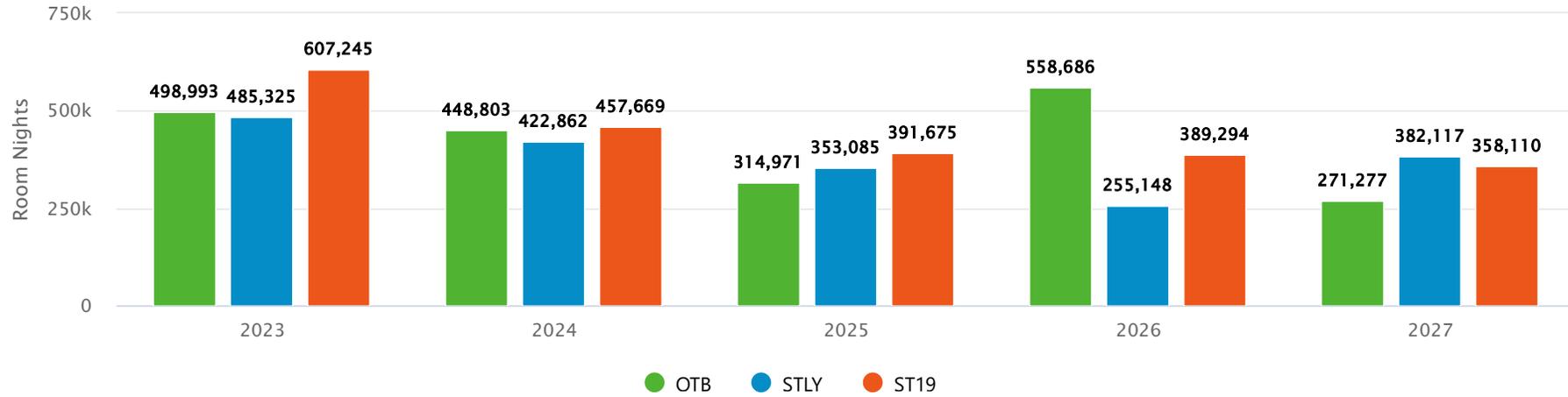


Room Nights: OTB Vs STLY



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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	498,993	485,325 (↑3%)	607,245 (↓-18%)	130,208	114,841 (↑13%)	122,869 (↑6%)	30,588	31,328 (↓-2%)	75,701 (↓-60%)	25.0%	24.1% (↑3%)	28.4% (↓-12%)
2024	448,803	422,862 (↑6%)	457,669 (↓-2%)	76,831	130,208 (↓-41%)	46,818 (↑64%)	163,743	151,916 (↑8%)	186,923 (↓-12%)	24.1%	27.8% (↓-13%)	23.7% (↑2%)
2025	314,971	353,085 (↓-11%)	391,675 (↓-20%)	81,050	76,831 (↑5%)	52,393 (↑55%)	225,535	138,806 (↑62%)	176,443 (↑28%)	20.9%	27.2% (↓-23%)	24.7% (↓-16%)
2026	558,686	255,148 (↑119%)	389,294 (↑44%)	37,387	76,384 (↓-51%)	80,954 (↓-54%)	218,880	204,311 (↑7%)	134,887 (↑62%)	44.8%	26.2% (↑71%)	32.2% (↑39%)
2027	271,277	382,117 (↓-29%)	358,110 (↓-24%)	45,189	37,387 (↑21%)	93,709 (↓-52%)	190,163	140,363 (↑35%)	132,250 (↑44%)	32.7%	46.4% (↓-30%)	35.9% (↓-9%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:05/30/2023

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 (-)	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%)	62,343 (↓ -2%)	31,545	31,598 (0%)	17,461 (↑81%)	0	0 (-)	3,810 (↓ -100%)	28.4%	37.2% (↓ -24%)	33.6% (↓ -16%)
May	49,801	32,191 (↑55%)	90,891 (↓ -45%)	25,007	0 (-)	16,997 (↑47%)	60	0 (-)	1,331 (↓ -95%)	27.0%	13.4% (↑102%)	36.4% (↓ -26%)
Jun	52,160	43,560 (↑20%)	100,939 (↓ -48%)	0	5,824 (↓ -100%)	0 (-)	1,477	3,413 (↓ -57%)	9,145 (↓ -84%)	20.4%	14.7% (↑39%)	40.8% (↓ -50%)
Q2 2023	163,071	137,401 (↑19%)	254,173 (↓ -36%)	56,552	37,422 (↑51%)	34,458 (↑64%)	1,537	3,413 (↓ -55%)	14,286 (↓ -89%)	24.9%	19.5%(↑27%)	37.3% (↓ -33%)
Jul	26,463	65,787 (↓ -60%)	46,655 (↓ -43%)	34,494	4,195 (↑722%)	30,429 (↑13%)	6,827	2,525 (↑170%)	4,334 (↑58%)	12.0%	43.2% (↓ -72%)	22.9% (↓ -48%)
Aug	29,595	16,290 (↑82%)	28,768 (↑3%)	21,855	3,316 (↑559%)	2,166 (↑909%)	2,855	2,516 (↑13%)	27,842 (↓ -90%)	16.8%	9.6% (↑75%)	16.8% (0%)
Sep	50,778	63,085 (↓ -20%)	44,501 (↑14%)	2,782	0 (-)	17,622 (↓ -84%)	6,226	8,854 (↓ -30%)	7,944 (↓ -22%)	24.5%	32.1% (↓ -24%)	15.7% (↑56%)
Q3 2023	106,836	145,162 (↓ -26%)	119,924 (↓ -11%)	59,131	7,511 (↑687%)	50,217 (↑18%)	15,908	13,895 (↑14%)	40,120 (↓ -60%)	17.7%	28.0%(↓ -37%)	18.2% (↓ -3%)
Oct	69,108	50,730 (↑36%)	61,001 (↑13%)	14,525	51,127 (↓ -72%)	164 (↑9k%)	9,927	10,028 (↓ -1%)	5,181 (↑92%)	34.1%	22.9% (↑49%)	40.6% (↓ -16%)
Nov	65,955	62,999 (↑5%)	56,824 (↑16%)	0	800 (↓ -100%)	6,585 (↓ -100%)	1,556	3,492 (↓ -55%)	6,551 (↓ -76%)	35.6%	55.2% (↓ -35%)	33.0% (↑8%)
Dec	4,415	38,384 (↓ -88%)	34,647 (↓ -87%)	0	0 (-)	0 (-)	1,660	500 (↑232%)	651 (↑155%)	8.6%	83.6% (↓ -90%)	36.9% (↓ -77%)
Q4 2023	139,478	152,113 (↓ -8%)	152,472 (↓ -9%)	14,525	51,927 (↓ -72%)	6,749 (↑115%)	13,143	14,020 (↓ -6%)	12,383 (↑6%)	31.8%	39.9%(↓ -20%)	36.7% (↓ -13%)

