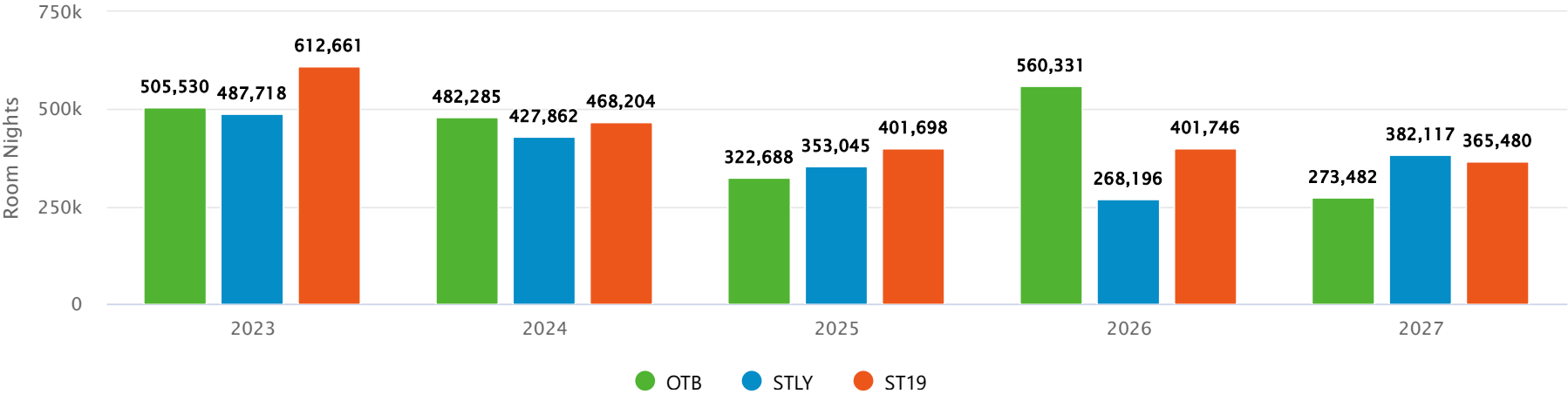


Room Nights: OTB Vs STLY



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	505,530	487,718 (↑4%)	612,661 (↓ -17%)	130,208	115,871 (↑12%)	122,869 (↑6%)	16,595	15,014 (↑11%)	62,214 (↓ -73%)	25.0%	23.9% (↑5%)	28.3% (↓ -11%)
2024	482,285	427,862 (↑13%)	468,204 (↑3%)	76,831	130,208 (↓ -41%)	46,818 (↑64%)	118,670	131,227 (↓ -10%)	190,620 (↓ -38%)	24.8%	27.2% (↓ -9%)	23.7% (↑5%)
2025	322,688	353,045 (↓ -9%)	401,698 (↓ -20%)	81,050	76,831 (↑5%)	52,393 (↑55%)	185,392	155,136 (↑20%)	164,577 (↑13%)	20.3%	26.9% (↓ -24%)	24.8% (↓ -18%)
2026	560,331	268,196 (↑109%)	401,746 (↑39%)	37,387	76,384 (↓ -51%)	80,954 (↓ -54%)	206,190	156,078 (↑32%)	138,849 (↑48%)	42.3%	25.8% (↑64%)	32.4% (↑31%)
2027	273,482	382,117 (↓ -28%)	365,480 (↓ -25%)	45,189	37,387 (↑21%)	93,709 (↓ -52%)	177,365	130,991 (↑35%)	102,237 (↑73%)	30.7%	45.8% (↓ -33%)	35.2% (↓ -13%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:07/05/2023

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%)	56,487 (↓ -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	31,161 (↑60%)	91,692 (↓ -46%)	25,007	1,030 (↑2k%)	16,997 (↑47%)	0	0 (-)	530 (↓ -100%)	27.0%	13.0% (↑108%)	36.6% (↓ -26%)
Jun	52,502	44,287 (↑19%)	102,267 (↓ -49%)	0	5,824 (↓ -100%)	0 (-)	0	2,002 (↓ -100%)	2,163 (↓ -100%)	20.4%	14.8% (↑38%)	40.1% (↓ -49%)
Q2 2023	163,413	137,098 (↑19%)	256,302 (↓ -36%)	56,552	38,452 (↑47%)	34,458 (↑64%)	0	2,002 (↓ -100%)	6,503 (↓ -100%)	24.9%	19.5%(↑28%)	37.1% (↓ -33%)
Jul	27,890	65,907 (↓ -58%)	48,117 (↓ -42%)	34,494	4,195 (↑722%)	30,429 (↑13%)	3,199	368 (↑769%)	871 (↑267%)	12.5%	42.7% (↓ -71%)	23.0% (↓ -46%)
Aug	30,740	16,433 (↑87%)	29,093 (↑6%)	21,855	3,316 (↑559%)	2,166 (↑909%)	549	1,998 (↓ -73%)	23,236 (↓ -98%)	17.3%	9.6% (↑80%)	16.4% (↑5%)
Sep	52,058	63,435 (↓ -18%)	45,743 (↑14%)	2,782	0 (-)	17,622 (↓ -84%)	2,256	3,171 (↓ -29%)	10,070 (↓ -78%)	24.6%	30.7% (↓ -20%)	15.9% (↑55%)
Q3 2023	110,688	145,775 (↓ -24%)	122,953 (↓ -10%)	59,131	7,511 (↑687%)	50,217 (↑18%)	6,004	5,537 (↑8%)	34,177 (↓ -82%)	18.0%	27.4%(↓ -34%)	18.2% (↓ -1%)
Oct	69,862	50,928 (↑37%)	61,055 (↑14%)	14,525	51,127 (↓ -72%)	164 (↑9k%)	8,383	5,160 (↑62%)	5,290 (↑58%)	33.4%	21.9% (↑53%)	40.1% (↓ -17%)
Nov	66,649	64,854 (↑3%)	57,028 (↑17%)	0	800 (↓ -100%)	6,585 (↓ -100%)	830	1,370 (↓ -39%)	6,645 (↓ -88%)	35.9%	55.3% (↓ -35%)	33.0% (↑9%)
