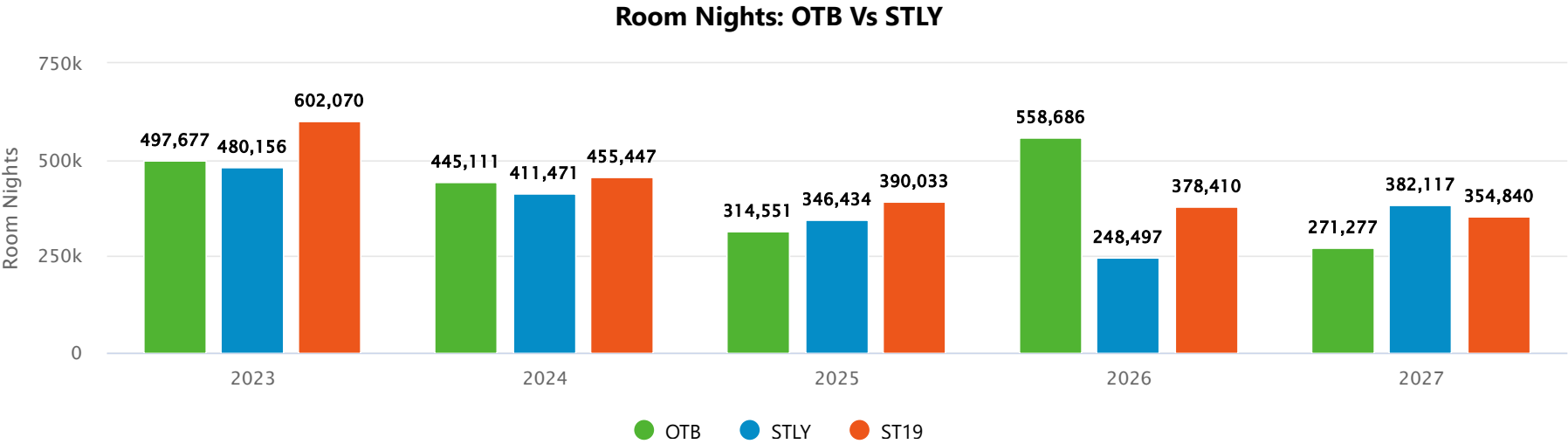




STLY - Room Nights

	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	497,677	480,156 (↑4%)	602,070 (↓ -17%)	130,208	114,841 (↑13%)	122,869 (↑6%)	36,547	54,629 (↓ -33%)	104,483 (↓ -65%)	25.1%	24.2% (↑4%)	28.6% (↓ -12%)
2024	445,111	411,471 (↑8%)	455,447 (↓ -2%)	76,831	130,208 (↓ -41%)	46,818 (↑64%)	147,358	93,547 (↑58%)	213,038 (↓ -31%)	24.3%	27.4% (↓ -11%)	24.5% (↓ -1%)
2025	314,551	346,434 (↓ -9%)	390,033 (↓ -19%)	81,050	76,831 (↑5%)	52,393 (↑55%)	216,887	171,253 (↑27%)	182,378 (↑19%)	21.1%	28.1% (↓ -25%)	25.2% (↓ -16%)
2026	558,686	248,497 (↑125%)	378,410 (↑48%)	37,387	76,384 (↓ -51%)	80,954 (↓ -54%)	213,476	147,230 (↑45%)	133,044 (↑60%)	45.0%	26.1% (↑73%)	31.8% (↑42%)
2027	271,277	382,117 (↓ -29%)	354,840 (↓ -24%)	45,189	37,387 (↑21%)	93,709 (↓ -52%)	213,656	148,444 (↑44%)	128,881 (↑66%)	33.9%	47.2% (↓ -28%)	35.9% (↓ -6%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:05/03/2023

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%)	56,487 (↓ -10%)	0	7,816 (↓ -100%)	21,420 (↓ -100%)	0	0 (-)	5,952 (↓ -100%)	39.0%	17.7% (↑120%)	28.9% (↑35%)
Q1 2023	89,608	50,649 (↑77%)	80,676 (↑11%)	0	17,981 (↓ -100%)	31,445 (↓ -100%)	0	0 (-)	8,912 (↓ -100%)	29.9%	12.4%(↑141%)	21.0% (↑42%)
Apr	61,110	61,650 (↓ -1%)	62,047 (↓ -2%)	31,545	31,598 (0%)	17,461 (↑81%)	288	1,738 (↓ -83%)	7,060 (↓ -96%)	28.4%	37.5% (↓ -24%)	34.1% (↓ -17%)
May	49,631	31,723 (↑56%)	90,489 (↓ -45%)	25,007	0 (-)	16,997 (↑47%)	1,597	4,242 (↓ -62%)	7,155 (↓ -78%)	27.2%	13.4% (↑102%)	37.1% (↓ -27%)
Jun	52,108	43,363 (↑20%)	99,868 (↓ -48%)	0	5,824 (↓ -100%)	0 (-)	4,844	14,707 (↓ -67%)	11,680 (↓ -59%)	20.7%	15.2% (↑36%)	41.0% (↓ -50%)
Q2 2023	162,849	136,736 (↑19%)	252,404 (↓ -35%)	56,552	37,422 (↑51%)	34,458 (↑64%)	6,729	20,687 (↓ -67%)	25,895 (↓ -74%)	25.0%	19.9%(↑26%)	37.7% (↓ -34%)
Jul	26,308	65,582 (↓ -60%)	45,963 (↓ -43%)	34,494	4,195 (↑722%)	30,429 (↑13%)	5,091	2,837 (↑79%)	8,386 (↓ -39%)	11.9%	43.5% (↓ -73%)	23.1% (↓ -48%)
Aug	29,595	16,290 (↑82%)	27,493 (↑8%)	21,855	3,316 (↑559%)	2,166 (↑909%)	2,410	3,110 (↓ -23%)	29,436 (↓ -92%)	16.8%	9.6% (↑75%)	16.2% (↑4%)
Sep	50,746	62,260 (↓ -18%)	44,049 (↑15%)	2,782	0 (-)	17,622 (↓ -84%)	9,177	9,917 (↓ -7%)	9,258 (↓ -1%)	25.3%	32.0% (↓ -21%)	15.7% (↑61%)
Q3 2023	106,649	144,132 (↓ -26%)	117,505 (↓ -9%)	59,131	7,511 (↑687%)	50,217 (↑18%)	16,678	15,864 (↑5%)	47,080 (↓ -65%)	17.8%	28.0%(↓ -36%)	18.1% (↓ -1%)
Oct	68,531	50,730 (↑35%)	60,120 (↑14%)	14,525	51,127 (↓ -72%)	164 (↑9k%)	7,350	8,656 (↓ -15%)	8,001 (↓ -8%)	34.0%	23.0% (↑48%)	41.2% (↓ -17%)
Nov	65,955	59,525 (↑11%)	56,794 (↑16%)	0	800 (↓ -100%)	6,585 (↓ -100%)	2,084	8,912 (↓ -77%)	12,538 (↓ -83%)	35.9%	55.8% (↓ -36%)	34.2% (↑5%)
Dec	4,085	38,384 (↓ -89%)	34,571 (↓ -88%)	0	0 (-)	0 (-)	3,706	510 (↑627%)	2,057 (↑80%)	8.3%	83.6% (↓ -90%)	37.4% (↓ -78%)
Q4 2023	138,571	148,639 (↓ -7%)	151,485 (↓ -9%)	14,525	51,927 (↓ -72%)	6,749 (↑115%)	13,140	18,078 (↓ -27%)	22,596 (↓ -42%)	31.9%	39.8%(↓ -20%)	37.5% (↓ -15%)

