -79%)	57,898	57,696 (0%)	20,739 (↑179%)	18.6%	15.3%(↑22%)	50.7% (↓ -63%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

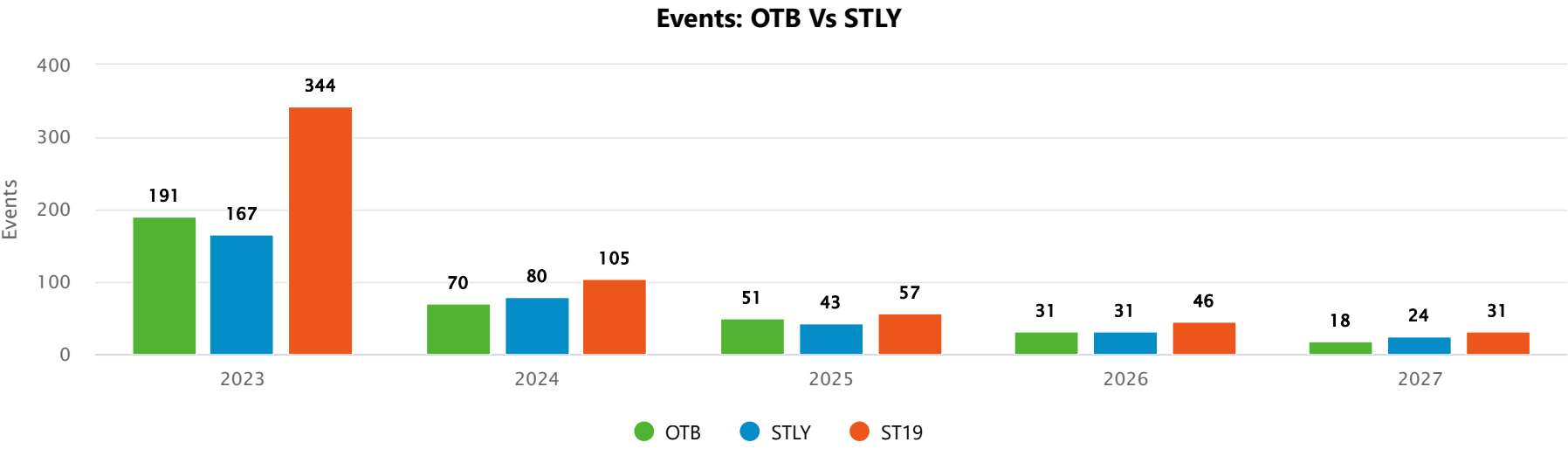
Prepared on:04/05/2023

Event Type: All Events
Assists: Exclude Assists

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

STLY - 2027 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	21,220	39,753 (▼ -47%)	18,626 (↑14%)	0	0 (-)	0 (-)	0	6,090 (▼ -100%)	9,745 (▼ -100%)	70.5%	84.2% (▼ -16%)	100.0% (▼ -30%)
Feb	31,415	19,068 (↑65%)	0 (-)	0	0 (-)	0 (-)	15,600	1,710 (↑812%)	1,710 (↑812%)	58.6%	100.0% (▼ -41%)	0.0% (-)
Mar	13,820	56,487 (▼ -76%)	32,073 (▼ -57%)	0	0 (-)	0 (-)	22,226	14,867 (↑49%)	6,538 (↑240%)	30.5%	70.0% (▼ -56%)	51.4% (▼ -41%)
Q1 2027	66,455	115,308 (▼ -42%)	50,699 (↑31%)	0	0 (-)	0 (-)	37,826	22,667 (↑67%)	17,993 (↑110%)	51.5%	78.4%(▼ -34%)	48.4% (↑6%)
Apr	32,154	54,685 (▼ -41%)	44,793 (▼ -28%)	400	0 (-)	31,545 (▼ -99%)	6,140	1,497 (↑310%)	17,148 (▼ -64%)	30.8%	67.4% (▼ -54%)	40.2% (▼ -23%)
May	29,804	31,314 (▼ -5%)	46,986 (▼ -37%)	24,607	28,435 (▼ -13%)	0 (-)	17,905	0 (-)	2,120 (↑745%)	45.7%	53.9% (▼ -15%)	64.2% (▼ -29%)
Jun	29,360	40,093 (▼ -27%)	28,915 (↑2%)	20,182	0 (-)	0 (-)	42,694	13,815 (↑209%)	33,100 (↑29%)	36.9%	64.6% (▼ -43%)	22.0% (↑68%)
Q2 2027	91,318	126,092 (▼ -28%)	120,694 (▼ -24%)	45,189	28,435 (↑59%)	31,545 (↑43%)	66,739	15,312 (↑336%)	52,368 (↑27%)	36.7%	62.6%(▼ -41%)	38.2% (▼ -4%)
Jul	4,497	48,023 (▼ -91%)	15,788 (▼ -72%)	0	0 (-)	30,534 (▼ -100%)	20,429	43,616 (▼ -53%)	44,028 (▼ -54%)	6.1%	57.1% (▼ -89%)	29.7% (▼ -79%)
Aug	0	15,639 (▼ -100%)	13,825 (▼ -100%)	0	0 (-)	17,105 (▼ -100%)	34,646	32,663 (↑6%)	25,515 (↑36%)	0.0%	32.0% (▼ -100%)	17.3% (▼ -100%)
Sep	25,679	25,020 (↑3%)	43,043 (▼ -40%)	0	0 (-)	0 (-)	18,767	0 (-)	1,206 (↑1k%)	54.4%	36.8% (↑48%)	39.1% (↑39%)
Q3 2027	30,176	88,682 (▼ -66%)	72,656 (▼ -58%)	0	0 (-)	47,639 (▼ -100%)	73,842	76,279 (▼ -3%)	70,749 (↑4%)	17.0%	44.1%(▼ -62%)	29.9% (▼ -43%)
Oct	18,149	47,185 (▼ -62%)	55,102 (▼ -67%)	0	0 (-)	14,525 (▼ -100%)	30,741	0 (-)	0 (-)	28.7%	24.6% (↑16%)	43.7% (▼ -35%)
Nov	23,086	0 (-)	55,468 (▼ -58%)	0	8,952 (▼ -100%)	0 (-)	16,550	0 (-)	4,724 (↑250%)	21.2%	0.0% (-)	39.3% (▼ -46%)
Dec	41,695	4,850 (↑760%)	0 (-)	0	0 (-)	0 (-)	0	25,385 (▼ -100%)	3,600 (▼ -100%)	100.0%	32.0% (↑212%)	0.0% (-)
Q4 2027	82,930	52,035 (↑59%)	110,570 (▼ -25%)	0	8,952 (▼ -100%)	14,525 (▼ -100%)	47,291	25,385 (↑86%)	8,324 (↑468%)	38.8%	20.1%(↑93%)	38.8% (0%)