Dec	5,310	38,414 (↓ -86%)	34,647 (↓ -85%)	0	0 (-)	0 (-)	1,378	945 (↑46%)	687 (↑101%)	9.9%	83.4% (↓ -88%)	36.9% (↓ -73%)
Q4 2023	141,821	154,196 (↓ -8%)	152,730 (↓ -7%)	14,525	51,927 (↓ -72%)	6,749 (↑115%)	10,591	7,475 (↑42%)	12,622 (↓ -16%)	31.6%	39.0%(↓ -19%)	36.4% (↓ -13%)

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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 (-)	2,982	753 (↑296%)	10,538 (↓ -72%)	32.6%	43.9% (↓ -26%)	35.5% (↓ -8%)
Feb	16,146	3,547 (↑355%)	9,060 (↑78%)	0	0 (-)	0 (-)	4,357	2,812 (↑55%)	7,482 (↓ -42%)	15.4%	5.3% (↑190%)	10.9% (↑42%)
Mar	23,767	43,634 (↓ -46%)	58,083 (↓ -59%)	0	0 (-)	0 (-)	13,042	6,369 (↑105%)	8,671 (↑50%)	16.8%	40.1% (↓ -58%)	44.7% (↓ -62%)
Q1 2024	57,238	69,085 (↓ -17%)	98,854 (↓ -42%)	0	0 (-)	0 (-)	20,381	9,934 (↑105%)	26,691 (↓ -24%)	19.1%	30.7%(↓ -38%)	32.7% (↓ -41%)
Apr	83,469	50,827 (↑64%)	37,647 (↑122%)	34,700	31,545 (↑10%)	0 (-)	14,026	11,586 (↑21%)	16,127 (↓ -13%)	32.1%	29.5% (↑9%)	26.2% (↑23%)
May	53,699	40,302 (↑33%)	71,121 (↓ -24%)	0	25,007 (↓ -100%)	0 (-)	7,019	14,387 (↓ -51%)	33,234 (↓ -79%)	29.8%	31.3% (↓ -5%)	52.9% (↓ -44%)
Jun	46,746	44,734 (↑4%)	49,953 (↓ -6%)	0	0 (-)	0 (-)	20,704	28,528 (↓ -27%)	13,788 (↑50%)	23.4%	21.3% (↑10%)	14.4% (↑63%)
Q2 2024	183,914	135,863 (↑35%)	158,721 (↑16%)	34,700	56,552 (↓ -39%)	0 (-)	41,749	54,501 (↓ -23%)	63,149 (↓ -34%)	28.7%	26.6%(↑8%)	25.4% (↑13%)
Jul	72,072	20,969 (↑244%)	29,636 (↑143%)	0	34,494 (↓ -100%)	6,000 (↓ -100%)	3,860	23,381 (↓ -83%)	27,468 (↓ -86%)	36.0%	12.1% (↑196%)	19.1% (↑88%)
Aug	17,882	27,096 (↓ -34%)	18,128 (↓ -1%)	13,720	21,855 (↓ -37%)	0 (-)	9,525	5,010 (↑90%)	11,811 (↓ -19%)	15.4%	18.2% (↓ -15%)	9.1% (↑70%)
Sep	51,384	45,410 (↑13%)	39,794 (↑29%)	0	2,782 (↓ -100%)	12,138 (↓ -100%)	18,973	6,072 (↑212%)	16,827 (↑13%)	27.7%	27.6% (0%)	25.3% (↑10%)
Q3 2024	141,338	93,475 (↑51%)	87,558 (↑61%)	13,720	59,131 (↓ -77%)	18,138 (↓ -24%)	32,358	34,463 (↓ -6%)	56,106 (↓ -42%)	28.2%	19.2%(↑46%)	17.1% (↑65%)
Oct	62,355	61,324 (↑2%)	60,542 (↑3%)	28,411	14,525 (↑96%)	28,680 (↓ -1%)	11,327	5,611 (↑102%)	24,671 (↓ -54%)	22.5%	37.7% (↓ -40%)	22.0% (↑2%)
Nov	30,403	64,030 (↓ -53%)	24,633 (↑23%)	0	0 (-)	0 (-)	9,455	1,333 (↑609%)	15,593 (↓ -39%)	17.1%	39.0% (↓ -56%)	12.6% (↑35%)