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FuturePace: STLY Report

Prepared on:05/30/2023

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	21,904 (↓ -21%)	31,711 (↓ -45%)	0	0 (-)	0 (-)	2,480	569 (↑336%)	10,914 (↓ -77%)	32.8%	44.2% (↓ -26%)	36.4% (↓ -10%)
Feb	14,310	3,547 (↑303%)	9,060 (↑58%)	0	0 (-)	0 (-)	12,428	12,044 (↑3%)	12,054 (↑3%)	15.0%	6.2% (↑142%)	11.6% (↑30%)
Mar	21,853	43,295 (↓ -50%)	58,083 (↓ -62%)	0	0 (-)	0 (-)	14,367	10,541 (↑36%)	8,211 (↑75%)	16.1%	41.7% (↓ -61%)	44.8% (↓ -64%)
Q1 2024	53,488	68,746 (↓ -22%)	98,854 (↓ -46%)	0	0 (-)	0 (-)	29,275	23,154 (↑26%)	31,179 (↓ -6%)	18.8%	32.7% (↓ -42%)	33.5% (↓ -44%)
Apr	79,466	50,827 (↑56%)	37,210 (↑114%)	34,700	31,545 (↑10%)	0 (-)	11,931	23,208 (↓ -49%)	15,696 (↓ -24%)	31.2%	31.9% (↓ -2%)	26.3% (↑19%)
May	53,699	40,302 (↑33%)	71,044 (↓ -24%)	0	25,007 (↓ -100%)	0 (-)	5,401	11,034 (↓ -51%)	18,343 (↓ -71%)	30.0%	32.8% (↓ -8%)	54.2% (↓ -45%)
Jun	45,939	44,734 (↑3%)	49,580 (↓ -7%)	0	0 (-)	0 (-)	33,429	28,288 (↑18%)	10,817 (↑209%)	24.9%	21.5% (↑16%)	14.5% (↑72%)
Q2 2024	179,104	135,863 (↑32%)	157,834 (↑13%)	34,700	56,552 (↓ -39%)	0 (-)	50,761	62,530 (↓ -19%)	44,856 (↑13%)	29.0%	27.7% (↑5%)	25.6% (↑13%)
Jul	66,015	19,065 (↑246%)	28,804 (↑129%)	0	34,494 (↓ -100%)	6,000 (↓ -100%)	9,119	21,707 (↓ -58%)	30,077 (↓ -70%)	34.9%	11.7% (↑199%)	19.2% (↑81%)
Aug	6,190	26,926 (↓ -77%)	18,128 (↓ -66%)	13,720	21,855 (↓ -37%)	0 (-)	21,789	4,096 (↑432%)	14,267 (↑53%)	6.2%	18.1% (↓ -66%)	9.4% (↓ -34%)
Sep	47,678	45,410 (↑5%)	39,162 (↑22%)	0	2,782 (↓ -100%)	12,138 (↓ -100%)	21,099	4,047 (↑421%)	18,108 (↑17%)	26.7%	27.7% (↓ -4%)	26.0% (↑3%)
Q3 2024	119,883	91,401 (↑31%)	86,094 (↑39%)	13,720	59,131 (↓ -77%)	18,138 (↓ -24%)	52,007	29,850 (↑74%)	62,452 (↓ -17%)	25.6%	19.2% (↑33%)	17.5% (↑47%)
Oct	58,888	61,324 (↓ -4%)	52,638 (↑12%)	28,411	14,525 (↑96%)	28,680 (↓ -1%)	16,402	7,077 (↑132%)	28,234 (↓ -42%)	21.7%	38.3% (↓ -43%)	19.8% (↑10%)
Nov	30,403	61,443 (↓ -51%)	24,353 (↑25%)	0	0 (-)	0 (-)	11,898	3,920 (↑204%)	16,267 (↓ -27%)	17.3%	38.1% (↓ -54%)	12.5% (↑38%)
Dec	7,037	4,085 (↑72%)	37,896 (↓ -81%)	0	0 (-)	0 (-)	3,400	25,385 (↓ -87%)	3,935 (↓ -14%)	15.2%	18.7% (↓ -19%)	55.2% (↓ -73%)
Q4 2024	96,328	126,852 (↓ -24%)	114,887 (↓ -16%)	28,411	14,525 (↑96%)	28,680 (↓ -1%)	31,700	36,382 (↓ -13%)	48,436 (↓ -35%)	19.5%	36.9% (↓ -47%)	21.7% (↓ -10%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:05/30/2023

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	6,077	16,905 (↓ -64%)	0 (-)	0	0 (-)	0 (-)	8,419	1,110 (↑658%)	14,639 (↓ -42%)	65.9%	59.8% (↑10%)	0.0% (-)
Feb	9,027	14,310 (↓ -37%)	3,002 (↑201%)	0	0 (-)	11,894 (↓ -100%)	11,869	7,688 (↑54%)	6,529 (↑82%)	15.5%	22.1% (↓ -30%)	6.1% (↑155%)
Mar	40,399	12,959 (↑212%)	17,322 (↑133%)	21,285	0 (-)	28,655 (↓ -26%)	25,683	5,245 (↑390%)	16,507 (↑56%)	16.6%	14.9% (↑12%)	10.8% (↑54%)
Q1 2025	55,503	44,174 (↑26%)	20,324 (↑173%)	21,285	0 (-)	40,549 (↓ -48%)	45,971	14,043 (↑227%)	37,675 (↑22%)	17.9%	24.6% (↓ -27%)	7.3% (↑146%)
Apr	61,871	60,943 (↑2%)	39,099 (↑58%)	550	34,700 (↓ -98%)	0 (-)	13,859	26,878 (↓ -48%)	8,466 (↑64%)	34.1%	34.1% (0%)	16.2% (↑111%)
May	34,014	53,309 (↓ -36%)	54,668 (↓ -38%)	25,007	0 (-)	0 (-)	25,459	953 (↑3k%)	12,873 (↑98%)	27.9%	38.3% (↓ -27%)	44.0% (↓ -37%)
Jun	45,493	38,043 (↑20%)	47,165 (↓ -4%)	4,666	0 (-)	0 (-)	47,359	31,827 (↑49%)	10,445 (↑353%)	25.6%	31.3% (↓ -18%)	18.0% (↑42%)
Q2 2025	141,378	152,295 (↓ -7%)	140,932 (0%)	30,223	34,700 (↓ -13%)	0 (-)	86,677	59,658 (↑45%)	31,784 (↑173%)	29.4%	34.7% (↓ -15%)	22.4% (↑31%)
Jul	34,929	54,818 (↓ -36%)	55,296 (↓ -37%)	0	0 (-)	0 (-)	9,357	11,441 (↓ -18%)	20,531 (↓ -54%)	28.0%	35.0% (↓ -20%)	31.5% (↓ -11%)
Aug	7,580	5,830 (↑30%)	38,791 (↓ -80%)	0	13,720 (↓ -100%)	0 (-)	10,734	14,694 (↓ -27%)	10,532 (↑2%)	8.9%	8.9% (↓ -1%)	36.4% (↓ -76%)
Sep	28,710	46,789 (↓ -39%)	28,493 (↑1%)	0	0 (-)	11,844 (↓ -100%)	15,025	5,728 (↑162%)	41,867 (↓ -64%)	20.9%	31.9% (↓ -35%)	19.8% (↑6%)
Q3 2025	71,219	107,437 (↓ -34%)	122,580 (↓ -42%)	0	13,720 (↓ -100%)	11,844 (↓ -100%)	35,116	31,863 (↑10%)	72,930 (↓ -52%)	20.5%	29.2% (↓ -30%)	28.8% (↓ -29%)
Oct	17,971	14,359 (↑25%)	63,404 (↓ -72%)	29,542	28,411 (↑4%)	0 (-)	36,500	2,242 (↑2k%)	24,157 (↑51%)	8.7%	8.7% (0%)	56.7% (↓ -85%)
Nov	9,828	29,833 (↓ -67%)	33,718 (↓ -71%)	0	0 (-)	0 (-)	17,198	5,615 (↑206%)	9,897 (↑74%)	8.5%	23.2% (↓ -63%)	39.4% (↓ -78%)
Dec	19,072	4,987 (↑282%)	10,717 (↑78%)	0	0 (-)	0 (-)	4,073	25,385 (↓ -84%)	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 (-)	57,771	33,242 (↑74%)	34,054 (↑70%)	12.6%	15.9% (↓ -21%)	42.7% (↓ -70%)