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FuturePace: STLY Report

Prepared on:04/05/2023

Event Type: All Events
Assists: Exclude Assists

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

STLY - Events

	OTB			Cancelled			Tentative			Conversion Rate		
Year	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19
2023	191	167 (↑ 14%)	344 (↓ -44%)	7	12 (↓ -42%)	9 (↓ -22%)	68	77 (↓ -12%)	228 (↓ -70%)	27.3%	26.1% (↑ 5%)	30.7% (↓ -11%)
2024	70	80 (↓ -12%)	105 (↓ -33%)	5	7 (↓ -29%)	3 (↑ 67%)	101	62 (↑ 63%)	166 (↓ -39%)	19.0%	26.1% (↓ -27%)	21.8% (↓ -13%)
2025	51	43 (↑ 19%)	57 (↓ -11%)	5	5 (0%)	3 (↑ 67%)	90	37 (↑ 143%)	83 (↑ 8%)	24.4%	24.0% (↑ 2%)	22.6% (↑ 8%)
2026	31	31 (0%)	46 (↓ -33%)	2	4 (↓ -50%)	2 (0%)	43	31 (↑ 39%)	46 (↓ -7%)	25.8%	30.4% (↓ -15%)	31.3% (↓ -17%)
2027	18	24 (↓ -25%)	31 (↓ -42%)	2	2 (0%)	4 (↓ -50%)	28	20 (↑ 40%)	30 (↓ -7%)	26.1%	34.3% (↓ -24%)	30.7% (↓ -15%)

STLY - 2023 Events

	OTB			Cancelled			Tentative			Conversion Rate		
Month	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 (-)	1 (↓-100%)	45.2%	20.0% (↑126%)	28.6% (↑58%)
Feb	12	9 (↑33%)	25 (↓-52%)	0	1 (↓-100%)	1 (↓-100%)	0	0 (-)	1 (↓-100%)	31.6%	24.3% (↑30%)	35.2% (↓-10%)
Mar	20	23 (↓-13%)	36 (↓-44%)	0	2 (↓-100%)	1 (↓-100%)	2	0 (-)	8 (↓-75%)	32.8%	32.4% (↑1%)	30.3% (↑8%)
Q1 2023	46	38 (↑21%)	79 (↓-42%)	0	5 (↓-100%)	2 (↓-100%)	2	0 (-)	10 (↓-80%)	35.4%	27.5%(↑29%)	31.2% (↑13%)
Apr	22	26 (↓-15%)	47 (↓-53%)	1	1 (0%)	0 (-)	1	3 (↓-67%)	27 (↓-96%)	27.5%	33.8% (↓-19%)	33.3% (↓-17%)
May	21	13 (↑62%)	36 (↓-42%)	1	0 (-)	1 (0%)	5	7 (↓-29%)	30 (↓-83%)	28.0%	18.6% (↑51%)	32.4% (↓-14%)
Jun	22	20 (↑10%)	29 (↓-24%)	0	1 (↓-100%)	0 (-)	6	17 (↓-65%)	35 (↓-83%)	30.6%	29.0% (↑5%)	24.6% (↑24%)
Q2 2023	65	59 (↑10%)	112 (↓-42%)	2	2 (0%)	1 (↑100%)	12	27 (↓-56%)	92 (↓-87%)	28.6%	27.3%(↑5%)	30.3% (↓-5%)
Jul	19	15 (↑27%)	47 (↓-60%)	2	1 (↑100%)	1 (↑100%)	5	6 (↓-17%)	19 (↓-74%)	23.2%	31.3% (↓-26%)	43.1% (↓-46%)
Aug	9	13 (↓-31%)	21 (↓-57%)	2	1 (↑100%)	1 (↑100%)	3	8 (↓-62%)	16 (↓-81%)	19.1%	24.5% (↓-22%)	36.8% (↓-48%)
Sep	19	14 (↑36%)	27 (↓-30%)	0	0 (-)	2 (↓-100%)	17	18 (↓-6%)	36 (↓-53%)	24.4%	20.6% (↑18%)	19.6% (↑25%)
Q3 2023	47	42 (↑12%)	95 (↓-51%)	4	2 (↑100%)	4 (0%)	25	32 (↓-22%)	71 (↓-65%)	22.7%	24.9%(↓-9%)	31.3% (↓-27%)
Oct	22	11 (↑100%)	33 (↓-33%)	1	2 (↓-50%)	1 (0%)	18	10 (↑80%)	31 (↓-42%)	22.9%	14.1% (↑63%)	28.9% (↓-21%)
Nov	9	10 (↓-10%)	19 (↓-53%)	0	1 (↓-100%)	1 (↓-100%)	9	6 (↑50%)	15 (↓-40%)	27.3%	34.5% (↓-21%)	30.6% (↓-11%)
Dec	2	7 (↓-71%)	6 (↓-67%)	0	0 (-)	0 (-)	2	2 (0%)	9 (↓-78%)	33.3%	63.6% (↓-48%)	37.5% (↓-11%)
Q4 2023	33	28 (↑18%)	58 (↓-43%)	1	3 (↓-67%)	2 (↓-50%)	29	18 (↑61%)	55 (↓-47%)	24.4%	23.7%(↑3%)	30.2% (↓-19%)