Dec	7,037	4,085 (↑72%)	37,896 (↓ -81%)	0	0 (-)	0 (-)	3,400	25,385 (↓ -87%)	4,410 (↓ -23%)	15.2%	18.7% (↓ -19%)	55.2% (↓ -73%)
Q4 2024	99,795	129,439 (↓ -23%)	123,071 (↓ -19%)	28,411	14,525 (↑96%)	28,680 (↓ -1%)	24,182	32,329 (↓ -25%)	44,674 (↓ -46%)	19.9%	37.1%(↓ -46%)	22.8% (↓ -13%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:07/05/2023

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	6,077	16,905 (↓ -64%)	0 (-)	0	0 (-)	0 (-)	5,372	1,245 (↑331%)	18,514 (↓ -71%)	49.5%	59.8% (↓ -17%)	0.0% (-)
Feb	9,027	14,310 (↓ -37%)	3,002 (↑201%)	0	0 (-)	11,894 (↓ -100%)	9,566	13,723 (↓ -30%)	6,529 (↑47%)	14.9%	22.1% (↓ -33%)	6.1% (↑144%)
Mar	40,979	12,959 (↑216%)	17,322 (↑137%)	21,285	0 (-)	28,655 (↓ -26%)	21,763	6,015 (↑262%)	16,314 (↑33%)	16.6%	14.9% (↑11%)	10.8% (↑54%)
Q1 2025	56,083	44,174 (↑27%)	20,324 (↑176%)	21,285	0 (-)	40,549 (↓ -48%)	36,701	20,983 (↑75%)	41,357 (↓ -11%)	17.5%	24.6%(↓ -29%)	7.3% (↑142%)
Apr	65,957	60,903 (↑8%)	39,169 (↑68%)	550	34,700 (↓ -98%)	0 (-)	14,284	28,543 (↓ -50%)	9,026 (↑58%)	35.5%	32.9% (↑8%)	16.2% (↑119%)
May	34,014	53,309 (↓ -36%)	54,668 (↓ -38%)	25,007	0 (-)	0 (-)	13,139	3,848 (↑241%)	14,856 (↓ -12%)	23.9%	38.3% (↓ -38%)	43.5% (↓ -45%)
Jun	45,493	38,043 (↑20%)	47,460 (↓ -4%)	4,666	0 (-)	0 (-)	38,499	25,927 (↑48%)	5,803 (↑563%)	24.4%	29.7% (↓ -18%)	17.8% (↑37%)
Q2 2025	145,464	152,255 (↓ -4%)	141,297 (↑3%)	30,223	34,700 (↓ -13%)	0 (-)	65,922	58,318 (↑13%)	29,685 (↑122%)	28.3%	33.7%(↓ -16%)	22.3% (↑27%)
Jul	34,929	54,818 (↓ -36%)	55,618 (↓ -37%)	0	0 (-)	0 (-)	16,025	20,921 (↓ -23%)	20,322 (↓ -21%)	27.0%	35.0% (↓ -23%)	31.5% (↓ -14%)
Aug	9,816	5,830 (↑68%)	39,534 (↓ -75%)	0	13,720 (↓ -100%)	0 (-)	9,816	16,120 (↓ -39%)	13,663 (↓ -28%)	11.2%	8.9% (↑25%)	36.3% (↓ -69%)
Sep	28,710	46,789 (↓ -39%)	28,493 (↑1%)	0	0 (-)	11,844 (↓ -100%)	19,670	3,909 (↑403%)	39,423 (↓ -50%)	20.6%	31.5% (↓ -35%)	18.3% (↑12%)
Q3 2025	73,455	107,437 (↓ -32%)	123,645 (↓ -41%)	0	13,720 (↓ -100%)	11,844 (↓ -100%)	45,511	40,950 (↑11%)	73,408 (↓ -38%)	20.6%	29.0%(↓ -29%)	28.1% (↓ -27%)
Oct	18,786	14,359 (↑31%)	70,072 (↓ -73%)	29,542	28,411 (↑4%)	0 (-)	18,192	4,150 (↑338%)	11,040 (↑65%)	8.3%	8.7% (↓ -4%)	56.2% (↓ -85%)
Nov	9,828	29,833 (↓ -67%)	35,643 (↓ -72%)	0	0 (-)	0 (-)	13,948	5,350 (↑161%)	9,087 (↑53%)	8.2%	23.1% (↓ -65%)	40.7% (↓ -80%)