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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%)	31,711 (↘ -45%)	0	0 (-)	0 (-)	13,989	569 (↑ 2k%)	24,963 (↘ -44%)	36.8%	44.2% (↘ -17%)	43.5% (↘ -15%)
Feb	14,310	3,547 (↑ 303%)	8,218 (↑ 74%)	0	0 (-)	0 (-)	8,318	1,279 (↑ 550%)	16,039 (↘ -48%)	15.5%	6.2% (↑ 150%)	12.3% (↑ 26%)
Mar	21,037	36,298 (↘ -42%)	57,528 (↘ -63%)	0	0 (-)	0 (-)	13,709	9,428 (↑ 45%)	6,828 (↑ 101%)	15.8%	37.5% (↘ -58%)	46.0% (↘ -66%)
Q1 2024	52,672	61,749 (↘ -15%)	97,457 (↘ -46%)	0	0 (-)	0 (-)	36,016	11,276 (↑ 219%)	47,830 (↘ -25%)	19.3%	30.4%(↘ -36%)	36.8% (↘ -48%)
Apr	79,466	50,827 (↑ 56%)	36,385 (↑ 118%)	34,700	31,545 (↑ 10%)	0 (-)	4,991	4,992 (0%)	18,412 (↘ -73%)	32.2%	32.5% (↘ -1%)	26.5% (↑ 22%)
May	53,699	40,302 (↑ 33%)	71,044 (↘ -24%)	0	25,007 (↘ -100%)	0 (-)	4,628	5,204 (↘ -11%)	17,725 (↘ -74%)	30.9%	33.9% (↘ -9%)	56.2% (↘ -45%)
Jun	45,014	44,734 (↑ 1%)	49,580 (↘ -9%)	0	0 (-)	0 (-)	24,519	9,213 (↑ 166%)	12,836 (↑ 91%)	24.6%	21.5% (↑ 14%)	14.7% (↑ 68%)
Q2 2024	178,179	135,863 (↑ 31%)	157,009 (↑ 13%)	34,700	56,552 (↘ -39%)	0 (-)	34,138	19,409 (↑ 76%)	48,973 (↘ -30%)	29.5%	28.1%(↑ 5%)	26.1% (↑ 13%)
Jul	66,015	18,608 (↑ 255%)	28,804 (↑ 129%)	0	34,494 (↘ -100%)	6,000 (↘ -100%)	8,974	17,362 (↘ -48%)	31,229 (↘ -71%)	35.0%	11.5% (↑ 206%)	19.6% (↑ 78%)
Aug	6,190	26,926 (↘ -77%)	18,128 (↘ -66%)	13,720	21,855 (↘ -37%)	0 (-)	19,469	3,846 (↑ 406%)	6,667 (↑ 192%)	6.2%	18.1% (↘ -66%)	9.4% (↘ -34%)
Sep	46,986	44,947 (↑ 5%)	39,162 (↑ 20%)	0	2,782 (↘ -100%)	12,138 (↘ -100%)	14,146	5,015 (↑ 182%)	17,642 (↘ -20%)	26.5%	27.7% (↘ -5%)	26.6% (↘ -1%)
Q3 2024	119,191	90,481 (↑ 32%)	86,094 (↑ 38%)	13,720	59,131 (↘ -77%)	18,138 (↘ -24%)	42,589	26,223 (↑ 62%)	55,538 (↘ -23%)	25.6%	19.1%(↑ 34%)	17.7% (↑ 44%)
Oct	57,629	61,324 (↘ -6%)	52,638 (↑ 9%)	28,411	14,525 (↑ 96%)	28,680 (↘ -1%)	18,002	6,770 (↑ 166%)	38,795 (↘ -54%)	21.8%	38.3% (↘ -43%)	21.0% (↑ 4%)
Nov	30,403	57,969 (↘ -48%)	24,353 (↑ 25%)	0	0 (-)	0 (-)	10,083	4,484 (↑ 125%)	16,858 (↘ -40%)	17.3%	36.7% (↘ -53%)	12.8% (↑ 35%)
Dec	7,037	4,085 (↑ 72%)	37,896 (↘ -81%)	0	0 (-)	0 (-)	6,530	25,385 (↘ -74%)	5,044 (↑ 29%)	15.2%	18.7% (↘ -19%)	57.8% (↘ -74%)
Q4 2024	95,069	123,378 (↘ -23%)	114,887 (↘ -17%)	28,411	14,525 (↑ 96%)	28,680 (↘ -1%)	34,615	36,639 (↘ -6%)	60,697 (↘ -43%)	19.5%	36.3%(↘ -46%)	22.7% (↘ -14%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:05/03/2023

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	880 (↑570%)	18,324 (↓ -68%)	64.2%	60.8% (↑6%)	0.0% (-)
Feb	9,027	14,310 (↓ -37%)	2,200 (↑310%)	0	0 (-)	11,894 (↓ -100%)	11,689	13,895 (↓ -16%)	15,365 (↓ -24%)	15.5%	24.5% (↓ -37%)	5.7% (↑174%)
Mar	40,399	6,308 (↑540%)	17,322 (↑133%)	21,285	0 (-)	28,655 (↓ -26%)	21,897	13,583 (↑61%)	10,375 (↑111%)	16.7%	8.0% (↑108%)	11.1% (↑51%)
Q1 2025	55,083	37,523 (↑47%)	19,522 (↑182%)	21,285	0 (-)	40,549 (↓ -48%)	39,485	28,358 (↑39%)	44,064 (↓ -10%)	17.9%	22.8%(↓ -22%)	7.5% (↑140%)
Apr	61,871	60,943 (↑2%)	39,099 (↑58%)	550	34,700 (↓ -98%)	0 (-)	13,859	23,909 (↓ -42%)	11,696 (↑18%)	32.0%	34.6% (↓ -8%)	16.5% (↑94%)
May	34,014	53,309 (↓ -36%)	54,668 (↓ -38%)	25,007	0 (-)	0 (-)	27,349	1,100 (↑2k%)	9,626 (↑184%)	28.5%	38.4% (↓ -26%)	44.1% (↓ -35%)
Jun	45,493	38,043 (↑20%)	47,165 (↓ -4%)	4,666	0 (-)	0 (-)	46,470	24,039 (↑93%)	7,056 (↑559%)	28.7%	32.1% (↓ -11%)	18.1% (↑58%)
Q2 2025	141,378	152,295 (↓ -7%)	140,932 (0%)	30,223	34,700 (↓ -13%)	0 (-)	87,678	49,048 (↑79%)	28,378 (↑209%)	30.0%	35.1%(↓ -15%)	22.7% (↑32%)
Jul	34,929	54,818 (↓ -36%)	55,296 (↓ -37%)	0	0 (-)	0 (-)	11,292	10,960 (↑3%)	22,890 (↓ -51%)	28.7%	35.6% (↓ -20%)	32.6% (↓ -12%)
Aug	7,580	5,830 (↑30%)	37,951 (↓ -80%)	0	13,720 (↓ -100%)	0 (-)	9,784	34,202 (↓ -71%)	10,597 (↓ -8%)	9.0%	12.9% (↓ -31%)	35.9% (↓ -75%)
Sep	28,710	46,789 (↓ -39%)	28,493 (↑1%)	0	0 (-)	11,844 (↓ -100%)	15,025	5,408 (↑178%)	38,750 (↓ -61%)	20.9%	34.0% (↓ -39%)	20.0% (↑4%)
Q3 2025	71,219	107,437 (↓ -34%)	121,740 (↓ -41%)	0	13,720 (↓ -100%)	11,844 (↓ -100%)	36,101	50,570 (↓ -29%)	72,237 (↓ -50%)	20.7%	31.9%(↓ -35%)	29.1% (↓ -29%)
Oct	17,971	14,359 (↑25%)	63,404 (↓ -72%)	29,542	28,411 (↑4%)	0 (-)	28,979	2,467 (↑1k%)	26,987 (↑7%)	8.9%	8.7% (↑2%)	59.7% (↓ -85%)
Nov	9,828	29,833 (↓ -67%)	33,718 (↓ -71%)	0	0 (-)	0 (-)	21,886	15,425 (↑42%)	10,712 (↑104%)	8.6%	25.4% (↓ -66%)	39.7% (↓ -78%)
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 (-)	53,623	43,277 (↑24%)	37,699 (↑42%)	12.8%	16.6%(↓ -22%)	43.8% (↓ -71%)