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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	6 (↓ -67%)	7 (↓ -71%)	0	0 (-)	0 (-)	4	1 (↑300%)	10 (↓ -60%)	18.2%	42.9% (↓ -58%)	36.8% (↓ -51%)
Feb	4	4 (0%)	4 (0%)	0	0 (-)	0 (-)	6	2 (↑200%)	8 (↓ -25%)	21.1%	26.7% (↓ -21%)	26.7% (↓ -21%)
Mar	7	4 (↑75%)	13 (↓ -46%)	0	0 (-)	0 (-)	8	7 (↑14%)	12 (↓ -33%)	20.6%	16.7% (↑24%)	26.0% (↓ -21%)
Q1 2024	13	14 (↓ -7%)	24 (↓ -46%)	0	0 (-)	0 (-)	18	10 (↑80%)	30 (↓ -40%)	20.3%	26.4%(↓ -23%)	28.6% (↓ -29%)
Apr	10	11 (↓ -9%)	9 (↑11%)	1	1 (0%)	0 (-)	10	6 (↑67%)	22 (↓ -55%)	19.2%	33.3% (↓ -42%)	15.5% (↑24%)
May	6	6 (0%)	11 (↓ -45%)	0	1 (↓ -100%)	0 (-)	6	3 (↑100%)	16 (↓ -62%)	18.8%	20.0% (↓ -6%)	31.4% (↓ -40%)
Jun	9	8 (↑13%)	15 (↓ -40%)	0	0 (-)	0 (-)	13	10 (↑30%)	15 (↓ -13%)	20.0%	26.7% (↓ -25%)	18.8% (↑7%)
Q2 2024	25	25 (0%)	35 (↓ -29%)	1	2 (↓ -50%)	0 (-)	29	19 (↑53%)	53 (↓ -45%)	19.4%	26.9%(↓ -28%)	20.2% (↓ -4%)
Jul	11	10 (↑10%)	9 (↑22%)	0	2 (↓ -100%)	1 (↓ -100%)	7	9 (↓ -22%)	14 (↓ -50%)	26.2%	23.8% (↑10%)	20.9% (↑25%)
Aug	3	6 (↓ -50%)	4 (↓ -25%)	1	2 (↓ -50%)	0 (-)	6	3 (↑100%)	9 (↓ -33%)	15.0%	22.2% (↓ -32%)	12.5% (↑20%)
Sep	5	6 (↓ -17%)	8 (↓ -37%)	0	0 (-)	1 (↓ -100%)	18	8 (↑125%)	21 (↓ -14%)	12.8%	20.0% (↓ -36%)	20.5% (↓ -37%)
Q3 2024	19	22 (↓ -14%)	21 (↓ -10%)	1	4 (↓ -75%)	2 (↓ -50%)	31	20 (↑55%)	44 (↓ -30%)	18.8%	22.2%(↓ -15%)	18.4% (↑2%)
Oct	5	12 (↓ -58%)	14 (↓ -64%)	3	1 (↑200%)	1 (↑200%)	17	10 (↑70%)	23 (↓ -26%)	11.6%	29.3% (↓ -60%)	21.5% (↓ -46%)
Nov	6	5 (↑20%)	7 (↓ -14%)	0	0 (-)	0 (-)	4	2 (↑100%)	13 (↓ -69%)	22.2%	27.8% (↓ -20%)	18.4% (↑21%)
Dec	2	2 (0%)	4 (↓ -50%)	0	0 (-)	0 (-)	2	1 (↑100%)	3 (↓ -33%)	40.0%	66.7% (↓ -40%)	50.0% (↓ -20%)
Q4 2024	13	19 (↓ -32%)	25 (↓ -48%)	3	1 (↑200%)	1 (↑200%)	23	13 (↑77%)	39 (↓ -41%)	17.3%	30.6%(↓ -43%)	22.5% (↓ -23%)