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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 (-)	19,480	690 (↑3k%)	14,394 (↑35%)	76.0%	100.0% (↓-24%)	19.7% (↑287%)
Feb	21,175	2,075 (↑920%)	8,060 (↑163%)	0	0 (-)	0 (-)	4,816	4,792 (↑1%)	4,809 (0%)	73.2%	7.8% (↑844%)	8.2% (↑799%)
Mar	58,162	19,950 (↑192%)	22,525 (↑158%)	0	21,285 (↓-100%)	5,761 (↓-100%)	11,116	32,386 (↓-66%)	11,493 (↓-3%)	51.9%	12.1% (↑327%)	13.4% (↑287%)
Q1 2026	119,090	27,682 (↑330%)	32,505 (↑266%)	0	21,285 (↓-100%)	5,761 (↓-100%)	35,412	37,868 (↓-6%)	30,696 (↑15%)	61.6%	14.1% (↑338%)	11.8% (↑424%)
Apr	54,685	61,833 (↓-12%)	36,772 (↑49%)	0	550 (↓-100%)	31,598 (↓-100%)	5,894	2,091 (↑182%)	8,210 (↓-28%)	53.3%	41.6% (↑28%)	51.9% (↑3%)
May	34,165	31,041 (↑10%)	22,939 (↑49%)	28,435	25,007 (↑14%)	0 (-)	25,374	23,537 (↑8%)	22,910 (↑11%)	42.1%	45.3% (↓-7%)	18.0% (↑133%)
Jun	167,142	44,516 (↑275%)	31,802 (↑426%)	0	0 (-)	0 (-)	3,980	6,757 (↓-41%)	16,897 (↓-76%)	74.2%	36.7% (↑102%)	16.3% (↑355%)
Q2 2026	255,992	137,390 (↑86%)	91,513 (↑180%)	28,435	25,557 (↑11%)	31,598 (↓-10%)	35,248	32,385 (↑9%)	48,017 (↓-27%)	62.6%	40.6% (↑54%)	23.3% (↑169%)
Jul	84,989	22,516 (↑277%)	64,590 (↑32%)	0	0 (-)	0 (-)	64,823	5,264 (↑1k%)	3,817 (↑2k%)	59.0%	35.9% (↑64%)	60.0% (↓-2%)
Aug	15,639	7,580 (↑106%)	12,588 (↑24%)	0	0 (-)	0 (-)	7,917	19,306 (↓-59%)	3,283 (↑141%)	16.7%	14.6% (↑14%)	21.3% (↓-22%)
Sep	25,020	26,344 (↓-5%)	56,000 (↓-55%)	0	0 (-)	0 (-)	16,905	25,030 (↓-32%)	24,635 (↓-31%)	28.8%	26.8% (↑7%)	50.5% (↓-43%)
Q3 2026	125,648	56,440 (↑123%)	133,178 (↓-6%)	0	0 (-)	0 (-)	89,645	49,600 (↑81%)	31,735 (↑182%)	38.7%	26.5% (↑46%)	48.0% (↓-19%)
Oct	50,305	9,168 (↑449%)	48,116 (↑5%)	0	29,542 (↓-100%)	43,595 (↓-100%)	13,527	41,584 (↓-67%)	13,700 (↓-1%)	23.8%	8.0% (↑198%)	32.3% (↓-27%)
Nov	2,801	7,953 (↓-65%)	53,197 (↓-95%)	8,952	0 (-)	0 (-)	40,873	17,489 (↑134%)	4,375 (↑834%)	4.2%	8.9% (↓-53%)	66.6% (↓-94%)
Dec	4,850	16,515 (↓-71%)	30,785 (↓-84%)	0	0 (-)	0 (-)	4,175	25,385 (↓-84%)	6,364 (↓-34%)	12.0%	78.8% (↓-85%)	93.6% (↓-87%)
Q4 2026	57,956	33,636 (↑72%)	132,098 (↓-56%)	8,952	29,542 (↓-70%)	43,595 (↓-79%)	58,575	84,458 (↓-31%)	24,439 (↑140%)	18.2%	14.9% (↑22%)	50.5% (↓-64%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

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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 (-)	1,670	4,595 (↓ -64%)	16,215 (↓ -90%)	70.5%	81.6% (↓ -14%)	87.0% (↓ -19%)
Feb	31,813	19,068 (↑ 67%)	0 (-)	0	0 (-)	0 (-)	17,120	1,710 (↑ 901%)	1,710 (↑ 901%)	59.0%	100.0% (↓ -41%)	0.0% (-)
Mar	13,820	56,487 (↓ -76%)	32,073 (↓ -57%)	0	0 (-)	0 (-)	25,826	8,596 (↑ 200%)	7,985 (↑ 223%)	30.5%	65.0% (↓ -53%)	51.4% (↓ -41%)
Q1 2027	66,853	115,308 (↓ -42%)	50,699 (↑ 32%)	0	0 (-)	0 (-)	44,616	14,901 (↑ 199%)	25,910 (↑ 72%)	51.7%	74.5% (↓ -31%)	47.2% (↑ 10%)
Apr	32,154	54,685 (↓ -41%)	48,284 (↓ -33%)	400	0 (-)	31,545 (↓ -99%)	6,607	5,492 (↑ 20%)	7,232 (↓ -9%)	30.8%	67.4% (↓ -54%)	39.8% (↓ -23%)
May	29,804	31,314 (↓ -5%)	46,986 (↓ -37%)	24,607	28,435 (↓ -13%)	0 (-)	20,847	1,320 (↑ 1k%)	2,350 (↑ 787%)	45.7%	53.9% (↓ -15%)	64.2% (↓ -29%)
Jun	29,360	40,038 (↓ -27%)	28,915 (↑ 2%)	20,182	0 (-)	0 (-)	37,994	17,816 (↑ 113%)	14,190 (↑ 168%)	36.9%	63.8% (↓ -42%)	18.3% (↑ 102%)
Q2 2027	91,318	126,037 (↓ -28%)	124,185 (↓ -26%)	45,189	28,435 (↑ 59%)	31,545 (↑ 43%)	65,448	24,628 (↑ 166%)	23,772 (↑ 175%)	36.7%	62.4% (↓ -41%)	35.2% (↑ 4%)
Jul	4,497	48,078 (↓ -91%)	15,788 (↓ -72%)	0	0 (-)	30,534 (↓ -100%)	27,134	40,061 (↓ -32%)	43,457 (↓ -38%)	5.9%	53.7% (↓ -89%)	27.6% (↓ -79%)
Aug	0	15,639 (↓ -100%)	13,825 (↓ -100%)	0	0 (-)	17,105 (↓ -100%)	18,766	32,663 (↓ -43%)	18,829 (0%)	0.0%	32.0% (↓ -100%)	16.0% (↓ -100%)
Sep	25,679	25,020 (↑ 3%)	43,043 (↓ -40%)	0	0 (-)	0 (-)	17,889	0 (-)	10,808 (↑ 66%)	40.4%	36.8% (↑ 10%)	39.1% (↑ 3%)
Q3 2027	30,176	88,737 (↓ -66%)	72,656 (↓ -58%)	0	0 (-)	47,639 (↓ -100%)	63,789	72,724 (↓ -12%)	73,094 (↓ -13%)	14.2%	43.0% (↓ -67%)	28.6% (↓ -50%)
Oct	18,149	47,185 (↓ -62%)	55,102 (↓ -67%)	0	0 (-)	14,525 (↓ -100%)	5,100	675 (↑ 656%)	1,150 (↑ 343%)	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%)	16,310	28,110 (↓ -42%)	9,474 (↑ 72%)	34.9%	20.1% (↑ 74%)	38.8% (↓ -10%)