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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	0 (-)	9,255 (↑84%)	76.0%	100.0% (↓ -24%)	19.7% (↑287%)
Feb	21,175	2,075 (↑920%)	8,060 (↑163%)	0	0 (-)	0 (-)	4,816	3,370 (↑43%)	4,809 (0%)	73.2%	7.8% (↑844%)	8.2% (↑799%)
Mar	58,162	13,299 (↑337%)	22,525 (↑158%)	0	21,285 (↓ -100%)	5,761 (↓ -100%)	11,116	40,354 (↓ -72%)	11,618 (↓ -4%)	51.9%	9.0% (↑477%)	13.4% (↑286%)
Q1 2026	119,090	21,031 (↑466%)	32,505 (↑266%)	0	21,285 (↓ -100%)	5,761 (↓ -100%)	32,932	43,724 (↓ -25%)	25,682 (↑28%)	61.6%	11.7%(↑428%)	11.8% (↑424%)
Apr	54,685	61,833 (↓ -12%)	36,772 (↑49%)	0	550 (↓ -100%)	31,598 (↓ -100%)	6,974	2,091 (↑234%)	5,715 (↑22%)	53.8%	41.6% (↑29%)	52.6% (↑2%)
May	34,165	31,041 (↑10%)	22,939 (↑49%)	28,435	25,007 (↑14%)	0 (-)	25,374	23,037 (↑10%)	23,900 (↑6%)	42.1%	45.3% (↓ -7%)	18.2% (↑131%)
Jun	167,197	44,516 (↑276%)	31,802 (↑426%)	0	0 (-)	0 (-)	3,980	2,080 (↑91%)	9,661 (↓ -59%)	74.2%	36.7% (↑102%)	16.4% (↑353%)
Q2 2026	256,047	137,390 (↑86%)	91,513 (↑180%)	28,435	25,557 (↑11%)	31,598 (↓ -10%)	36,328	27,208 (↑34%)	39,276 (↓ -8%)	62.7%	40.6%(↑54%)	23.4% (↑168%)
Jul	84,934	22,516 (↑277%)	55,142 (↑54%)	0	0 (-)	0 (-)	64,823	3,428 (↑2k%)	18,607 (↑248%)	58.9%	35.9% (↑64%)	59.4% (↓ -1%)
Aug	15,639	7,580 (↑106%)	11,998 (↑30%)	0	0 (-)	0 (-)	7,917	5,591 (↑42%)	3,123 (↑154%)	16.7%	14.6% (↑14%)	20.5% (↓ -19%)
Sep	25,020	26,344 (↓ -5%)	56,000 (↓ -55%)	0	0 (-)	0 (-)	16,905	11,493 (↑47%)	24,635 (↓ -31%)	28.8%	26.8% (↑7%)	50.5% (↓ -43%)
Q3 2026	125,593	56,440 (↑123%)	123,140 (↑2%)	0	0 (-)	0 (-)	89,645	20,512 (↑337%)	46,365 (↑93%)	38.7%	26.5%(↑46%)	47.0% (↓ -18%)
Oct	50,305	9,168 (↑449%)	47,270 (↑6%)	0	29,542 (↓ -100%)	43,595 (↓ -100%)	17,878	18,952 (↓ -6%)	14,191 (↑26%)	24.3%	8.2% (↑195%)	31.9% (↓ -24%)
Nov	2,801	7,953 (↓ -65%)	53,197 (↓ -95%)	8,952	0 (-)	0 (-)	34,643	11,449 (↑203%)	3,080 (↑1k%)	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%)	54,571	55,786 (↓ -2%)	21,721 (↑151%)	18.4%	15.2%(↑22%)	50.3% (↓ -63%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:05/03/2023

Event Type: All Events
Assists: Exclude Assists

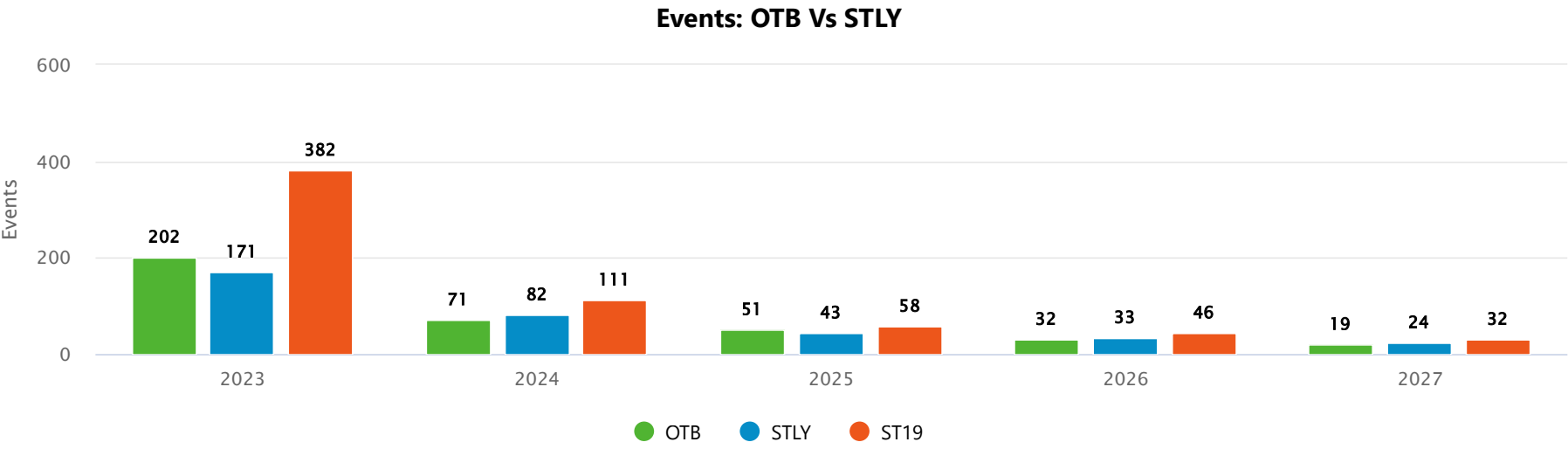
User Groups: Any
Measurements: Room Nights, Events, Attendees