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STLY - 2025 Events

	OTB			Cancelled			Tentative			Conversion Rate		
Month	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 (-)	3	2 (↑50%)	2 (↑50%)	66.7%	33.3% (↑100%)	0.0% (-)
Feb	4	4 (0%)	1 (↑300%)	0	0 (-)	1 (↓ -100%)	4	5 (↓ -20%)	4 (0%)	33.3%	36.4% (↓ -8%)	16.7% (↑100%)
Mar	11	2 (↑450%)	4 (↑175%)	1	0 (-)	1 (0%)	11	4 (↑175%)	9 (↑22%)	28.9%	15.4% (↑88%)	19.0% (↑52%)
Q1 2025	17	7 (↑143%)	5 (↑240%)	1	0 (-)	2 (↓ -50%)	18	11 (↑64%)	15 (↑20%)	32.1%	25.9% (↑24%)	13.9% (↑131%)
Apr	3	4 (↓ -25%)	5 (↓ -40%)	0	1 (↓ -100%)	0 (-)	8	4 (↑100%)	7 (↑14%)	20.0%	18.2% (↑10%)	13.5% (↑48%)
May	5	5 (0%)	8 (↓ -37%)	1	0 (-)	0 (-)	11	2 (↑450%)	9 (↑22%)	31.3%	33.3% (↓ -6%)	30.8% (↑2%)
Jun	3	6 (↓ -50%)	5 (↓ -40%)	1	0 (-)	0 (-)	7	8 (↓ -12%)	7 (0%)	16.7%	28.6% (↓ -42%)	14.7% (↑13%)
Q2 2025	11	15 (↓ -27%)	18 (↓ -39%)	2	1 (↑100%)	0 (-)	26	14 (↑86%)	23 (↑13%)	22.4%	25.9% (↓ -13%)	18.6% (↑21%)
Jul	7	6 (↑17%)	10 (↓ -30%)	0	0 (-)	0 (-)	10	1 (↑900%)	12 (↓ -17%)	36.8%	25.0% (↑47%)	35.7% (↑3%)
Aug	2	3 (↓ -33%)	5 (↓ -60%)	0	1 (↓ -100%)	0 (-)	5	3 (↑67%)	6 (↓ -17%)	10.0%	33.3% (↓ -70%)	31.3% (↓ -68%)
Sep	4	4 (0%)	3 (↑33%)	0	0 (-)	1 (↓ -100%)	5	3 (↑67%)	13 (↓ -62%)	22.2%	21.1% (↑6%)	12.0% (↑85%)
Q3 2025	13	13 (0%)	18 (↓ -28%)	0	1 (↓ -100%)	1 (↓ -100%)	20	7 (↑186%)	31 (↓ -35%)	22.8%	25.0% (↓ -9%)	26.1% (↓ -13%)
Oct	4	2 (↑100%)	7 (↓ -43%)	2	3 (↓ -33%)	0 (-)	15	1 (↑1k%)	9 (↑67%)	13.3%	7.4% (↑80%)	29.2% (↓ -54%)
Nov	3	5 (↓ -40%)	6 (↓ -50%)	0	0 (-)	0 (-)	9	3 (↑200%)	5 (↑80%)	21.4%	38.5% (↓ -44%)	30.0% (↓ -29%)
Dec	3	1 (↑200%)	3 (0%)	0	0 (-)	0 (-)	2	1 (↑100%)	0 (-)	50.0%	50.0% (0%)	50.0% (0%)
Q4 2025	10	8 (↑25%)	16 (↓ -37%)	2	3 (↓ -33%)	0 (-)	26	5 (↑420%)	14 (↑86%)	20.0%	19.0% (↑5%)	32.0% (↓ -37%)

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FuturePace: STLY Report

Prepared on:04/05/2023

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 (-)	1	1 (0%)	3 (↓ -67%)	80.0%	33.3% (↑140%)	33.3% (↑140%)
Mar	5	4 (↑25%)	3 (↑67%)	0	1 (↓ -100%)	0 (-)	3	10 (↓ -70%)	9 (↓ -67%)	38.5%	25.0% (↑54%)	13.6% (↑182%)
Q1 2026	11	8 (↑38%)	6 (↑83%)	0	1 (↓ -100%)	0 (-)	6	12 (↓ -50%)	12 (↓ -50%)	45.8%	33.3%(↑38%)	19.4% (↑137%)
Apr	4	3 (↑33%)	4 (0%)	0	0 (-)	1 (↓ -100%)	4	1 (↑300%)	4 (0%)	33.3%	37.5% (↓ -11%)	36.4% (↓ -8%)
May	2	4 (↓ -50%)	4 (↓ -50%)	1	1 (0%)	0 (-)	5	3 (↑67%)	6 (↓ -17%)	20.0%	50.0% (↓ -60%)	28.6% (↓ -30%)
Jun	3	2 (↑50%)	6 (↓ -50%)	0	0 (-)	0 (-)	4	1 (↑300%)	3 (↑33%)	23.1%	25.0% (↓ -8%)	26.1% (↓ -12%)
Q2 2026	9	9 (0%)	14 (↓ -36%)	1	1 (0%)	1 (0%)	13	5 (↑160%)	13 (0%)	25.7%	37.5%(↓ -31%)	29.2% (↓ -12%)
Jul	3	4 (↓ -25%)	8 (↓ -62%)	0	0 (-)	0 (-)	6	1 (↑500%)	6 (0%)	23.1%	50.0% (↓ -54%)	47.1% (↓ -51%)
Aug	2	2 (0%)	4 (↓ -50%)	0	0 (-)	0 (-)	2	2 (0%)	4 (↓ -50%)	16.7%	20.0% (↓ -17%)	36.4% (↓ -54%)
Sep	1	2 (↓ -50%)	4 (↓ -75%)	0	0 (-)	0 (-)	3	3 (0%)	4 (↓ -25%)	11.1%	18.2% (↓ -39%)	33.3% (↓ -67%)
Q3 2026	6	8 (↓ -25%)	16 (↓ -62%)	0	0 (-)	0 (-)	11	6 (↑83%)	14 (↓ -21%)	17.6%	27.6%(↓ -36%)	40.0% (↓ -56%)
Oct	3	2 (↑50%)	5 (↓ -40%)	0	2 (↓ -100%)	1 (↓ -100%)	9	3 (↑200%)	5 (↑80%)	20.0%	15.4% (↑30%)	29.4% (↓ -32%)
Nov	1	3 (↓ -67%)	3 (↓ -67%)	1	0 (-)	0 (-)	3	4 (↓ -25%)	1 (↑200%)	11.1%	33.3% (↓ -67%)	37.5% (↓ -70%)
Dec	1	1 (0%)	2 (↓ -50%)	0	0 (-)	0 (-)	1	1 (0%)	1 (0%)	33.3%	33.3% (0%)	66.7% (↓ -50%)
Q4 2026	5	6 (↓ -17%)	10 (↓ -50%)	1	2 (↓ -50%)	1 (0%)	13	8 (↑63%)	7 (↑86%)	18.5%	24.0%(↓ -23%)	35.7% (↓ -48%)