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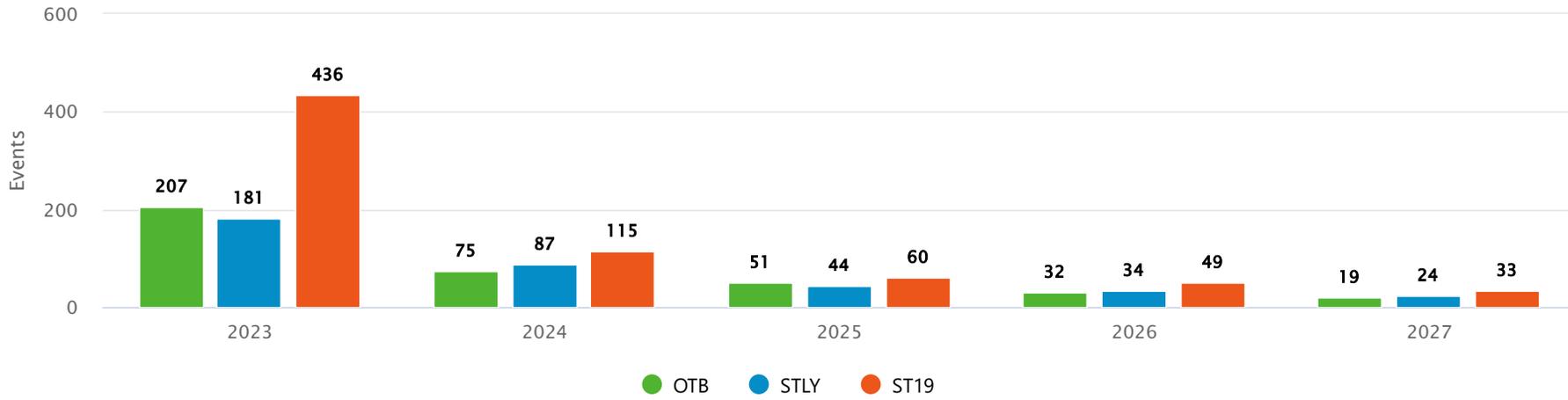
Assists: Exclude Assists

Measurements: Room Nights, Events, Attendees

FuturePace: STLY Report

Prepared on:05/30/2023

Events: OTB Vs STLY



Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:05/30/2023

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	207	181 (↑ 14%)	436 (↓ -53%)	7	12 (↓ -42%)	9 (↓ -22%)	43	63 (↓ -32%)	136 (↓ -68%)	27.8%	26.1% (↑ 7%)	33.2% (↓ -16%)
2024	75	87 (↓ -14%)	115 (↓ -35%)	5	7 (↓ -29%)	3 (↑ 67%)	92	91 (↑ 1%)	181 (↓ -49%)	18.4%	26.4% (↓ -30%)	20.9% (↓ -12%)
2025	51	44 (↑ 16%)	60 (↓ -15%)	5	5 (0%)	3 (↑ 67%)	70	45 (↑ 56%)	106 (↓ -34%)	21.3%	22.4% (↓ -5%)	21.4% (↓ -1%)
2026	32	34 (↓ -6%)	49 (↓ -35%)	2	4 (↓ -50%)	2 (0%)	44	42 (↑ 5%)	56 (↓ -21%)	24.8%	31.5% (↓ -21%)	30.6% (↓ -19%)
2027	19	24 (↓ -21%)	33 (↓ -42%)	2	2 (0%)	4 (↓ -50%)	22	21 (↑ 5%)	30 (↓ -27%)	24.4%	32.0% (↓ -24%)	29.7% (↓ -18%)

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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 (-)	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%)	56 (↓ -61%)	1	1 (0%)	0 (-)	0	0 (-)	10 (↓ -100%)	27.2%	32.1% (↓ -15%)	35.0% (↓ -22%)
May	22	16 (↑38%)	51 (↓ -57%)	1	0 (-)	1 (0%)	1	0 (-)	9 (↓ -89%)	27.8%	20.5% (↑36%)	36.4% (↓ -24%)
Jun	24	23 (↑4%)	47 (↓ -49%)	0	1 (↓ -100%)	0 (-)	4	11 (↓ -64%)	13 (↓ -69%)	31.2%	28.0% (↑11%)	30.1% (↑3%)
Q2 2023	68	65 (↑5%)	154 (↓ -56%)	2	2 (0%)	1 (↑100%)	5	11 (↓ -55%)	32 (↓ -84%)	28.7%	27.0%(↑6%)	33.8% (↓ -15%)
Jul	21	17 (↑24%)	61 (↓ -66%)	2	1 (↑100%)	1 (↑100%)	4	6 (↓ -33%)	16 (↓ -75%)	25.0%	31.5% (↓ -21%)	46.2% (↓ -46%)
Aug	11	13 (↓ -15%)	28 (↓ -61%)	2	1 (↑100%)	1 (↑100%)	3	7 (↓ -57%)	12 (↓ -75%)	21.2%	23.6% (↓ -11%)	39.4% (↓ -46%)
Sep	21	19 (↑11%)	40 (↓ -47%)	0	0 (-)	2 (↓ -100%)	10	13 (↓ -23%)	25 (↓ -60%)	23.3%	24.1% (↓ -3%)	23.5% (↓ -1%)
Q3 2023	53	49 (↑8%)	129 (↓ -59%)	4	2 (↑100%)	4 (0%)	17	26 (↓ -35%)	53 (↓ -68%)	23.5%	26.1%(↓ -10%)	34.6% (↓ -32%)
Oct	28	11 (↑155%)	43 (↓ -35%)	1	2 (↓ -50%)	1 (0%)	15	18 (↓ -17%)	24 (↓ -37%)	26.7%	13.6% (↑96%)	31.2% (↓ -14%)
Nov	10	11 (↓ -9%)	22 (↓ -55%)	0	1 (↓ -100%)	1 (↓ -100%)	5	6 (↓ -17%)	16 (↓ -69%)	26.3%	32.4% (↓ -19%)	31.9% (↓ -17%)
Dec	2	7 (↓ -71%)	7 (↓ -71%)	0	0 (-)	0 (-)	1	2 (↓ -50%)	5 (↓ -80%)	28.6%	58.3% (↓ -51%)	35.0% (↓ -18%)
Q4 2023	40	29 (↑38%)	72 (↓ -44%)	1	3 (↓ -67%)	2 (↓ -50%)	21	26 (↓ -19%)	45 (↓ -53%)	26.7%	22.8%(↑17%)	31.7% (↓ -16%)