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%)	16,215 (↓ -100%)	70.5%	84.2% (↓ -16%)	87.0% (↓ -19%)
Feb	31,813	19,068 (↑ 67%)	0 (-)	0	0 (-)	0 (-)	15,310	1,710 (↑ 795%)	1,710 (↑ 795%)	59.0%	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	66,853	115,308 (↓ -42%)	50,699 (↑ 32%)	0	0 (-)	0 (-)	37,536	22,667 (↑ 66%)	24,463 (↑ 53%)	51.7%	78.4%(↓ -34%)	47.2% (↑ 10%)
Apr	32,154	54,685 (↓ -41%)	45,014 (↓ -29%)	400	0 (-)	31,545 (↓ -99%)	18,785	1,497 (↑ 1k%)	10,502 (↑ 79%)	30.8%	67.4% (↓ -54%)	38.1% (↓ -19%)
May	29,804	31,314 (↓ -5%)	46,986 (↓ -37%)	24,607	28,435 (↓ -13%)	0 (-)	20,847	1,320 (↑ 1k%)	2,120 (↑ 883%)	45.7%	53.9% (↓ -15%)	64.2% (↓ -29%)
Jun	29,360	40,093 (↓ -27%)	28,915 (↑ 2%)	20,182	0 (-)	0 (-)	37,994	18,571 (↑ 105%)	9,465 (↑ 301%)	36.9%	64.6% (↓ -43%)	18.3% (↑ 102%)
Q2 2027	91,318	126,092 (↓ -28%)	120,915 (↓ -24%)	45,189	28,435 (↑ 59%)	31,545 (↑ 43%)	77,626	21,388 (↑ 263%)	22,087 (↑ 251%)	36.7%	62.6%(↓ -41%)	34.6% (↑ 6%)
Jul	4,497	48,023 (↓ -91%)	15,788 (↓ -72%)	0	0 (-)	30,534 (↓ -100%)	20,229	43,616 (↓ -54%)	45,828 (↓ -56%)	6.1%	57.1% (↓ -89%)	29.7% (↓ -79%)
Aug	0	15,639 (↓ -100%)	13,825 (↓ -100%)	0	0 (-)	17,105 (↓ -100%)	30,316	32,663 (↓ -7%)	22,729 (↑ 33%)	0.0%	32.0% (↓ -100%)	16.7% (↓ -100%)
Sep	25,679	25,020 (↑ 3%)	43,043 (↓ -40%)	0	0 (-)	0 (-)	31,539	0 (-)	4,300 (↑ 633%)	51.4%	36.8% (↑ 40%)	39.1% (↑ 31%)
Q3 2027	30,176	88,682 (↓ -66%)	72,656 (↓ -58%)	0	0 (-)	47,639 (↓ -100%)	82,084	76,279 (↑ 8%)	72,857 (↑ 13%)	16.3%	44.1%(↓ -63%)	29.6% (↓ -45%)
Oct	18,149	47,185 (↓ -62%)	55,102 (↓ -67%)	0	0 (-)	14,525 (↓ -100%)	5,200	675 (↑ 670%)	1,150 (↑ 352%)	22.2%	24.6% (↓ -10%)	43.7% (↓ -49%)
Nov	23,086	0 (-)	55,468 (↓ -58%)	0	8,952 (↓ -100%)	0 (-)	11,210	0 (-)	4,724 (↑ 137%)	20.2%	0.0% (-)	39.3% (↓ -49%)
Dec	41,695	4,850 (↑ 760%)	0 (-)	0	0 (-)	0 (-)	0	27,435 (↓ -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%)	16,410	28,110 (↓ -42%)	9,474 (↑ 73%)	34.9%	20.1%(↑ 74%)	38.8% (↓ -10%)

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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	202	171 (↑ 18%)	382 (↓ -47%)	7	12 (↓ -42%)	9 (↓ -22%)	65	78 (↓ -17%)	200 (↓ -67%)	27.9%	25.8% (↑ 8%)	31.6% (↓ -12%)
2024	71	82 (↓ -13%)	111 (↓ -36%)	5	7 (↓ -29%)	3 (↑ 67%)	117	72 (↑ 63%)	183 (↓ -36%)	18.4%	25.9% (↓ -29%)	22.3% (↓ -17%)
2025	51	43 (↑ 19%)	58 (↓ -12%)	5	5 (0%)	3 (↑ 67%)	87	46 (↑ 89%)	100 (↓ -13%)	22.5%	23.5% (↓ -4%)	22.3% (↑ 1%)
2026	32	33 (↓ -3%)	46 (↓ -30%)	2	4 (↓ -50%)	2 (0%)	47	31 (↑ 52%)	55 (↓ -15%)	25.4%	31.7% (↓ -20%)	30.3% (↓ -16%)
2027	19	24 (↓ -21%)	32 (↓ -41%)	2	2 (0%)	4 (↓ -50%)	26	24 (↑ 8%)	29 (↓ -10%)	25.3%	34.3% (↓ -26%)	29.6% (↓ -14%)

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%)	38 (↓-47%)	0	2 (↓-100%)	1 (↓-100%)	0	0 (-)	4 (↓-100%)	32.3%	32.4% (0%)	30.9% (↑4%)
Q1 2023	46	38 (↑21%)	81 (↓-43%)	0	5 (↓-100%)	2 (↓-100%)	0	0 (-)	6 (↓-100%)	35.1%	27.5%(↑28%)	31.5% (↑11%)
Apr	22	26 (↓-15%)	54 (↓-59%)	1	1 (0%)	0 (-)	1	3 (↓-67%)	15 (↓-93%)	27.5%	33.3% (↓-17%)	34.8% (↓-21%)
May	21	14 (↑50%)	47 (↓-55%)	1	0 (-)	1 (0%)	4	3 (↑33%)	19 (↓-79%)	27.6%	18.7% (↑48%)	36.7% (↓-25%)
Jun	23	21 (↑10%)	34 (↓-32%)	0	1 (↓-100%)	0 (-)	7	16 (↓-56%)	28 (↓-75%)	31.1%	28.0% (↑11%)	25.4% (↑22%)
Q2 2023	66	61 (↑8%)	135 (↓-51%)	2	2 (0%)	1 (↑100%)	12	22 (↓-45%)	62 (↓-81%)	28.7%	26.8%(↑7%)	32.4% (↓-11%)
Jul	20	16 (↑25%)	50 (↓-60%)	2	1 (↑100%)	1 (↑100%)	5	6 (↓-17%)	22 (↓-77%)	24.1%	31.4% (↓-23%)	43.1% (↓-44%)
Aug	11	13 (↓-15%)	23 (↓-52%)	2	1 (↑100%)	1 (↑100%)	4	8 (↓-50%)	18 (↓-78%)	21.6%	24.1% (↓-10%)	35.9% (↓-40%)
Sep	20	15 (↑33%)	31 (↓-35%)	0	0 (-)	2 (↓-100%)	16	19 (↓-16%)	35 (↓-54%)	23.8%	21.1% (↑13%)	20.7% (↑15%)
Q3 2023	51	44 (↑16%)	104 (↓-51%)	4	2 (↑100%)	4 (0%)	25	33 (↓-24%)	75 (↓-67%)	23.4%	25.0%(↓-6%)	31.5% (↓-26%)
Oct	27	11 (↑145%)	35 (↓-23%)	1	2 (↓-50%)	1 (0%)	18	14 (↑29%)	29 (↓-38%)	26.5%	13.9% (↑90%)	28.2% (↓-6%)
Nov	10	10 (0%)	21 (↓-52%)	0	1 (↓-100%)	1 (↓-100%)	7	7 (0%)	20 (↓-65%)	27.8%	33.3% (↓-17%)	32.8% (↓-15%)
Dec	2	7 (↓-71%)	6 (↓-67%)	0	0 (-)	0 (-)	3	2 (↑50%)	8 (↓-62%)	33.3%	58.3% (↓-43%)	35.3% (↓-6%)
Q4 2023	39	28 (↑39%)	62 (↓-37%)	1	3 (↓-67%)	2 (↓-50%)	28	23 (↑22%)	57 (↓-51%)	27.1%	23.1%(↑17%)	30.2% (↓-10%)