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STLY - 2027 Events

	OTB			Cancelled			Tentative			Conversion Rate		
Month	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	3 (↓ -100%)	3 (↓ -100%)	50.0%	66.7% (↓ -25%)	100.0% (↓ -50%)
Feb	2	3 (↓ -33%)	0 (-)	0	0 (-)	0 (-)	3	1 (↑ 200%)	1 (↑ 200%)	40.0%	100.0% (↓ -60%)	0.0% (-)
Mar	1	4 (↓ -75%)	1 (0%)	0	0 (-)	0 (-)	3	4 (↓ -25%)	3 (0%)	16.7%	57.1% (↓ -71%)	25.0% (↓ -33%)
Q1 2027	4	9 (↓ -56%)	3 (↑ 33%)	0	0 (-)	0 (-)	6	8 (↓ -25%)	7 (↓ -14%)	30.8%	69.2%(↓ -56%)	30.0% (↑ 3%)
Apr	1	4 (↓ -75%)	4 (↓ -75%)	0	0 (-)	1 (↓ -100%)	0	1 (↓ -100%)	4 (↓ -100%)	12.5%	50.0% (↓ -75%)	30.8% (↓ -59%)
May	2	1 (↑ 100%)	3 (↓ -33%)	1	1 (0%)	0 (-)	3	0 (-)	2 (↑ 50%)	25.0%	16.7% (↑ 50%)	37.5% (↓ -33%)
Jun	1	2 (↓ -50%)	1 (0%)	1	0 (-)	0 (-)	4	2 (↑ 100%)	3 (↑ 33%)	33.3%	28.6% (↑ 17%)	11.1% (↑ 200%)
Q2 2027	4	7 (↓ -43%)	8 (↓ -50%)	2	1 (↑ 100%)	1 (↑ 100%)	7	3 (↑ 133%)	9 (↓ -22%)	21.1%	33.3%(↓ -37%)	26.7% (↓ -21%)
Jul	2	2 (0%)	5 (↓ -60%)	0	0 (-)	1 (↓ -100%)	2	4 (↓ -50%)	7 (↓ -71%)	33.3%	25.0% (↑ 33%)	41.7% (↓ -20%)
Aug	0	2 (↓ -100%)	2 (↓ -100%)	0	0 (-)	1 (↓ -100%)	4	4 (0%)	4 (0%)	0.0%	40.0% (↓ -100%)	22.2% (↓ -100%)
Sep	2	1 (↑ 100%)	4 (↓ -50%)	0	0 (-)	0 (-)	3	0 (-)	1 (↑ 200%)	50.0%	16.7% (↑ 200%)	44.4% (↑ 13%)
Q3 2027	4	5 (↓ -20%)	11 (↓ -64%)	0	0 (-)	2 (↓ -100%)	9	8 (↑ 13%)	12 (↓ -25%)	23.5%	26.3%(↓ -11%)	36.7% (↓ -36%)
Oct	2	2 (0%)	5 (↓ -60%)	0	0 (-)	1 (↓ -100%)	4	0 (-)	0 (-)	25.0%	18.2% (↑ 38%)	29.4% (↓ -15%)
Nov	2	0 (-)	4 (↓ -50%)	0	1 (↓ -100%)	0 (-)	2	0 (-)	1 (↑ 100%)	20.0%	0.0% (-)	30.8% (↓ -35%)
Dec	2	1 (↑ 100%)	0 (-)	0	0 (-)	0 (-)	0	1 (↓ -100%)	1 (↓ -100%)	100.0%	50.0% (↑ 100%)	0.0% (-)
Q4 2027	6	3 (↑ 100%)	9 (↓ -33%)	0	1 (↓ -100%)	1 (↓ -100%)	6	1 (↑ 500%)	2 (↑ 200%)	30.0%	17.6%(↑ 70%)	29.0% (↑ 3%)