Dec	19,072	4,987 (↑282%)	10,717 (↑78%)	0	0 (-)	0 (-)	5,118	25,385 (↓ -80%)	0 (-)	38.0%	33.1% (↑15%)	19.5% (↑95%)
Q4 2025	47,686	49,179 (↓ -3%)	116,432 (↓ -59%)	29,542	28,411 (↑4%)	0 (-)	37,258	34,885 (↑7%)	20,127 (↑85%)	12.1%	15.9%(↓ -24%)	43.6% (↓ -72%)

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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	690 (↑2k%)	14,394 (↑18%)	72.5%	100.0% (↓ -27%)	19.7% (↑269%)
Feb	21,175	2,075 (↑920%)	8,060 (↑163%)	0	0 (-)	0 (-)	5,966	4,857 (↑23%)	3,944 (↑51%)	73.2%	7.8% (↑844%)	8.1% (↑806%)
Mar	58,162	19,950 (↑192%)	22,525 (↑158%)	0	21,285 (↓ -100%)	5,761 (↓ -100%)	15,396	35,408 (↓ -57%)	12,544 (↑23%)	51.9%	11.7% (↑344%)	12.7% (↑307%)
Q1 2026	119,090	27,682 (↑330%)	32,505 (↑266%)	0	21,285 (↓ -100%)	5,761 (↓ -100%)	38,362	40,955 (↓ -6%)	30,882 (↑24%)	60.8%	13.6%(↑346%)	11.4% (↑436%)
Apr	54,685	61,833 (↓ -12%)	36,842 (↑48%)	0	550 (↓ -100%)	31,598 (↓ -100%)	13,839	2,091 (↑562%)	9,237 (↑50%)	48.6%	41.6% (↑17%)	51.9% (↓ -6%)
May	35,810	34,014 (↑5%)	22,939 (↑56%)	28,435	25,007 (↑14%)	0 (-)	18,285	9,124 (↑100%)	22,944 (↓ -20%)	35.0%	41.0% (↓ -15%)	17.7% (↑98%)
Jun	167,142	44,516 (↑275%)	31,802 (↑426%)	0	0 (-)	0 (-)	7,940	6,757 (↑18%)	20,302 (↓ -61%)	73.9%	36.7% (↑101%)	16.2% (↑357%)
Q2 2026	257,637	140,363 (↑84%)	91,583 (↑181%)	28,435	25,557 (↑11%)	31,598 (↓ -10%)	40,064	17,972 (↑123%)	52,483 (↓ -24%)	58.5%	39.8%(↑47%)	23.1% (↑154%)
Jul	84,809	22,516 (↑277%)	64,590 (↑31%)	0	0 (-)	0 (-)	71,229	5,264 (↑1k%)	3,817 (↑2k%)	58.9%	35.9% (↑64%)	60.0% (↓ -2%)
Aug	15,819	7,580 (↑109%)	12,588 (↑26%)	0	0 (-)	0 (-)	10,759	3,380 (↑218%)	7,451 (↑44%)	16.8%	11.2% (↑50%)	21.2% (↓ -21%)
Sep	25,020	26,344 (↓ -5%)	56,000 (↓ -55%)	0	0 (-)	0 (-)	20,177	31,105 (↓ -35%)	26,099 (↓ -23%)	28.8%	25.7% (↑12%)	48.7% (↓ -41%)
Q3 2026	125,648	56,440 (↑123%)	133,178 (↓ -6%)	0	0 (-)	0 (-)	102,165	39,749 (↑157%)	37,367 (↑173%)	38.7%	24.2%(↑60%)	47.2% (↓ -18%)
Oct	50,305	17,368 (↑190%)	55,648 (↓ -10%)	0	29,542 (↓ -100%)	43,595 (↓ -100%)	14,006	20,568 (↓ -32%)	9,858 (↑42%)	23.4%	12.7% (↑84%)	35.4% (↓ -34%)
Nov	2,801	9,828 (↓ -71%)	53,597 (↓ -95%)	8,952	0 (-)	0 (-)	9,543	11,449 (↓ -17%)	6,345 (↑50%)	2.7%	10.3% (↓ -74%)	66.8% (↓ -96%)
Dec	4,850	16,515 (↓ -71%)	35,235 (↓ -86%)	0	0 (-)	0 (-)	2,050	25,385 (↓ -92%)	1,914 (↑7%)	10.7%	78.8% (↓ -86%)	94.4% (↓ -89%)