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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%)	8 (↓ -75%)	0	0 (-)	0 (-)	8	2 (↑300%)	13 (↓ -38%)	18.2%	42.9% (↓ -58%)	40.0% (↓ -55%)
Feb	4	4 (0%)	5 (↓ -20%)	0	0 (-)	0 (-)	10	2 (↑400%)	10 (0%)	20.0%	26.7% (↓ -25%)	31.3% (↓ -36%)
Mar	8	4 (↑100%)	13 (↓ -38%)	0	0 (-)	0 (-)	11	11 (0%)	12 (↓ -8%)	22.2%	16.7% (↑33%)	26.0% (↓ -15%)
Q1 2024	14	14 (0%)	26 (↓ -46%)	0	0 (-)	0 (-)	29	15 (↑93%)	35 (↓ -17%)	20.9%	26.4%(↓ -21%)	30.2% (↓ -31%)
Apr	10	11 (↓ -9%)	10 (0%)	1	1 (0%)	0 (-)	9	7 (↑29%)	24 (↓ -62%)	18.5%	33.3% (↓ -44%)	16.7% (↑11%)
May	6	7 (↓ -14%)	11 (↓ -45%)	0	1 (↓ -100%)	0 (-)	9	3 (↑200%)	18 (↓ -50%)	18.8%	21.9% (↓ -14%)	29.7% (↓ -37%)
Jun	9	9 (0%)	16 (↓ -44%)	0	0 (-)	0 (-)	15	11 (↑36%)	16 (↓ -6%)	19.6%	28.1% (↓ -30%)	19.5% (0%)
Q2 2024	25	27 (↓ -7%)	37 (↓ -32%)	1	2 (↓ -50%)	0 (-)	33	21 (↑57%)	58 (↓ -43%)	18.9%	27.8%(↓ -32%)	20.7% (↓ -8%)
Jul	11	10 (↑10%)	10 (↑10%)	0	2 (↓ -100%)	1 (↓ -100%)	6	13 (↓ -54%)	14 (↓ -57%)	23.9%	23.8% (0%)	22.2% (↑8%)
Aug	3	6 (↓ -50%)	4 (↓ -25%)	1	2 (↓ -50%)	0 (-)	6	4 (↑50%)	8 (↓ -25%)	15.0%	21.4% (↓ -30%)	12.1% (↑24%)
Sep	5	6 (↓ -17%)	9 (↓ -44%)	0	0 (-)	1 (↓ -100%)	17	7 (↑143%)	22 (↓ -23%)	11.9%	18.2% (↓ -35%)	20.9% (↓ -43%)
Q3 2024	19	22 (↓ -14%)	23 (↓ -17%)	1	4 (↓ -75%)	2 (↓ -50%)	29	24 (↑21%)	44 (↓ -34%)	17.6%	21.4%(↓ -18%)	19.0% (↓ -7%)
Oct	5	12 (↓ -58%)	14 (↓ -64%)	3	1 (↑200%)	1 (↑200%)	19	9 (↑111%)	27 (↓ -30%)	11.1%	27.9% (↓ -60%)	21.5% (↓ -48%)
Nov	6	5 (↑20%)	7 (↓ -14%)	0	0 (-)	0 (-)	4	2 (↑100%)	15 (↓ -73%)	21.4%	27.8% (↓ -23%)	17.9% (↑19%)
Dec	2	2 (0%)	4 (↓ -50%)	0	0 (-)	0 (-)	3	1 (↑200%)	4 (↓ -25%)	33.3%	66.7% (↓ -50%)	50.0% (↓ -33%)
Q4 2024	13	19 (↓ -32%)	25 (↓ -48%)	3	1 (↑200%)	1 (↑200%)	26	12 (↑117%)	46 (↓ -43%)	16.5%	29.7%(↓ -45%)	22.3% (↓ -26%)

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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	1 (↑200%)	5 (↓ -40%)	66.7%	25.0% (↑167%)	0.0% (-)
Feb	4	4 (0%)	1 (↑300%)	0	0 (-)	1 (↓ -100%)	4	5 (↓ -20%)	3 (↑33%)	30.8%	36.4% (↓ -15%)	14.3% (↑115%)
Mar	11	2 (↑450%)	4 (↑175%)	1	0 (-)	1 (0%)	13	4 (↑225%)	8 (↑63%)	28.2%	14.3% (↑97%)	16.7% (↑69%)
Q1 2025	17	7 (↑143%)	5 (↑240%)	1	0 (-)	2 (↓ -50%)	20	10 (↑100%)	16 (↑25%)	30.9%	24.1%(↑28%)	12.5% (↑147%)
Apr	3	4 (↓ -25%)	5 (↓ -40%)	0	1 (↓ -100%)	0 (-)	10	7 (↑43%)	10 (0%)	17.6%	18.2% (↓ -3%)	13.2% (↑34%)
May	5	5 (0%)	8 (↓ -37%)	1	0 (-)	0 (-)	9	2 (↑350%)	9 (0%)	27.8%	33.3% (↓ -17%)	30.8% (↓ -10%)
Jun	3	6 (↓ -50%)	6 (↓ -50%)	1	0 (-)	0 (-)	9	8 (↑13%)	7 (↑29%)	15.8%	27.3% (↓ -42%)	17.1% (↓ -8%)
Q2 2025	11	15 (↓ -27%)	19 (↓ -42%)	2	1 (↑100%)	0 (-)	28	17 (↑65%)	26 (↑8%)	20.4%	25.4%(↓ -20%)	19.2% (↑6%)
Jul	7	6 (↑17%)	10 (↓ -30%)	0	0 (-)	0 (-)	6	3 (↑100%)	14 (↓ -57%)	30.4%	25.0% (↑22%)	35.7% (↓ -15%)
Aug	2	3 (↓ -33%)	5 (↓ -60%)	0	1 (↓ -100%)	0 (-)	5	6 (↓ -17%)	7 (↓ -29%)	10.0%	33.3% (↓ -70%)	31.3% (↓ -68%)
Sep	4	4 (0%)	3 (↑33%)	0	0 (-)	1 (↓ -100%)	7	4 (↑75%)	15 (↓ -53%)	22.2%	21.1% (↑6%)	11.5% (↑93%)
Q3 2025	13	13 (0%)	18 (↓ -28%)	0	1 (↓ -100%)	1 (↓ -100%)	18	13 (↑38%)	36 (↓ -50%)	21.3%	25.0%(↓ -15%)	25.7% (↓ -17%)
Oct	4	2 (↑100%)	7 (↓ -43%)	2	3 (↓ -33%)	0 (-)	11	3 (↑267%)	16 (↓ -31%)	11.1%	7.4% (↑50%)	28.0% (↓ -60%)
Nov	3	5 (↓ -40%)	6 (↓ -50%)	0	0 (-)	0 (-)	8	2 (↑300%)	6 (↑33%)	20.0%	35.7% (↓ -44%)	30.0% (↓ -33%)
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 (-)	21	6 (↑250%)	22 (↓ -5%)	17.5%	18.6%(↓ -6%)	31.4% (↓ -44%)