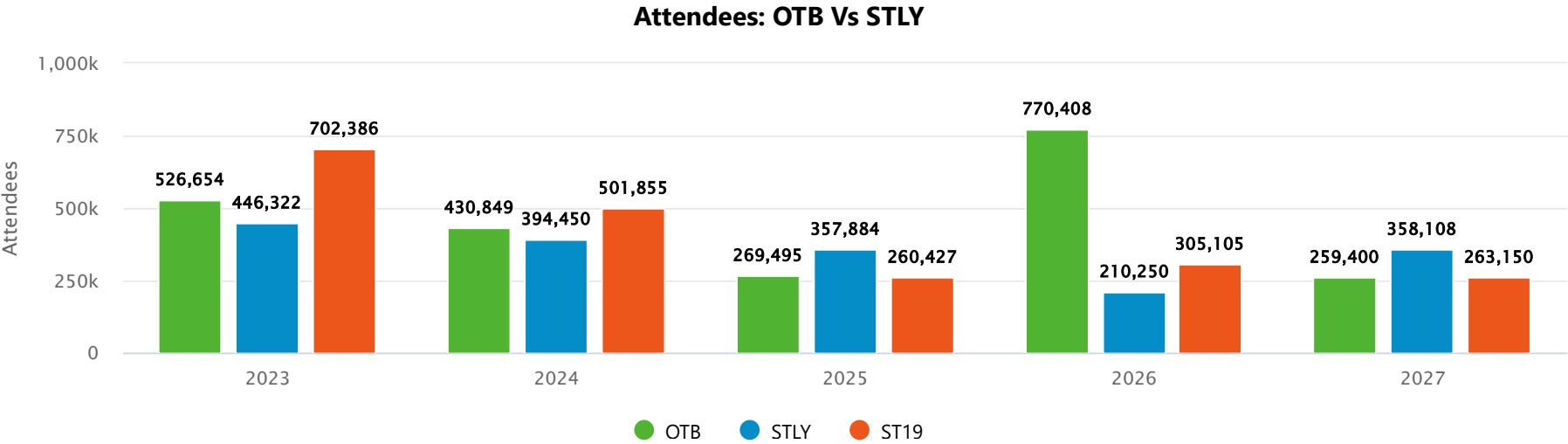
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Event Type: All Events
Assists: Exclude Assists

User Groups: Any
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STLY - Attendees

	OTB			Cancelled			Tentative			Conversion Rate		
Year	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19
2023	526,654	446,322 (↑18%)	702,386 (↓-25%)	82,800	67,426 (↑23%)	71,300 (↑16%)	27,916	69,727 (↓-60%)	93,274 (↓-70%)	37.3%	33.1% (↑13%)	41.9% (↓-11%)
2024	430,849	394,450 (↑9%)	501,855 (↓-14%)	45,900	82,800 (↓-45%)	32,000 (↑43%)	184,805	159,372 (↑16%)	193,330 (↓-4%)	34.7%	39.0% (↓-11%)	38.1% (↓-9%)
2025	269,495	357,884 (↓-25%)	260,427 (↑3%)	47,500	45,900 (↑3%)	29,500 (↑61%)	162,031	264,336 (↓-39%)	112,595 (↑44%)	26.8%	41.2% (↓-35%)	26.2% (↑2%)
2026	770,408	210,250 (↑266%)	305,105 (↑153%)	10,000	45,500 (↓-78%)	44,000 (↓-77%)	506,652	168,542 (↑201%)	75,496 (↑571%)	66.3%	31.0% (↑114%)	39.3% (↑69%)
2027	259,400	358,108 (↓-28%)	263,150 (↓-1%)	28,000	10,000 (↑180%)	55,000 (↓-49%)	140,826	147,426 (↓-4%)	132,300 (↑6%)	47.5%	63.9% (↓-26%)	45.2% (↑5%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:04/05/2023

Event Type: All Events
Assists: Exclude Assists

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

STLY - 2023 Attendees

	OTB			Cancelled			Tentative			Conversion Rate		
Month	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 (-)	500 (↓ -100%)	40.2%	12.9% (↑212%)	24.9% (↑61%)
Feb	26,800	6,593 (↑306%)	33,157 (↓ -19%)	0	5,000 (↓ -100%)	5,000 (↓ -100%)	0	0 (-)	1,500 (↓ -100%)	32.1%	9.4% (↑242%)	53.6% (↓ -40%)
Mar	65,128	65,686 (↓ -1%)	33,444 (↑95%)	0	1,004 (↓ -100%)	18,000 (↓ -100%)	240	0 (-)	2,726 (↓ -91%)	60.7%	35.6% (↑70%)	22.9% (↑165%)
Q1 2023	110,173	75,979 (↑45%)	83,400 (↑32%)	0	6,826 (↓ -100%)	23,000 (↓ -100%)	240	0 (-)	4,726 (↓ -95%)	46.6%	26.8%(↑74%)	30.3% (↑54%)
Apr	93,961	118,574 (↓ -21%)	67,651 (↑39%)	12,000	13,000 (↓ -8%)	0 (-)	500	904 (↓ -45%)	10,252 (↓ -95%)	54.1%	69.2% (↓ -22%)	46.9% (↑15%)
May	87,678	18,577 (↑372%)	199,776 (↓ -56%)	23,000	0 (-)	5,000 (↑360%)	3,895	5,748 (↓ -32%)	3,366 (↑16%)	57.5%	16.7% (↑244%)	76.4% (↓ -25%)
Jun	41,223	23,033 (↑79%)	45,336 (↓ -9%)	0	3,800 (↓ -100%)	0 (-)	757	4,862 (↓ -84%)	18,963 (↓ -96%)	31.1%	14.6% (↑113%)	29.2% (↑6%)
Q2 2023	222,862	160,184 (↑39%)	312,763 (↓ -29%)	35,000	16,800 (↑108%)	5,000 (↑600%)	5,152	11,514 (↓ -55%)	32,581 (↓ -84%)	48.6%	36.4%(↑33%)	55.8% (↓ -13%)
Jul	15,176	30,659 (↓ -51%)	35,223 (↓ -57%)	21,800	1,800 (↑1k%)	20,000 (↑9%)	2,490	1,393 (↑79%)	7,754 (↓ -68%)	10.7%	30.0% (↓ -64%)	22.1% (↓ -51%)
Aug	16,150	5,525 (↑192%)	34,322 (↓ -53%)	18,000	7,000 (↑157%)	1,500 (↑1k%)	1,285	2,545 (↓ -50%)	13,628 (↓ -91%)	16.3%	4.0% (↑312%)	29.5% (↓ -45%)
Sep	53,957	54,125 (0%)	51,487 (↑5%)	0	0 (-)	15,100 (↓ -100%)	3,834	4,960 (↓ -23%)	23,415 (↓ -84%)	37.3%	38.2% (↓ -2%)	23.4% (↑60%)
Q3 2023	85,283	90,309 (↓ -6%)	121,032 (↓ -30%)	39,800	8,800 (↑352%)	36,600 (↑9%)	7,609	8,898 (↓ -14%)	44,797 (↓ -83%)	22.1%	23.5%(↓ -6%)	24.4% (↓ -9%)
Oct	30,062	19,805 (↑52%)	37,857 (↓ -21%)	8,000	34,000 (↓ -76%)	5,000 (↑60%)	9,226	16,165 (↓ -43%)	5,508 (↑68%)	29.5%	17.5% (↑68%)	35.3% (↓ -17%)
Nov	73,074	19,445 (↑276%)	69,584 (↑5%)	0	1,000 (↓ -100%)	1,700 (↓ -100%)	4,960	31,800 (↓ -84%)	4,316 (↑15%)	50.8%	44.5% (↑14%)	52.9% (↓ -4%)
Dec	5,200	80,600 (↓ -94%)	77,750 (↓ -93%)	0	0 (-)	0 (-)	729	1,350 (↓ -46%)	1,346 (↓ -46%)	6.1%	96.1% (↓ -94%)	73.5% (↓ -92%)
Q4 2023	108,336	119,850 (↓ -10%)	185,191 (↓ -42%)	8,000	35,000 (↓ -77%)	6,700 (↑19%)	14,915	49,315 (↓ -70%)	11,170 (↑34%)	32.8%	49.8%(↓ -34%)	53.8% (↓ -39%)