Q4 2026	57,956	43,711 (↑33%)	144,480 (↓ -60%)	8,952	29,542 (↓ -70%)	43,595 (↓ -79%)	25,599	57,402 (↓ -55%)	18,117 (↑41%)	16.0%	17.3%(↓ -8%)	52.5% (↓ -70%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:07/05/2023

Event Type: All Events
Assists: Exclude Assists

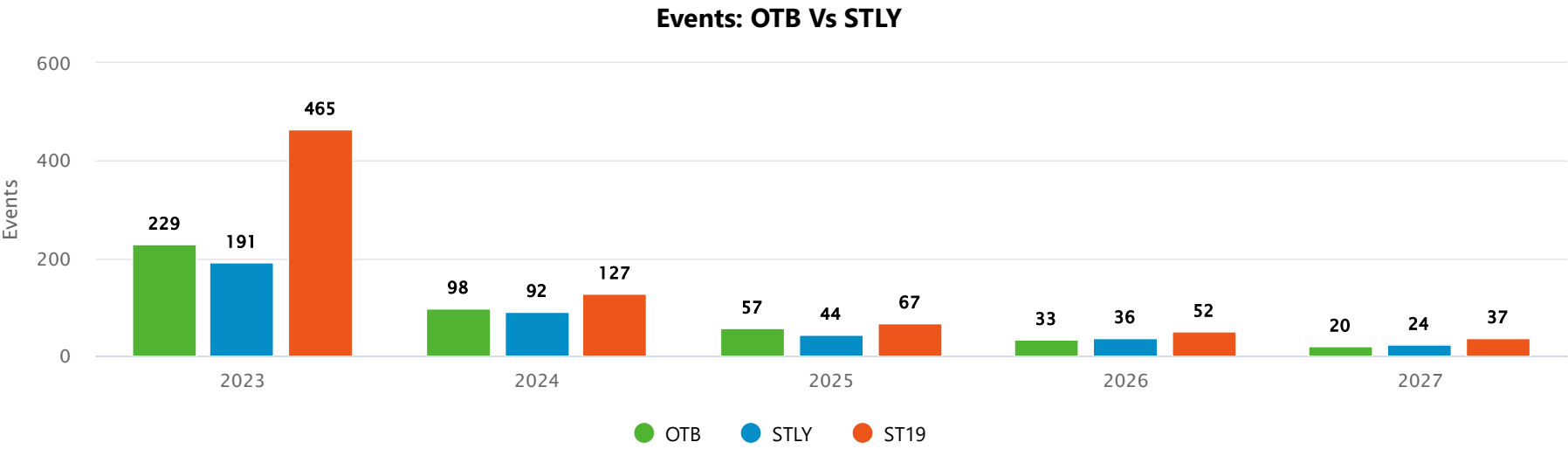
User Groups: Any
Measurements: Room Nights, Events, Attendees

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	4,595 (↓ -100%)	16,215 (↓ -100%)	66.8%	81.6% (↓ -18%)	87.0% (↓ -23%)
Feb	31,813	19,068 (↑ 67%)	1,710 (↑ 2k%)	0	0 (-)	0 (-)	15,755	1,710 (↑ 821%)	0 (-)	57.0%	100.0% (↓ -43%)	6.7% (↑ 746%)
Mar	16,025	56,487 (↓ -72%)	32,073 (↓ -50%)	0	0 (-)	0 (-)	26,581	10,270 (↑ 159%)	5,708 (↑ 366%)	32.7%	65.0% (↓ -50%)	49.5% (↓ -34%)
Q1 2027	69,058	115,308 (↓ -40%)	52,409 (↑ 32%)	0	0 (-)	0 (-)	42,336	16,575 (↑ 155%)	21,923 (↑ 93%)	50.6%	74.5%(↓ -32%)	47.0% (↑ 8%)
Apr	32,154	54,685 (↓ -41%)	48,354 (↓ -34%)	400	0 (-)	31,545 (↓ -99%)	9,387	5,492 (↑ 71%)	6,980 (↑ 34%)	27.8%	67.4% (↓ -59%)	39.8% (↓ -30%)
May	29,804	31,314 (↓ -5%)	46,986 (↓ -37%)	24,607	28,435 (↓ -13%)	0 (-)	20,897	1,320 (↑ 1k%)	1,274 (↑ 2k%)	40.4%	53.9% (↓ -25%)	62.4% (↓ -35%)
Jun	29,360	40,038 (↓ -27%)	28,915 (↑ 2%)	20,182	0 (-)	0 (-)	19,201	10,270 (↑ 87%)	12,940 (↑ 48%)	27.3%	56.9% (↓ -52%)	18.2% (↑ 50%)
Q2 2027	91,318	126,037 (↓ -28%)	124,255 (↓ -27%)	45,189	28,435 (↑ 59%)	31,545 (↑ 43%)	49,485	17,082 (↑ 190%)	21,194 (↑ 133%)	30.7%	60.1%(↓ -49%)	34.9% (↓ -12%)
Jul	4,497	48,078 (↓ -91%)	16,528 (↓ -73%)	0	0 (-)	30,534 (↓ -100%)	29,911	36,381 (↓ -18%)	48,114 (↓ -38%)	5.9%	51.6% (↓ -89%)	28.5% (↓ -79%)
Aug	0	15,639 (↓ -100%)	13,825 (↓ -100%)	0	0 (-)	17,105 (↓ -100%)	21,672	32,843 (↓ -34%)	4,175 (↑ 419%)	0.0%	32.0% (↓ -100%)	13.5% (↓ -100%)
Sep	25,679	25,020 (↑ 3%)	43,043 (↓ -40%)	0	0 (-)	0 (-)	10,635	0 (-)	2,207 (↑ 382%)	36.2%	36.8% (↓ -1%)	35.9% (↑ 1%)
Q3 2027	30,176	88,737 (↓ -66%)	73,396 (↓ -59%)	0	0 (-)	47,639 (↓ -100%)	62,218	69,224 (↓ -10%)	54,496 (↑ 14%)	13.7%	42.2%(↓ -68%)	26.2% (↓ -48%)
Oct	18,149	47,185 (↓ -62%)	55,102 (↓ -67%)	0	0 (-)	14,525 (↓ -100%)	12,116	675 (↑ 2k%)	1,150 (↑ 954%)	22.2%	24.6% (↓ -10%)	43.7% (↓ -49%)
Nov	23,086	0 (-)	56,718 (↓ -59%)	0	8,952 (↓ -100%)	0 (-)	11,210	0 (-)	3,474 (↑ 223%)	20.2%	0.0% (-)	39.8% (↓ -49%)
Dec	41,695	4,850 (↑ 760%)	3,600 (↑ 1k%)	0	0 (-)	0 (-)	0	27,435 (↓ -100%)	0 (-)	100.0%	32.0% (↑ 212%)	16.8% (↑ 494%)