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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	0 (-)	1 (↑100%)	33.3%	100.0% (↓ -67%)	33.3% (0%)
Feb	5	2 (↑150%)	2 (↑150%)	0	0 (-)	0 (-)	2	1 (↑100%)	4 (↓ -50%)	83.3%	33.3% (↑150%)	33.3% (↑150%)
Mar	5	6 (↓ -17%)	3 (↑67%)	0	1 (↓ -100%)	0 (-)	3	9 (↓ -67%)	8 (↓ -62%)	38.5%	33.3% (↑15%)	12.5% (↑208%)
Q1 2026	12	10 (↑20%)	6 (↑100%)	0	1 (↓ -100%)	0 (-)	7	10 (↓ -30%)	13 (↓ -46%)	48.0%	38.5%(↑25%)	18.2% (↑164%)
Apr	4	3 (↑33%)	4 (0%)	0	0 (-)	1 (↓ -100%)	5	1 (↑400%)	7 (↓ -29%)	33.3%	37.5% (↓ -11%)	36.4% (↓ -8%)
May	2	4 (↓ -50%)	4 (↓ -50%)	1	1 (0%)	0 (-)	7	4 (↑75%)	8 (↓ -12%)	20.0%	50.0% (↓ -60%)	28.6% (↓ -30%)
Jun	3	2 (↑50%)	6 (↓ -50%)	0	0 (-)	0 (-)	3	1 (↑200%)	4 (↓ -25%)	21.4%	25.0% (↓ -14%)	26.1% (↓ -18%)
Q2 2026	9	9 (0%)	14 (↓ -36%)	1	1 (0%)	1 (0%)	15	6 (↑150%)	19 (↓ -21%)	25.0%	37.5%(↓ -33%)	29.2% (↓ -14%)
Jul	3	4 (↓ -25%)	8 (↓ -62%)	0	0 (-)	0 (-)	5	1 (↑400%)	6 (↓ -17%)	20.0%	50.0% (↓ -60%)	47.1% (↓ -57%)
Aug	2	2 (0%)	4 (↓ -50%)	0	0 (-)	0 (-)	2	3 (↓ -33%)	4 (↓ -50%)	16.7%	20.0% (↓ -17%)	33.3% (↓ -50%)
Sep	1	2 (↓ -50%)	4 (↓ -75%)	0	0 (-)	0 (-)	4	3 (↑33%)	5 (↓ -20%)	10.0%	18.2% (↓ -45%)	30.8% (↓ -67%)
Q3 2026	6	8 (↓ -25%)	16 (↓ -62%)	0	0 (-)	0 (-)	11	7 (↑57%)	15 (↓ -27%)	16.2%	27.6%(↓ -41%)	38.1% (↓ -57%)
Oct	3	2 (↑50%)	5 (↓ -40%)	0	2 (↓ -100%)	1 (↓ -100%)	9	3 (↑200%)	6 (↑50%)	18.8%	15.4% (↑22%)	27.8% (↓ -33%)
Nov	1	3 (↓ -67%)	3 (↓ -67%)	1	0 (-)	0 (-)	4	4 (0%)	1 (↑300%)	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%)	14	8 (↑75%)	8 (↑75%)	17.9%	24.0%(↓ -26%)	34.5% (↓ -48%)

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%)	2 (↓ -100%)	50.0%	66.7% (↓ -25%)	50.0% (0%)
Feb	3	3 (0%)	0 (-)	0	0 (-)	0 (-)	2	1 (↑ 100%)	1 (↑ 100%)	50.0%	100.0% (↓ -50%)	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	5	9 (↓ -44%)	3 (↑ 67%)	0	0 (-)	0 (-)	5	8 (↓ -37%)	6 (↓ -17%)	35.7%	69.2% (↓ -48%)	25.0% (↑ 43%)
Apr	1	4 (↓ -75%)	5 (↓ -80%)	0	0 (-)	1 (↓ -100%)	1	1 (0%)	2 (↓ -50%)	12.5%	50.0% (↓ -75%)	33.3% (↓ -62%)
May	2	1 (↑ 100%)	3 (↓ -33%)	1	1 (0%)	0 (-)	4	1 (↑ 300%)	2 (↑ 100%)	25.0%	16.7% (↑ 50%)	37.5% (↓ -33%)
Jun	1	2 (↓ -50%)	1 (0%)	1	0 (-)	0 (-)	3	3 (0%)	2 (↑ 50%)	33.3%	28.6% (↑ 17%)	9.1% (↑ 267%)
Q2 2027	4	7 (↓ -43%)	9 (↓ -56%)	2	1 (↑ 100%)	1 (↑ 100%)	8	5 (↑ 60%)	6 (↑ 33%)	21.1%	33.3% (↓ -37%)	26.5% (↓ -20%)
Jul	2	2 (0%)	5 (↓ -60%)	0	0 (-)	1 (↓ -100%)	4	4 (0%)	8 (↓ -50%)	33.3%	25.0% (↑ 33%)	41.7% (↓ -20%)
Aug	0	2 (↓ -100%)	2 (↓ -100%)	0	0 (-)	1 (↓ -100%)	3	4 (↓ -25%)	4 (↓ -25%)	0.0%	40.0% (↓ -100%)	20.0% (↓ -100%)
Sep	2	1 (↑ 100%)	4 (↓ -50%)	0	0 (-)	0 (-)	4	0 (-)	2 (↑ 100%)	40.0%	16.7% (↑ 140%)	44.4% (↓ -10%)
Q3 2027	4	5 (↓ -20%)	11 (↓ -64%)	0	0 (-)	2 (↓ -100%)	11	8 (↑ 38%)	14 (↓ -21%)	21.1%	26.3% (↓ -20%)	35.5% (↓ -41%)
Oct	2	2 (0%)	5 (↓ -60%)	0	0 (-)	1 (↓ -100%)	1	1 (0%)	1 (0%)	20.0%	18.2% (↑ 10%)	29.4% (↓ -32%)
Nov	2	0 (-)	4 (↓ -50%)	0	1 (↓ -100%)	0 (-)	1	0 (-)	1 (0%)	18.2%	0.0% (-)	30.8% (↓ -41%)
Dec	2	1 (↑ 100%)	0 (-)	0	0 (-)	0 (-)	0	2 (↓ -100%)	1 (↓ -100%)	100.0%	50.0% (↑ 100%)	0.0% (-)
Q4 2027	6	3 (↑ 100%)	9 (↓ -33%)	0	1 (↓ -100%)	1 (↓ -100%)	2	3 (↓ -33%)	3 (↓ -33%)	26.1%	17.6% (↑ 48%)	29.0% (↓ -10%)