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FuturePace: STLY Report

Prepared on:05/30/2023

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	6 (↓ -67%)	8 (↓ -75%)	0	0 (-)	0 (-)	4	2 (↑ 100%)	8 (↓ -50%)	14.3%	42.9% (↓ -67%)	32.0% (↓ -55%)
Feb	4	4 (0%)	6 (↓ -33%)	0	0 (-)	0 (-)	8	4 (↑ 100%)	5 (↑ 60%)	18.2%	26.7% (↓ -32%)	25.0% (↓ -27%)
Mar	10	6 (↑ 67%)	14 (↓ -29%)	0	0 (-)	0 (-)	8	11 (↓ -27%)	11 (↓ -27%)	25.6%	22.2% (↑ 15%)	25.0% (↑ 3%)
Q1 2024	16	16 (0%)	28 (↓ -43%)	0	0 (-)	0 (-)	20	17 (↑ 18%)	24 (↓ -17%)	21.3%	28.6% (↓ -25%)	26.7% (↓ -20%)
Apr	10	11 (↓ -9%)	12 (↓ -17%)	1	1 (0%)	0 (-)	6	10 (↓ -40%)	23 (↓ -74%)	17.5%	31.4% (↓ -44%)	18.5% (↓ -5%)
May	6	7 (↓ -14%)	11 (↓ -45%)	0	1 (↓ -100%)	0 (-)	7	6 (↑ 17%)	19 (↓ -63%)	18.2%	21.2% (↓ -14%)	26.2% (↓ -31%)
Jun	10	9 (↑ 11%)	16 (↓ -37%)	0	0 (-)	0 (-)	11	17 (↓ -35%)	19 (↓ -42%)	20.0%	27.3% (↓ -27%)	18.6% (↑ 8%)
Q2 2024	26	27 (↓ -4%)	39 (↓ -33%)	1	2 (↓ -50%)	0 (-)	24	33 (↓ -27%)	61 (↓ -61%)	18.6%	26.7% (↓ -31%)	20.2% (↓ -8%)
Jul	11	11 (0%)	10 (↑ 10%)	0	2 (↓ -100%)	1 (↓ -100%)	5	15 (↓ -67%)	16 (↓ -69%)	23.4%	25.0% (↓ -6%)	21.3% (↑ 10%)
Aug	3	6 (↓ -50%)	4 (↓ -25%)	1	2 (↓ -50%)	0 (-)	6	5 (↑ 20%)	12 (↓ -50%)	15.0%	21.4% (↓ -30%)	12.1% (↑ 24%)
Sep	6	7 (↓ -14%)	9 (↓ -33%)	0	0 (-)	1 (↓ -100%)	16	7 (↑ 129%)	21 (↓ -24%)	14.0%	20.0% (↓ -30%)	18.4% (↓ -24%)
Q3 2024	20	24 (↓ -17%)	23 (↓ -13%)	1	4 (↓ -75%)	2 (↓ -50%)	27	27 (0%)	49 (↓ -45%)	18.2%	22.4% (↓ -19%)	17.8% (↑ 2%)
Oct	5	12 (↓ -58%)	14 (↓ -64%)	3	1 (↑ 200%)	1 (↑ 200%)	15	10 (↑ 50%)	29 (↓ -48%)	10.2%	27.9% (↓ -63%)	19.7% (↓ -48%)
Nov	6	6 (0%)	7 (↓ -14%)	0	0 (-)	0 (-)	4	3 (↑ 33%)	14 (↓ -71%)	21.4%	31.6% (↓ -32%)	15.9% (↑ 35%)
Dec	2	2 (0%)	4 (↓ -50%)	0	0 (-)	0 (-)	2	1 (↑ 100%)	4 (↓ -50%)	33.3%	66.7% (↓ -50%)	44.4% (↓ -25%)
Q4 2024	13	20 (↓ -35%)	25 (↓ -48%)	3	1 (↑ 200%)	1 (↑ 200%)	21	14 (↑ 50%)	47 (↓ -55%)	15.7%	30.8% (↓ -49%)	20.2% (↓ -22%)

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Assists: Exclude Assists

Measurements: Room Nights, Events, Attendees

FuturePace: STLY Report

Prepared on:05/30/2023

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%)	4 (↓ -50%)	66.7%	25.0% (↑167%)	0.0% (-)
Feb	4	4 (0%)	2 (↑100%)	0	0 (-)	1 (↓ -100%)	3	2 (↑50%)	3 (0%)	30.8%	28.6% (↑8%)	20.0% (↑54%)
Mar	11	3 (↑267%)	4 (↑175%)	1	0 (-)	1 (0%)	11	2 (↑450%)	11 (0%)	26.8%	18.8% (↑43%)	16.0% (↑68%)
Q1 2025	17	8 (↑113%)	6 (↑183%)	1	0 (-)	2 (↓ -50%)	16	6 (↑167%)	18 (↓ -11%)	29.8%	23.5% (↑27%)	13.3% (↑124%)
Apr	3	4 (↓ -25%)	5 (↓ -40%)	0	1 (↓ -100%)	0 (-)	10	10 (0%)	10 (0%)	17.6%	17.4% (↑1%)	12.5% (↑41%)
May	5	5 (0%)	8 (↓ -37%)	1	0 (-)	0 (-)	8	2 (↑300%)	10 (↓ -20%)	26.3%	33.3% (↓ -21%)	29.6% (↓ -11%)
Jun	3	6 (↓ -50%)	6 (↓ -50%)	1	0 (-)	0 (-)	6	8 (↓ -25%)	10 (↓ -40%)	13.6%	26.1% (↓ -48%)	16.7% (↓ -18%)
Q2 2025	11	15 (↓ -27%)	19 (↓ -42%)	2	1 (↑100%)	0 (-)	24	20 (↑20%)	30 (↓ -20%)	19.0%	24.6% (↓ -23%)	18.4% (↑3%)
Jul	7	6 (↑17%)	10 (↓ -30%)	0	0 (-)	0 (-)	3	4 (↓ -25%)	14 (↓ -79%)	26.9%	24.0% (↑12%)	33.3% (↓ -19%)
Aug	2	3 (↓ -33%)	6 (↓ -67%)	0	1 (↓ -100%)	0 (-)	5	5 (0%)	8 (↓ -37%)	10.0%	27.3% (↓ -63%)	35.3% (↓ -72%)
Sep	4	4 (0%)	3 (↑33%)	0	0 (-)	1 (↓ -100%)	7	5 (↑40%)	16 (↓ -56%)	22.2%	20.0% (↑11%)	10.3% (↑115%)
Q3 2025	13	13 (0%)	19 (↓ -32%)	0	1 (↓ -100%)	1 (↓ -100%)	15	14 (↑7%)	38 (↓ -61%)	20.3%	23.2% (↓ -12%)	25.0% (↓ -19%)
Oct	4	2 (↑100%)	7 (↓ -43%)	2	3 (↓ -33%)	0 (-)	7	3 (↑133%)	16 (↓ -56%)	10.3%	7.4% (↑38%)	25.0% (↓ -59%)
Nov	3	5 (↓ -40%)	6 (↓ -50%)	0	0 (-)	0 (-)	6	1 (↑500%)	4 (↑50%)	18.8%	31.3% (↓ -40%)	27.3% (↓ -31%)
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 (-)	15	5 (↑200%)	20 (↓ -25%)	16.4%	17.8% (↓ -8%)	28.6% (↓ -43%)