Q4 2027	82,930	52,035 (↑ 59%)	115,420 (↓ -28%)	0	8,952 (↓ -100%)	14,525 (↓ -100%)	23,326	28,110 (↓ -17%)	4,624 (↑ 404%)	34.9%	20.1%(↑ 74%)	39.8% (↓ -12%)

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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	229	191 (↑20%)	465 (↓ -51%)	7	13 (↓ -46%)	9 (↓ -22%)	32	49 (↓ -35%)	137 (↓ -77%)	28.7%	26.1% (↑10%)	33.7% (↓ -15%)
2024	98	92 (↑7%)	127 (↓ -23%)	5	7 (↓ -29%)	3 (↑67%)	116	103 (↑13%)	195 (↓ -41%)	20.9%	26.1% (↓ -20%)	21.7% (↓ -4%)
2025	57	44 (↑30%)	67 (↓ -15%)	5	5 (0%)	3 (↑67%)	71	50 (↑42%)	93 (↓ -24%)	21.7%	21.5% (↑1%)	21.6% (0%)
2026	33	36 (↓ -8%)	52 (↓ -37%)	2	4 (↓ -50%)	2 (0%)	46	39 (↑18%)	60 (↓ -23%)	23.7%	30.8% (↓ -23%)	30.4% (↓ -22%)
2027	20	24 (↓ -17%)	37 (↓ -46%)	2	2 (0%)	4 (↓ -50%)	26	19 (↑37%)	24 (↑8%)	24.1%	30.8% (↓ -22%)	30.1% (↓ -20%)

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%)	56 (↓ -61%)	1	1 (0%)	0 (-)	0	0 (-)	10 (↓ -100%)	27.2%	32.1% (↓ -15%)	35.0% (↓ -22%)
May	22	15 (↑47%)	53 (↓ -58%)	1	1 (0%)	1 (0%)	0	0 (-)	7 (↓ -100%)	27.5%	19.5% (↑41%)	37.3% (↓ -26%)
Jun	27	26 (↑4%)	51 (↓ -47%)	0	1 (↓ -100%)	0 (-)	0	5 (↓ -100%)	4 (↓ -100%)	32.9%	29.2% (↑13%)	30.7% (↑7%)
Q2 2023	71	67 (↑6%)	160 (↓ -56%)	2	3 (↓ -33%)	1 (↑100%)	0	5 (↓ -100%)	21 (↓ -100%)	29.2%	27.1%(↑8%)	34.2% (↓ -15%)
Jul	22	18 (↑22%)	70 (↓ -69%)	2	1 (↑100%)	1 (↑100%)	2	1 (↑100%)	12 (↓ -83%)	25.0%	30.0% (↓ -17%)	46.7% (↓ -46%)
Aug	13	15 (↓ -13%)	31 (↓ -58%)	2	1 (↑100%)	1 (↑100%)	3	5 (↓ -40%)	13 (↓ -77%)	23.2%	25.4% (↓ -9%)	39.7% (↓ -42%)
Sep	25	21 (↑19%)	47 (↓ -47%)	0	0 (-)	2 (↓ -100%)	8	14 (↓ -43%)	36 (↓ -78%)	24.3%	24.1% (↑1%)	25.4% (↓ -4%)
Q3 2023	60	54 (↑11%)	148 (↓ -59%)	4	2 (↑100%)	4 (0%)	13	20 (↓ -35%)	61 (↓ -79%)	24.3%	26.2%(↓ -7%)	35.8% (↓ -32%)
Oct	33	12 (↑175%)	45 (↓ -27%)	1	2 (↓ -50%)	1 (0%)	15	14 (↑7%)	25 (↓ -40%)	27.3%	13.3% (↑105%)	30.4% (↓ -10%)
Nov	15	13 (↑15%)	24 (↓ -37%)	0	1 (↓ -100%)	1 (↓ -100%)	2	6 (↓ -67%)	18 (↓ -89%)	33.3%	35.1% (↓ -5%)	32.4% (↑3%)
Dec	4	7 (↓ -43%)	7 (↓ -43%)	0	0 (-)	0 (-)	2	4 (↓ -50%)	6 (↓ -67%)	40.0%	53.8% (↓ -26%)	35.0% (↑14%)
Q4 2023	52	32 (↑63%)	76 (↓ -32%)	1	3 (↓ -67%)	2 (↓ -50%)	19	24 (↓ -21%)	49 (↓ -61%)	29.5%	22.9%(↑29%)	31.4% (↓ -6%)