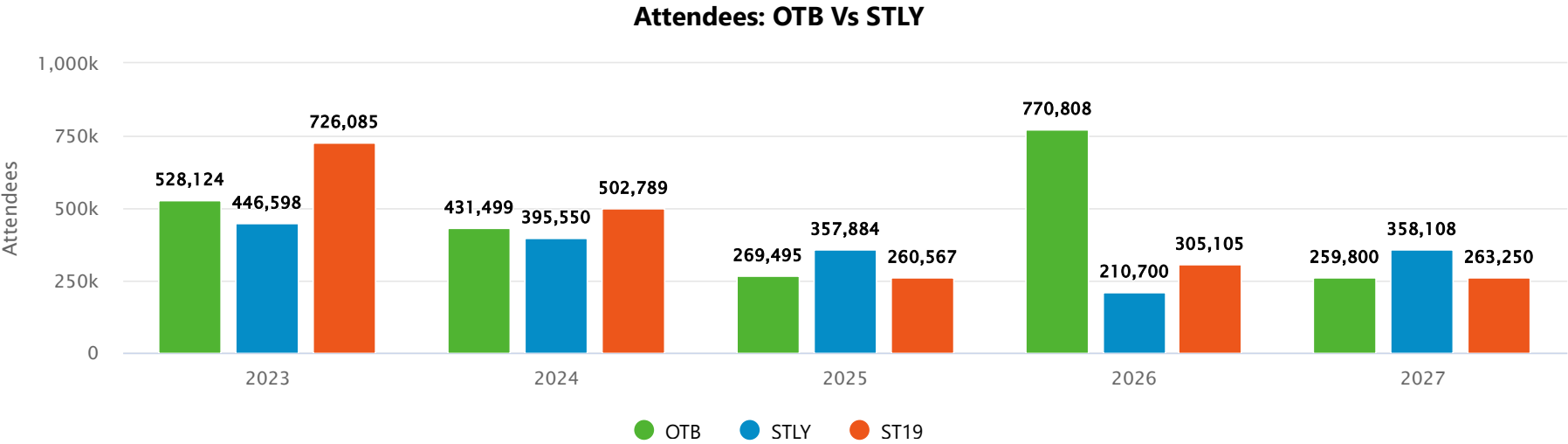
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STLY - Attendees

	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	528,124	446,598 (↑18%)	726,085 (↓ -27%)	82,800	67,426 (↑23%)	71,300 (↑16%)	35,434	63,712 (↓ -44%)	59,313 (↓ -40%)	37.3%	32.8% (↑14%)	42.3% (↓ -12%)
2024	431,499	395,550 (↑9%)	502,789 (↓ -14%)	45,900	82,800 (↓ -45%)	32,000 (↑43%)	202,968	164,870 (↑23%)	208,352 (↓ -3%)	34.3%	38.9% (↓ -12%)	38.1% (↓ -10%)
2025	269,495	357,884 (↓ -25%)	260,567 (↑3%)	47,500	45,900 (↑3%)	29,500 (↑61%)	146,441	280,366 (↓ -48%)	126,951 (↑15%)	25.9%	40.9% (↓ -37%)	26.0% (0%)
2026	770,808	210,700 (↑266%)	305,105 (↑153%)	10,000	45,500 (↓ -78%)	44,000 (↓ -77%)	505,827	169,557 (↑198%)	87,051 (↑481%)	65.6%	31.0% (↑112%)	38.9% (↑68%)
2027	259,800	358,108 (↓ -27%)	263,250 (↓ -1%)	28,000	10,000 (↑180%)	55,000 (↓ -49%)	132,551	152,526 (↓ -13%)	119,000 (↑11%)	45.9%	63.9% (↓ -28%)	43.6% (↑5%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:05/03/2023

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%)	33,594 (↑94%)	0	1,004 (↓ -100%)	18,000 (↓ -100%)	0	0 (-)	2,491 (↓ -100%)	60.6%	35.6% (↑70%)	23.0% (↑164%)
Q1 2023	110,173	75,979 (↑45%)	83,550 (↑32%)	0	6,826 (↓ -100%)	23,000 (↓ -100%)	0	0 (-)	4,491 (↓ -100%)	46.6%	26.8%(↑74%)	30.3% (↑54%)
Apr	93,961	118,574 (↓ -21%)	67,989 (↑38%)	12,000	13,000 (↓ -8%)	0 (-)	500	719 (↓ -30%)	3,532 (↓ -86%)	54.1%	69.1% (↓ -22%)	45.0% (↑20%)
May	87,678	18,627 (↑371%)	200,500 (↓ -56%)	23,000	0 (-)	5,000 (↑360%)	3,765	575 (↑555%)	2,556 (↑47%)	57.4%	16.0% (↑259%)	76.3% (↓ -25%)
Jun	41,253	23,068 (↑79%)	45,542 (↓ -9%)	0	3,800 (↓ -100%)	0 (-)	1,117	4,502 (↓ -75%)	15,598 (↓ -93%)	31.1%	14.5% (↑114%)	28.3% (↑10%)
Q2 2023	222,892	160,269 (↑39%)	314,031 (↓ -29%)	35,000	16,800 (↑108%)	5,000 (↑600%)	5,382	5,796 (↓ -7%)	21,686 (↓ -75%)	48.5%	35.9%(↑35%)	54.7% (↓ -11%)
Jul	15,216	30,690 (↓ -50%)	39,313 (↓ -61%)	21,800	1,800 (↑1k%)	20,000 (↑9%)	2,550	1,395 (↑83%)	3,950 (↓ -35%)	10.8%	29.8% (↓ -64%)	24.0% (↓ -55%)
Aug	16,305	5,525 (↑195%)	34,427 (↓ -53%)	18,000	7,000 (↑157%)	1,500 (↑1k%)	1,247	1,905 (↓ -35%)	13,599 (↓ -91%)	16.1%	3.9% (↑308%)	29.4% (↓ -45%)
Sep	54,197	54,285 (0%)	69,157 (↓ -22%)	0	0 (-)	15,100 (↓ -100%)	11,615	5,670 (↑105%)	4,880 (↑138%)	37.2%	38.2% (↓ -3%)	28.8% (↑29%)
Q3 2023	85,718	90,500 (↓ -5%)	142,897 (↓ -40%)	39,800	8,800 (↑352%)	36,600 (↑9%)	15,412	8,970 (↑72%)	22,429 (↓ -31%)	22.0%	23.5%(↓ -6%)	27.4% (↓ -20%)
Oct	30,977	19,805 (↑56%)	38,123 (↓ -19%)	8,000	34,000 (↓ -76%)	5,000 (↑60%)	9,091	16,701 (↓ -46%)	4,718 (↑93%)	30.1%	16.7% (↑80%)	35.1% (↓ -14%)
Nov	73,164	19,445 (↑276%)	69,734 (↑5%)	0	1,000 (↓ -100%)	1,700 (↓ -100%)	4,700	31,835 (↓ -85%)	4,668 (↑1%)	50.7%	44.3% (↑15%)	53.0% (↓ -4%)
Dec	5,200	80,600 (↓ -94%)	77,750 (↓ -93%)	0	0 (-)	0 (-)	849	410 (↑107%)	1,321 (↓ -36%)	6.1%	94.9% (↓ -94%)	73.5% (↓ -92%)
Q4 2023	109,341	119,850 (↓ -9%)	185,607 (↓ -41%)	8,000	35,000 (↓ -77%)	6,700 (↑19%)	14,640	48,946 (↓ -70%)	10,707 (↑37%)	32.9%	48.4%(↓ -32%)	53.6% (↓ -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%)	23,055 (↓ -68%)	0	0 (-)	0 (-)	7,830	188 (↑4k%)	11,830 (↓ -34%)	35.6%	42.0% (↓ -15%)	41.6% (↓ -14%)
Feb	11,675	5,958 (↑96%)	5,934 (↑97%)	0	0 (-)	0 (-)	11,395	1,575 (↑623%)	6,517 (↑75%)	20.1%	16.5% (↑22%)	21.2% (↓ -5%)
Mar	25,826	28,400 (↓ -9%)	39,401 (↓ -34%)	0	0 (-)	0 (-)	12,285	20,055 (↓ -39%)	6,319 (↑94%)	22.3%	48.3% (↓ -54%)	50.3% (↓ -56%)
Q1 2024	44,951	51,328 (↓ -12%)	68,390 (↓ -34%)	0	0 (-)	0 (-)	31,510	21,818 (↑44%)	24,666 (↑28%)	23.1%	37.9%(↓ -39%)	42.3% (↓ -45%)
Apr	128,136	88,250 (↑45%)	23,006 (↑457%)	18,000	12,000 (↑50%)	0 (-)	6,140	4,522 (↑36%)	10,024 (↓ -39%)	59.9%	63.9% (↓ -6%)	27.9% (↑114%)
May	86,714	83,850 (↑3%)	103,505 (↓ -16%)	0	23,000 (↓ -100%)	0 (-)	44,490	1,616 (↑3k%)	12,451 (↑257%)	61.6%	65.5% (↓ -6%)	83.2% (↓ -26%)
Jun	21,300	24,090 (↓ -12%)	40,307 (↓ -47%)	0	0 (-)	0 (-)	14,853	18,552 (↓ -20%)	18,960 (↓ -22%)	23.1%	24.6% (↓ -6%)	22.1% (↑5%)
Q2 2024	236,150	196,190 (↑20%)	166,818 (↑42%)	18,000	35,000 (↓ -49%)	0 (-)	65,483	24,690 (↑165%)	41,435 (↑58%)	52.8%	53.9%(↓ -2%)	42.8% (↑23%)
Jul	30,168	9,900 (↑205%)	16,951 (↑78%)	0	21,800 (↓ -100%)	3,000 (↓ -100%)	3,575	10,917 (↓ -67%)	31,750 (↓ -89%)	36.9%	9.7% (↑279%)	15.7% (↑135%)
Aug	4,500	15,380 (↓ -71%)	24,700 (↓ -82%)	10,000	18,000 (↓ -44%)	0 (-)	42,450	1,120 (↑4k%)	4,630 (↑817%)	6.5%	16.9% (↓ -62%)	19.0% (↓ -66%)
Sep	44,275	50,897 (↓ -13%)	66,835 (↓ -34%)	0	0 (-)	15,000 (↓ -100%)	8,560	3,155 (↑171%)	12,340 (↓ -31%)	32.3%	40.3% (↓ -20%)	45.6% (↓ -29%)
Q3 2024	78,943	76,177 (↑4%)	108,486 (↓ -27%)	10,000	39,800 (↓ -75%)	18,000 (↓ -44%)	54,585	15,192 (↑259%)	48,720 (↑12%)	27.4%	23.9%(↑15%)	28.2% (↓ -3%)
Oct	27,275	25,756 (↑6%)	34,295 (↓ -20%)	17,900	8,000 (↑124%)	14,000 (↑28%)	12,840	3,095 (↑315%)	78,175 (↓ -84%)	21.2%	31.9% (↓ -34%)	25.3% (↓ -16%)
Nov	37,580	40,899 (↓ -8%)	44,000 (↓ -15%)	0	0 (-)	0 (-)	32,050	30,475 (↑5%)	12,205 (↑163%)	31.9%	39.3% (↓ -19%)	31.8% (↑1%)
Dec	6,600	5,200 (↑27%)	80,800 (↓ -92%)	0	0 (-)	0 (-)	6,500	69,600 (↓ -91%)	3,151 (↑106%)	8.2%	36.6% (↓ -78%)	73.9% (↓ -89%)
Q4 2024	71,455	71,855 (↓ -1%)	159,095 (↓ -55%)	17,900	8,000 (↑124%)	14,000 (↑28%)	51,390	103,170 (↓ -50%)	93,531 (↓ -45%)	21.8%	36.1%(↓ -39%)	41.5% (↓ -47%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:05/03/2023