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FuturePace: STLY Report

Prepared on:05/30/2023

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%)	2 (0%)	33.3%	100.0% (↓ -67%)	33.3% (0%)
Feb	5	2 (↑150%)	2 (↑150%)	0	0 (-)	0 (-)	2	2 (0%)	4 (↓ -50%)	83.3%	33.3% (↑150%)	33.3% (↑150%)
Mar	5	7 (↓ -29%)	3 (↑67%)	0	1 (↓ -100%)	0 (-)	3	7 (↓ -57%)	7 (↓ -57%)	38.5%	33.3% (↑15%)	12.0% (↑221%)
Q1 2026	12	11 (↑9%)	6 (↑100%)	0	1 (↓ -100%)	0 (-)	7	10 (↓ -30%)	13 (↓ -46%)	48.0%	37.9% (↑27%)	17.6% (↑172%)
Apr	4	3 (↑33%)	4 (0%)	0	0 (-)	1 (↓ -100%)	4	1 (↑300%)	7 (↓ -43%)	30.8%	37.5% (↓ -18%)	33.3% (↓ -8%)
May	2	4 (↓ -50%)	4 (↓ -50%)	1	1 (0%)	0 (-)	7	5 (↑40%)	7 (0%)	20.0%	50.0% (↓ -60%)	26.7% (↓ -25%)
Jun	3	2 (↑50%)	6 (↓ -50%)	0	0 (-)	0 (-)	3	2 (↑50%)	7 (↓ -57%)	21.4%	25.0% (↓ -14%)	26.1% (↓ -18%)
Q2 2026	9	9 (0%)	14 (↓ -36%)	1	1 (0%)	1 (0%)	14	8 (↑75%)	21 (↓ -33%)	24.3%	37.5% (↓ -35%)	28.0% (↓ -13%)
Jul	3	4 (↓ -25%)	9 (↓ -67%)	0	0 (-)	0 (-)	5	2 (↑150%)	3 (↑67%)	20.0%	50.0% (↓ -60%)	45.0% (↓ -56%)
Aug	2	2 (0%)	5 (↓ -60%)	0	0 (-)	0 (-)	2	5 (↓ -60%)	4 (↓ -50%)	16.7%	20.0% (↓ -17%)	38.5% (↓ -57%)
Sep	1	2 (↓ -50%)	4 (↓ -75%)	0	0 (-)	0 (-)	4	5 (↓ -20%)	5 (↓ -20%)	10.0%	18.2% (↓ -45%)	30.8% (↓ -67%)
Q3 2026	6	8 (↓ -25%)	18 (↓ -67%)	0	0 (-)	0 (-)	11	12 (↓ -8%)	12 (↓ -8%)	16.2%	27.6% (↓ -41%)	39.1% (↓ -59%)
Oct	3	2 (↑50%)	6 (↓ -50%)	0	2 (↓ -100%)	1 (↓ -100%)	7	6 (↑17%)	6 (↑17%)	16.7%	14.3% (↑17%)	31.6% (↓ -47%)
Nov	1	3 (↓ -67%)	3 (↓ -67%)	1	0 (-)	0 (-)	4	5 (↓ -20%)	2 (↑100%)	11.1%	33.3% (↓ -67%)	37.5% (↓ -70%)
Dec	1	1 (0%)	2 (↓ -50%)	0	0 (-)	0 (-)	1	1 (0%)	2 (↓ -50%)	33.3%	33.3% (0%)	66.7% (↓ -50%)
Q4 2026	5	6 (↓ -17%)	11 (↓ -55%)	1	2 (↓ -50%)	1 (0%)	12	12 (0%)	10 (↑20%)	16.7%	23.1% (↓ -28%)	36.7% (↓ -55%)

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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%)	2 (↓ -100%)	50.0%	50.0% (0%)	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	2 (↑50%)	4 (↓ -25%)	16.7%	44.4% (↓ -62%)	25.0% (↓ -33%)
Q1 2027	5	9 (↓ -44%)	3 (↑67%)	0	0 (-)	0 (-)	5	5 (0%)	7 (↓ -29%)	35.7%	56.3% (↓ -37%)	25.0% (↑43%)
Apr	1	4 (↓ -75%)	6 (↓ -83%)	0	0 (-)	1 (↓ -100%)	0	2 (↓ -100%)	1 (↓ -100%)	12.5%	50.0% (↓ -75%)	37.5% (↓ -67%)
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%)	3 (0%)	33.3%	28.6% (↑17%)	9.1% (↑267%)
Q2 2027	4	7 (↓ -43%)	10 (↓ -60%)	2	1 (↑100%)	1 (↑100%)	7	6 (↑17%)	6 (↑17%)	21.1%	33.3% (↓ -37%)	28.6% (↓ -26%)
Jul	2	2 (0%)	5 (↓ -60%)	0	0 (-)	1 (↓ -100%)	3	3 (0%)	7 (↓ -57%)	28.6%	20.0% (↑43%)	35.7% (↓ -20%)
Aug	0	2 (↓ -100%)	2 (↓ -100%)	0	0 (-)	1 (↓ -100%)	2	4 (↓ -50%)	4 (↓ -50%)	0.0%	40.0% (↓ -100%)	20.0% (↓ -100%)
Sep	2	1 (↑100%)	4 (↓ -50%)	0	0 (-)	0 (-)	3	0 (-)	3 (0%)	33.3%	16.7% (↑100%)	44.4% (↓ -25%)
Q3 2027	4	5 (↓ -20%)	11 (↓ -64%)	0	0 (-)	2 (↓ -100%)	8	7 (↑14%)	14 (↓ -43%)	18.2%	23.8% (↓ -24%)	33.3% (↓ -45%)
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%)