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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 (-)	5	3 (↑ 67%)	8 (↓ -37%)	13.3%	40.0% (↓ -67%)	30.8% (↓ -57%)
Feb	8	4 (↑ 100%)	6 (↑ 33%)	0	0 (-)	0 (-)	5	4 (↑ 25%)	6 (↓ -17%)	26.7%	23.5% (↑ 13%)	24.0% (↑ 11%)
Mar	14	7 (↑ 100%)	14 (0%)	0	0 (-)	0 (-)	8	13 (↓ -38%)	13 (↓ -38%)	31.1%	23.3% (↑ 33%)	24.6% (↑ 27%)
Q1 2024	24	17 (↑ 41%)	28 (↓ -14%)	0	0 (-)	0 (-)	18	20 (↓ -10%)	27 (↓ -33%)	26.7%	27.4%(↓ -3%)	25.9% (↑ 3%)
Apr	14	11 (↑ 27%)	13 (↑ 8%)	1	1 (0%)	0 (-)	18	11 (↑ 64%)	30 (↓ -40%)	21.9%	28.9% (↓ -24%)	19.1% (↑ 14%)
May	6	7 (↓ -14%)	12 (↓ -50%)	0	1 (↓ -100%)	0 (-)	13	10 (↑ 30%)	22 (↓ -41%)	15.8%	19.4% (↓ -19%)	25.0% (↓ -37%)
Jun	11	9 (↑ 22%)	18 (↓ -39%)	0	0 (-)	0 (-)	12	17 (↓ -29%)	21 (↓ -43%)	19.0%	26.5% (↓ -28%)	20.0% (↓ -5%)
Q2 2024	31	27 (↑ 15%)	43 (↓ -28%)	1	2 (↓ -50%)	0 (-)	43	38 (↑ 13%)	73 (↓ -41%)	19.4%	25.0%(↓ -22%)	20.9% (↓ -7%)
Jul	12	13 (↓ -8%)	11 (↑ 9%)	0	2 (↓ -100%)	1 (↓ -100%)	7	16 (↓ -56%)	15 (↓ -53%)	24.5%	27.1% (↓ -10%)	22.0% (↑ 11%)
Aug	5	7 (↓ -29%)	4 (↑ 25%)	1	2 (↓ -50%)	0 (-)	5	5 (0%)	11 (↓ -55%)	19.2%	24.1% (↓ -20%)	11.1% (↑ 73%)
Sep	9	7 (↑ 29%)	11 (↓ -18%)	0	0 (-)	1 (↓ -100%)	18	10 (↑ 80%)	23 (↓ -22%)	18.0%	19.4% (↓ -7%)	20.8% (↓ -13%)
Q3 2024	26	27 (↓ -4%)	26 (0%)	1	4 (↓ -75%)	2 (↓ -50%)	30	31 (↓ -3%)	49 (↓ -39%)	20.8%	23.9%(↓ -13%)	18.7% (↑ 11%)
Oct	9	12 (↓ -25%)	18 (↓ -50%)	3	1 (↑ 200%)	1 (↑ 200%)	17	11 (↑ 55%)	28 (↓ -39%)	15.8%	26.1% (↓ -39%)	23.4% (↓ -32%)
Nov	6	7 (↓ -14%)	8 (↓ -25%)	0	0 (-)	0 (-)	6	2 (↑ 200%)	13 (↓ -54%)	20.0%	35.0% (↓ -43%)	17.4% (↑ 15%)
Dec	2	2 (0%)	4 (↓ -50%)	0	0 (-)	0 (-)	2	1 (↑ 100%)	5 (↓ -60%)	33.3%	66.7% (↓ -50%)	44.4% (↓ -25%)
Q4 2024	17	21 (↓ -19%)	30 (↓ -43%)	3	1 (↑ 200%)	1 (↑ 200%)	25	14 (↑ 79%)	46 (↓ -46%)	18.3%	30.4%(↓ -40%)	22.7% (↓ -20%)

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	3	1 (↑200%)	0 (-)	0	0 (-)	0 (-)	2	2 (0%)	5 (↓ -60%)	50.0%	25.0% (↑100%)	0.0% (-)
Feb	4	4 (0%)	2 (↑100%)	0	0 (-)	1 (↓ -100%)	3	3 (0%)	3 (0%)	28.6%	28.6% (0%)	20.0% (↑43%)
Mar	12	3 (↑300%)	4 (↑200%)	1	0 (-)	1 (0%)	12	3 (↑300%)	10 (↑20%)	27.9%	18.8% (↑49%)	15.4% (↑81%)
Q1 2025	19	8 (↑138%)	6 (↑217%)	1	0 (-)	2 (↓ -50%)	17	8 (↑113%)	18 (↓ -6%)	30.2%	23.5% (↑28%)	13.0% (↑131%)
Apr	4	4 (0%)	6 (↓ -33%)	0	1 (↓ -100%)	0 (-)	8	12 (↓ -33%)	13 (↓ -38%)	21.1%	14.8% (↑42%)	14.6% (↑44%)
May	5	5 (0%)	8 (↓ -37%)	1	0 (-)	0 (-)	6	4 (↑50%)	12 (↓ -50%)	23.8%	33.3% (↓ -29%)	28.6% (↓ -17%)