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STLY - 2024 Attendees

	OTB			Cancelled			Tentative			Conversion Rate		
Month	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19	Attend	vs STLY	vs ST19
Jan	7,450	16,970 (↓ -56%)	22,975 (↓ -68%)	0	0 (-)	0 (-)	4,780	100 (↑ 5k%)	10,138 (↓ -53%)	35.6%	42.0% (↓ -15%)	41.5% (↓ -14%)
Feb	11,675	5,958 (↑ 96%)	5,850 (↑ 100%)	0	0 (-)	0 (-)	3,275	1,575 (↑ 108%)	4,892 (↓ -33%)	20.3%	16.5% (↑ 23%)	21.0% (↓ -3%)
Mar	25,176	28,400 (↓ -11%)	39,401 (↓ -36%)	0	0 (-)	0 (-)	8,575	19,470 (↓ -56%)	6,319 (↑ 36%)	21.9%	48.3% (↓ -55%)	50.3% (↓ -56%)
Q1 2024	44,301	51,328 (↓ -14%)	68,226 (↓ -35%)	0	0 (-)	0 (-)	16,630	21,145 (↓ -21%)	21,349 (↓ -22%)	22.9%	37.9%(↓ -40%)	42.2% (↓ -46%)
Apr	128,136	88,250 (↑ 45%)	22,906 (↑ 459%)	18,000	12,000 (↑ 50%)	0 (-)	8,115	4,072 (↑ 99%)	7,989 (↑ 2%)	60.1%	63.9% (↓ -6%)	27.9% (↑ 116%)
May	86,714	83,350 (↑ 4%)	103,505 (↓ -16%)	0	23,000 (↓ -100%)	0 (-)	41,490	1,466 (↑ 3k%)	11,921 (↑ 248%)	61.6%	65.5% (↓ -6%)	84.0% (↓ -27%)
Jun	21,300	23,490 (↓ -9%)	39,907 (↓ -47%)	0	0 (-)	0 (-)	14,115	17,227 (↓ -18%)	19,090 (↓ -26%)	23.2%	24.2% (↓ -4%)	21.9% (↑ 6%)
Q2 2024	236,150	195,090 (↑ 21%)	166,318 (↑ 42%)	18,000	35,000 (↓ -49%)	0 (-)	63,720	22,765 (↑ 180%)	39,000 (↑ 63%)	53.0%	53.8%(↓ -2%)	42.9% (↑ 23%)
Jul	30,168	9,900 (↑ 205%)	16,871 (↑ 79%)	0	21,800 (↓ -100%)	3,000 (↓ -100%)	2,475	6,492 (↓ -62%)	31,480 (↓ -92%)	37.6%	9.7% (↑ 287%)	15.6% (↑ 141%)
Aug	4,500	15,380 (↓ -71%)	24,700 (↓ -82%)	10,000	18,000 (↓ -44%)	0 (-)	42,450	745 (↑ 6k%)	4,800 (↑ 784%)	6.5%	17.0% (↓ -62%)	19.0% (↓ -66%)
Sep	44,275	50,897 (↓ -13%)	66,645 (↓ -34%)	0	0 (-)	15,000 (↓ -100%)	8,615	4,455 (↑ 93%)	11,645 (↓ -26%)	32.4%	41.0% (↓ -21%)	45.6% (↓ -29%)
Q3 2024	78,943	76,177 (↑ 4%)	108,216 (↓ -27%)	10,000	39,800 (↓ -75%)	18,000 (↓ -44%)	53,540	11,692 (↑ 358%)	47,925 (↑ 12%)	27.6%	24.1%(↑ 15%)	28.2% (↓ -2%)
Oct	27,275	25,756 (↑ 6%)	34,295 (↓ -20%)	17,900	8,000 (↑ 124%)	14,000 (↑ 28%)	12,215	3,695 (↑ 231%)	76,375 (↓ -84%)	21.5%	32.3% (↓ -34%)	25.3% (↓ -15%)
Nov	37,580	40,899 (↓ -8%)	44,000 (↓ -15%)	0	0 (-)	0 (-)	34,200	30,475 (↑ 12%)	6,530 (↑ 424%)	33.9%	39.3% (↓ -14%)	31.8% (↑ 7%)
Dec	6,600	5,200 (↑ 27%)	80,800 (↓ -92%)	0	0 (-)	0 (-)	4,500	69,600 (↓ -94%)	2,151 (↑ 109%)	8.3%	36.6% (↓ -77%)	73.9% (↓ -89%)
Q4 2024	71,455	71,855 (↓ -1%)	159,095 (↓ -55%)	17,900	8,000 (↑ 124%)	14,000 (↑ 28%)	50,915	103,770 (↓ -51%)	85,056 (↓ -40%)	22.5%	36.3%(↓ -38%)	41.5% (↓ -46%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:04/05/2023