Philadelphia Convention & Visitors Bureau

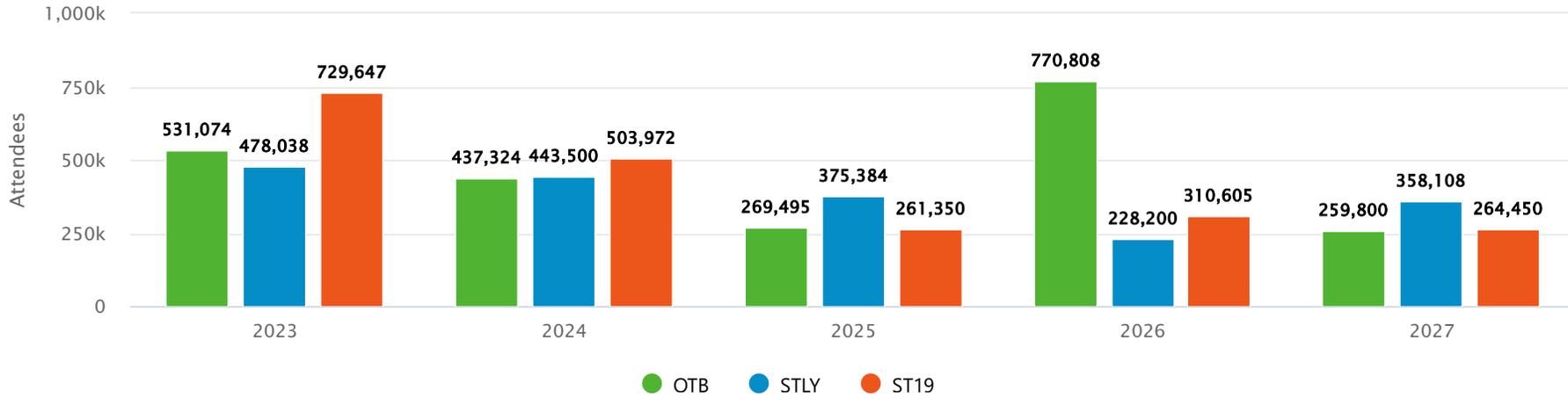
FuturePace: STLY Report

Prepared on:05/30/2023

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	531,074	478,038 (↑11%)	729,647 (↓-27%)	82,800	67,426 (↑23%)	71,300 (↑16%)	19,383	34,237 (↓-43%)	36,248 (↓-47%)	37.1%	34.1% (↑9%)	41.9% (↓-11%)
2024	437,324	443,500 (↓-1%)	503,972 (↓-13%)	45,900	82,800 (↓-45%)	32,000 (↑43%)	173,653	162,612 (↑7%)	181,244 (↓-4%)	34.2%	41.5% (↓-18%)	36.8% (↓-7%)
2025	269,495	375,384 (↓-28%)	261,350 (↑3%)	47,500	45,900 (↑3%)	29,500 (↑61%)	120,374	243,921 (↓-51%)	142,053 (↓-15%)	25.5%	40.6% (↓-37%)	25.7% (↓-1%)
2026	770,808	228,200 (↑238%)	310,605 (↑148%)	10,000	45,500 (↓-78%)	44,000 (↓-77%)	503,177	203,307 (↑147%)	105,936 (↑375%)	65.5%	32.2% (↑103%)	39.1% (↑68%)
2027	259,800	358,108 (↓-27%)	264,450 (↓-2%)	28,000	10,000 (↑180%)	55,000 (↓-49%)	110,851	148,851 (↓-26%)	119,050 (↓-7%)	44.6%	63.4% (↓-30%)	43.5% (↑2%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:05/30/2023

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 (-)	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%)	68,136 (↑38%)	12,000	13,000 (↓ -8%)	0 (-)	0	0 (-)	1,762 (↓ -100%)	53.9%	68.8% (↓ -22%)	44.6% (↑21%)
May	89,678	18,902 (↑374%)	200,638 (↓ -55%)	23,000	0 (-)	5,000 (↑360%)	60	0 (-)	628 (↓ -90%)	57.3%	16.2% (↑255%)	75.8% (↓ -24%)
Jun	41,303	23,228 (↑78%)	46,295 (↓ -11%)	0	3,800 (↓ -100%)	0 (-)	548	2,958 (↓ -81%)	4,794 (↓ -89%)	31.0%	14.5% (↑114%)	26.9% (↑15%)
Q2 2023	224,942	160,704 (↑40%)	315,069 (↓ -29%)	35,000	16,800 (↑108%)	5,000 (↑600%)	608	2,958 (↓ -79%)	7,184 (↓ -92%)	48.5%	35.7% (↑36%)	53.4% (↓ -9%)
Jul	15,316	31,040 (↓ -51%)	39,917 (↓ -62%)	21,800	1,800 (↑1k%)	20,000 (↑9%)	2,782	1,085 (↑156%)	1,586 (↑75%)	10.8%	29.9% (↓ -64%)	23.9% (↓ -55%)
Aug	16,305	5,525 (↑195%)	34,883 (↓ -53%)	18,000	7,000 (↑157%)	1,500 (↑1k%)	1,087	1,605 (↓ -32%)	12,998 (↓ -92%)	16.0%	3.9% (↑308%)	29.7% (↓ -46%)
Sep	54,497	54,940 (↓ -1%)	69,762 (↓ -22%)	0	0 (-)	15,100 (↓ -100%)	2,615	4,371 (↓ -40%)	4,094 (↓ -36%)	35.2%	38.1% (↓ -8%)	28.8% (↑22%)
Q3 2023	86,118	91,505 (↓ -6%)	144,562 (↓ -40%)	39,800	8,800 (↑352%)	36,600 (↑9%)	6,484	7,061 (↓ -8%)	18,678 (↓ -65%)	21.6%	23.5% (↓ -8%)	27.5% (↓ -21%)
Oct	31,477	19,805 (↑59%)	38,632 (↓ -19%)	8,000	34,000 (↓ -76%)	5,000 (↑60%)	8,346	22,108 (↓ -62%)	3,301 (↑153%)	30.3%	16.6% (↑83%)	34.9% (↓ -13%)
Nov	73,164	49,445 (↑48%)	69,934 (↑5%)	0	1,000 (↓ -100%)	1,700 (↓ -100%)	3,825	1,700 (↑125%)	1,892 (↑102%)	50.4%	65.9% (↓ -23%)	52.0% (↓ -3%)
Dec	5,200	80,600 (↓ -94%)	77,900 (↓ -93%)	0	0 (-)	0 (-)	120	410 (↓ -71%)	702 (↓ -83%)	6.1%	94.9% (↓ -94%)	73.2% (↓ -92%)
Q4 2023	109,841	149,850 (↓ -27%)	186,466 (↓ -41%)	8,000	35,000 (↓ -77%)	6,700 (↑19%)	12,291	24,218 (↓ -49%)	5,895 (↑108%)	32.8%	53.7% (↓ -39%)	53.0% (↓ -38%)