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	250 (↑ 534%)	8,750 (↓ -82%)	90.9%	61.5% (↑ 48%)	0.0% (-)
Feb	11,900	11,675 (↑ 2%)	5,000 (↑ 138%)	0	0 (-)	5,000 (↓ -100%)	4,450	7,750 (↓ -43%)	4,900 (↓ -9%)	37.4%	26.4% (↑ 42%)	20.9% (↑ 79%)
Mar	51,847	5,600 (↑ 826%)	1,610 (↑ 3k%)	7,000	0 (-)	14,000 (↓ -50%)	8,425	19,393 (↓ -57%)	16,146 (↓ -48%)	28.1%	6.6% (↑ 324%)	2.0% (↑ 1k%)
Q1 2025	67,747	24,475 (↑ 177%)	6,610 (↑ 925%)	7,000	0 (-)	19,000 (↓ -63%)	14,459	27,393 (↓ -47%)	29,796 (↓ -51%)	30.7%	17.4%(↑ 76%)	4.8% (↑ 543%)
Apr	62,500	110,695 (↓ -44%)	23,677 (↑ 164%)	0	18,000 (↓ -100%)	0 (-)	6,850	19,638 (↓ -65%)	9,540 (↓ -28%)	34.7%	64.3% (↓ -46%)	19.4% (↑ 79%)
May	17,380	86,564 (↓ -80%)	39,400 (↓ -56%)	23,000	0 (-)	0 (-)	19,500	40,250 (↓ -52%)	5,091 (↑ 283%)	26.4%	68.1% (↓ -61%)	48.6% (↓ -46%)
Jun	30,875	19,350 (↑ 60%)	26,220 (↑ 18%)	2,000	0 (-)	0 (-)	26,840	12,350 (↑ 117%)	4,276 (↑ 528%)	33.9%	30.2% (↑ 12%)	23.1% (↑ 47%)
Q2 2025	110,755	216,609 (↓ -49%)	89,297 (↑ 24%)	25,000	18,000 (↑ 39%)	0 (-)	53,190	72,238 (↓ -26%)	18,907 (↑ 181%)	32.9%	59.6%(↓ -45%)	28.2% (↑ 17%)
Jul	13,443	21,300 (↓ -37%)	20,310 (↓ -34%)	0	0 (-)	0 (-)	11,322	3,700 (↑ 206%)	11,615 (↓ -3%)	19.5%	34.6% (↓ -44%)	22.4% (↓ -13%)
Aug	3,000	4,500 (↓ -33%)	43,500 (↓ -93%)	0	10,000 (↓ -100%)	0 (-)	4,950	68,500 (↓ -93%)	3,425 (↑ 45%)	7.0%	17.0% (↓ -59%)	49.6% (↓ -86%)
Sep	33,760	44,000 (↓ -23%)	31,000 (↑ 9%)	0	0 (-)	10,500 (↓ -100%)	5,545	3,735 (↑ 48%)	34,705 (↓ -84%)	32.6%	39.5% (↓ -17%)	18.3% (↑ 79%)
Q3 2025	50,203	69,800 (↓ -28%)	94,810 (↓ -47%)	0	10,000 (↓ -100%)	10,500 (↓ -100%)	21,817	75,935 (↓ -71%)	49,745 (↓ -56%)	23.4%	35.0%(↓ -33%)	27.3% (↓ -14%)
Oct	21,490	4,600 (↑ 367%)	26,900 (↓ -20%)	15,500	17,900 (↓ -13%)	0 (-)	14,475	1,700 (↑ 751%)	18,273 (↓ -21%)	20.1%	6.1% (↑ 226%)	54.1% (↓ -63%)
Nov	7,400	37,400 (↓ -80%)	34,850 (↓ -79%)	0	0 (-)	0 (-)	40,500	33,500 (↑ 21%)	10,230 (↑ 296%)	9.7%	41.9% (↓ -77%)	54.0% (↓ -82%)
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 (-)	56,975	104,800 (↓ -46%)	28,503 (↑ 100%)	15.3%	27.4%(↓ -44%)	35.1% (↓ -56%)

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