Event Type: All Events
Assists: Exclude Assists

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

STLY - 2025 Attendees

	OTB			Cancelled			Tentative			Conversion Rate		
Month	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 (-)	1,584	800 (↑98%)	3,650 (↓ -57%)	90.9%	64.6% (↑41%)	0.0% (-)
Feb	11,900	11,675 (↑2%)	5,000 (↑138%)	0	0 (-)	5,000 (↓ -100%)	4,250	7,750 (↓ -45%)	6,350 (↓ -33%)	38.3%	26.4% (↑45%)	22.2% (↑72%)
Mar	51,847	5,600 (↑826%)	1,610 (↑3k%)	7,000	0 (-)	14,000 (↓ -50%)	7,600	20,593 (↓ -63%)	21,456 (↓ -65%)	28.2%	6.8% (↑316%)	2.2% (↑1k%)
Q1 2025	67,747	24,475 (↑177%)	6,610 (↑925%)	7,000	0 (-)	19,000 (↓ -63%)	13,434	29,143 (↓ -54%)	31,456 (↓ -57%)	30.9%	17.7%(↑74%)	5.0% (↑514%)
Apr	62,500	110,695 (↓ -44%)	23,677 (↑164%)	0	18,000 (↓ -100%)	0 (-)	5,150	18,358 (↓ -72%)	7,062 (↓ -27%)	35.6%	64.3% (↓ -45%)	19.4% (↑84%)
May	17,380	86,564 (↓ -80%)	39,400 (↓ -56%)	23,000	0 (-)	0 (-)	23,975	40,250 (↓ -40%)	5,091 (↑371%)	27.1%	68.1% (↓ -60%)	48.6% (↓ -44%)
Jun	30,875	19,350 (↑60%)	26,080 (↑18%)	2,000	0 (-)	0 (-)	23,990	12,350 (↑94%)	4,256 (↑464%)	34.3%	30.9% (↑11%)	23.0% (↑49%)
Q2 2025	110,755	216,609 (↓ -49%)	89,157 (↑24%)	25,000	18,000 (↑39%)	0 (-)	53,115	70,958 (↓ -25%)	16,409 (↑224%)	33.6%	59.9%(↓ -44%)	28.2% (↑19%)
Jul	13,443	21,300 (↓ -37%)	20,310 (↓ -34%)	0	0 (-)	0 (-)	19,922	600 (↑3k%)	11,250 (↑77%)	22.3%	34.6% (↓ -36%)	22.4% (↓ -1%)
Aug	3,000	4,500 (↓ -33%)	43,500 (↓ -93%)	0	10,000 (↓ -100%)	0 (-)	4,950	55,000 (↓ -91%)	2,625 (↑89%)	7.0%	17.0% (↓ -59%)	49.6% (↓ -86%)
Sep	33,760	44,000 (↓ -23%)	31,000 (↑9%)	0	0 (-)	10,500 (↓ -100%)	3,920	2,235 (↑75%)	28,105 (↓ -86%)	32.6%	39.5% (↓ -17%)	18.4% (↑78%)
Q3 2025	50,203	69,800 (↓ -28%)	94,810 (↓ -47%)	0	10,000 (↓ -100%)	10,500 (↓ -100%)	28,792	57,835 (↓ -50%)	41,980 (↓ -31%)	24.3%	35.0%(↓ -31%)	27.3% (↓ -11%)
Oct	21,490	4,600 (↑367%)	26,900 (↓ -20%)	15,500	17,900 (↓ -13%)	0 (-)	21,190	500 (↑4k%)	14,020 (↑51%)	22.8%	6.1% (↑270%)	54.3% (↓ -58%)
Nov	7,400	37,400 (↓ -80%)	34,850 (↓ -79%)	0	0 (-)	0 (-)	43,500	36,300 (↑20%)	8,730 (↑398%)	10.1%	43.2% (↓ -77%)	54.0% (↓ -81%)
Dec	11,900	5,000 (↑138%)	8,100 (↑47%)	0	0 (-)	0 (-)	2,000	69,600 (↓ -97%)	0 (-)	14.3%	66.7% (↓ -78%)	9.6% (↑50%)
Q4 2025	40,790	47,000 (↓ -13%)	69,850 (↓ -42%)	15,500	17,900 (↓ -13%)	0 (-)	66,690	106,400 (↓ -37%)	22,750 (↑193%)	16.3%	27.8%(↓ -42%)	35.1% (↓ -54%)

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