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Assists: Exclude Assists

Measurements: Room Nights, Events, Attendees

FuturePace: STLY Report

Prepared on:05/30/2023

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	16,970 (↓ -56%)	23,055 (↓ -68%)	0	0 (-)	0 (-)	2,480	188 (↑1k%)	6,724 (↓ -63%)	30.2%	42.0% (↓ -28%)	38.1% (↓ -21%)
Feb	11,675	5,958 (↑96%)	6,217 (↑88%)	0	0 (-)	0 (-)	3,495	4,175 (↓ -16%)	5,000 (↓ -30%)	17.7%	16.5% (↑7%)	19.6% (↓ -10%)
Mar	31,076	46,050 (↓ -33%)	39,701 (↓ -22%)	0	0 (-)	0 (-)	6,585	22,055 (↓ -70%)	6,594 (0%)	25.6%	60.2% (↓ -57%)	49.1% (↓ -48%)
Q1 2024	50,201	68,978 (↓ -27%)	68,973 (↓ -27%)	0	0 (-)	0 (-)	12,560	26,418 (↓ -52%)	18,318 (↓ -31%)	23.7%	45.0% (↓ -47%)	39.8% (↓ -41%)
Apr	128,136	88,250 (↑45%)	23,606 (↑443%)	18,000	12,000 (↑50%)	0 (-)	4,965	11,845 (↓ -58%)	8,019 (↓ -38%)	59.6%	63.2% (↓ -6%)	27.7% (↑115%)
May	86,714	83,850 (↑3%)	103,505 (↓ -16%)	0	23,000 (↓ -100%)	0 (-)	41,790	3,716 (↑1k%)	14,325 (↑192%)	61.5%	64.7% (↓ -5%)	82.0% (↓ -25%)
Jun	21,700	24,090 (↓ -10%)	40,307 (↓ -46%)	0	0 (-)	0 (-)	13,733	26,021 (↓ -47%)	8,245 (↑67%)	23.2%	24.5% (↓ -5%)	20.7% (↑12%)
Q2 2024	236,550	196,190 (↑21%)	167,418 (↑41%)	18,000	35,000 (↓ -49%)	0 (-)	60,488	41,582 (↑45%)	30,589 (↑98%)	52.6%	53.4% (↓ -1%)	41.2% (↑28%)
Jul	30,168	10,025 (↑201%)	16,951 (↑78%)	0	21,800 (↓ -100%)	3,000 (↓ -100%)	3,225	13,812 (↓ -77%)	33,065 (↓ -90%)	36.7%	9.8% (↑274%)	15.6% (↑135%)
Aug	4,500	15,380 (↓ -71%)	24,700 (↓ -82%)	10,000	18,000 (↓ -44%)	0 (-)	42,450	1,210 (↑3k%)	7,780 (↑446%)	6.5%	16.9% (↓ -62%)	19.0% (↓ -66%)
Sep	44,450	51,072 (↓ -13%)	66,835 (↓ -33%)	0	0 (-)	15,000 (↓ -100%)	8,385	3,020 (↑178%)	11,360 (↓ -26%)	32.4%	40.2% (↓ -20%)	44.8% (↓ -28%)
Q3 2024	79,118	76,477 (↑3%)	108,486 (↓ -27%)	10,000	39,800 (↓ -75%)	18,000 (↓ -44%)	54,060	18,042 (↑200%)	52,205 (↑4%)	27.4%	23.9% (↑15%)	28.0% (↓ -2%)
Oct	27,275	25,756 (↑6%)	34,295 (↓ -20%)	17,900	8,000 (↑124%)	14,000 (↑28%)	10,495	5,095 (↑106%)	65,691 (↓ -84%)	20.8%	31.9% (↓ -35%)	22.8% (↓ -9%)
Nov	37,580	70,899 (↓ -47%)	44,000 (↓ -15%)	0	0 (-)	0 (-)	32,050	1,875 (↑2k%)	11,890 (↑170%)	31.9%	52.9% (↓ -40%)	31.2% (↑2%)
Dec	6,600	5,200 (↑27%)	80,800 (↓ -92%)	0	0 (-)	0 (-)	4,000	69,600 (↓ -94%)	2,551 (↑57%)	8.2%	36.6% (↓ -78%)	72.8% (↓ -89%)
Q4 2024	71,455	101,855 (↓ -30%)	159,095 (↓ -55%)	17,900	8,000 (↑124%)	14,000 (↑28%)	46,545	76,570 (↓ -39%)	80,132 (↓ -42%)	21.7%	44.5% (↓ -51%)	39.6% (↓ -45%)

Philadelphia Convention & Visitors Bureau

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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 (-)	1,334	650 (↑105%)	8,600 (↓ -84%)	90.9%	61.5% (↑48%)	0.0% (-)
Feb	11,900	11,675 (↑2%)	5,283 (↑125%)	0	0 (-)	5,000 (↓ -100%)	3,550	3,700 (↓ -4%)	3,975 (↓ -11%)	37.4%	24.2% (↑55%)	20.6% (↑82%)
Mar	51,847	23,100 (↑124%)	1,610 (↑3k%)	7,000	0 (-)	14,000 (↓ -50%)	7,960	1,526 (↑422%)	30,522 (↓ -74%)	28.0%	22.6% (↑24%)	2.0% (↑1k%)
Q1 2025	67,747	41,975 (↑61%)	6,893 (↑883%)	7,000	0 (-)	19,000 (↓ -63%)	12,844	5,876 (↑119%)	43,097 (↓ -70%)	30.6%	25.8% (↑19%)	4.9% (↑529%)
Apr	62,500	110,695 (↓ -44%)	23,677 (↑164%)	0	18,000 (↓ -100%)	0 (-)	6,850	21,630 (↓ -68%)	7,540 (↓ -9%)	34.7%	64.0% (↓ -46%)	18.9% (↑84%)
May	17,380	86,564 (↓ -80%)	39,400 (↓ -56%)	23,000	0 (-)	0 (-)	18,000	40,250 (↓ -55%)	8,561 (↑110%)	25.9%	68.1% (↓ -62%)	48.5% (↓ -47%)
Jun	30,875	19,350 (↑60%)	26,220 (↑18%)	2,000	0 (-)	0 (-)	16,710	17,150 (↓ -3%)	7,100 (↑135%)	30.5%	29.6% (↑3%)	23.0% (↑33%)
Q2 2025	110,755	216,609 (↓ -49%)	89,297 (↑24%)	25,000	18,000 (↑39%)	0 (-)	41,560	79,030 (↓ -47%)	23,201 (↑79%)	31.8%	59.3% (↓ -46%)	27.9% (↑14%)
Jul	13,443	21,300 (↓ -37%)	20,310 (↓ -34%)	0	0 (-)	0 (-)	8,850	3,200 (↑177%)	11,295 (↓ -22%)	18.8%	33.4% (↓ -44%)	21.7% (↓ -13%)
Aug	3,000	4,500 (↓ -33%)	44,000 (↓ -93%)	0	10,000 (↓ -100%)	0 (-)	4,950	50,700 (↓ -90%)	4,105 (↑21%)	7.0%	10.1% (↓ -31%)	49.9% (↓ -86%)
Sep	33,760	44,000 (↓ -23%)	31,000 (↑9%)	0	0 (-)	10,500 (↓ -100%)	5,545	3,815 (↑45%)	33,425 (↓ -83%)	32.6%	38.5% (↓ -15%)	18.0% (↑82%)
Q3 2025	50,203	69,800 (↓ -28%)	95,310 (↓ -47%)	0	10,000 (↓ -100%)	10,500 (↓ -100%)	19,345	57,715 (↓ -66%)	48,825 (↓ -60%)	23.1%	31.4% (↓ -26%)	26.9% (↓ -14%)
Oct	21,490	4,600 (↑367%)	26,900 (↓ -20%)	15,500	17,900 (↓ -13%)	0 (-)	10,625	1,700 (↑525%)	17,230 (↓ -38%)	19.6%	6.1% (↑219%)	51.6% (↓ -62%)
Nov	7,400	37,400 (↓ -80%)	34,850 (↓ -79%)	0	0 (-)	0 (-)	34,000	30,000 (↑13%)	9,700 (↑251%)	9.6%	40.2% (↓ -76%)	53.5% (↓ -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 (-)	46,625	101,300 (↓ -54%)	26,930 (↑73%)	15.1%	26.8% (↓ -44%)	34.6% (↓ -56%)

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