Jun	3	6 (↓ -50%)	7 (↓ -57%)	1	0 (-)	0 (-)	7	7 (0%)	4 (↑75%)	12.5%	24.0% (↓ -48%)	16.7% (↓ -25%)
Q2 2025	12	15 (↓ -20%)	21 (↓ -43%)	2	1 (↑100%)	0 (-)	21	23 (↓ -9%)	29 (↓ -28%)	18.8%	22.4% (↓ -16%)	18.9% (↓ -1%)
Jul	7	6 (↑17%)	11 (↓ -36%)	0	0 (-)	0 (-)	6	5 (↑20%)	13 (↓ -54%)	25.9%	24.0% (↑8%)	33.3% (↓ -22%)
Aug	4	3 (↑33%)	7 (↓ -43%)	0	1 (↓ -100%)	0 (-)	5	6 (↓ -17%)	7 (↓ -29%)	18.2%	27.3% (↓ -33%)	35.0% (↓ -48%)
Sep	4	4 (0%)	3 (↑33%)	0	0 (-)	1 (↓ -100%)	8	4 (↑100%)	13 (↓ -38%)	21.1%	19.0% (↑11%)	8.6% (↑146%)
Q3 2025	15	13 (↑15%)	21 (↓ -29%)	0	1 (↓ -100%)	1 (↓ -100%)	19	15 (↑27%)	33 (↓ -42%)	22.1%	22.8% (↓ -3%)	23.9% (↓ -8%)
Oct	5	2 (↑150%)	9 (↓ -44%)	2	3 (↓ -33%)	0 (-)	6	2 (↑200%)	8 (↓ -25%)	11.9%	6.9% (↑73%)	25.0% (↓ -52%)
Nov	3	5 (↓ -40%)	7 (↓ -57%)	0	0 (-)	0 (-)	5	1 (↑400%)	5 (0%)	15.8%	31.3% (↓ -49%)	30.4% (↓ -48%)
Dec	3	1 (↑200%)	3 (0%)	0	0 (-)	0 (-)	3	1 (↑200%)	0 (-)	42.9%	50.0% (↓ -14%)	50.0% (↓ -14%)
Q4 2025	11	8 (↑38%)	19 (↓ -42%)	2	3 (↓ -33%)	0 (-)	14	4 (↑250%)	13 (↑8%)	16.2%	17.0% (↓ -5%)	29.2% (↓ -45%)

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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%)	3 (↓ -33%)	83.3%	33.3% (↑150%)	28.6% (↑192%)
Mar	5	7 (↓ -29%)	3 (↑67%)	0	1 (↓ -100%)	0 (-)	4	10 (↓ -60%)	8 (↓ -50%)	38.5%	30.4% (↑26%)	11.1% (↑246%)
Q1 2026	12	11 (↑9%)	6 (↑100%)	0	1 (↓ -100%)	0 (-)	8	13 (↓ -38%)	13 (↓ -38%)	48.0%	35.5%(↑35%)	16.2% (↑196%)
Apr	4	3 (↑33%)	5 (↓ -20%)	0	0 (-)	1 (↓ -100%)	5	1 (↑400%)	7 (↓ -29%)	26.7%	37.5% (↓ -29%)	38.5% (↓ -31%)
May	3	5 (↓ -40%)	4 (↓ -25%)	1	1 (0%)	0 (-)	6	3 (↑100%)	7 (↓ -14%)	25.0%	50.0% (↓ -50%)	25.0% (0%)
Jun	3	2 (↑50%)	6 (↓ -50%)	0	0 (-)	0 (-)	2	2 (0%)	7 (↓ -71%)	20.0%	25.0% (↓ -20%)	25.0% (↓ -20%)
Q2 2026	10	10 (0%)	15 (↓ -33%)	1	1 (0%)	1 (0%)	13	6 (↑117%)	21 (↓ -38%)	23.8%	38.5%(↓ -38%)	28.3% (↓ -16%)
Jul	3	4 (↓ -25%)	9 (↓ -67%)	0	0 (-)	0 (-)	6	2 (↑200%)	3 (↑100%)	20.0%	50.0% (↓ -60%)	45.0% (↓ -56%)
Aug	2	2 (0%)	5 (↓ -60%)	0	0 (-)	0 (-)	3	3 (0%)	5 (↓ -40%)	16.7%	16.7% (0%)	35.7% (↓ -53%)
Sep	1	2 (↓ -50%)	4 (↓ -75%)	0	0 (-)	0 (-)	4	5 (↓ -20%)	6 (↓ -33%)	10.0%	16.7% (↓ -40%)	28.6% (↓ -65%)
Q3 2026	6	8 (↓ -25%)	18 (↓ -67%)	0	0 (-)	0 (-)	13	10 (↑30%)	14 (↓ -7%)	16.2%	25.0%(↓ -35%)	37.5% (↓ -57%)
Oct	3	3 (0%)	7 (↓ -57%)	0	2 (↓ -100%)	1 (↓ -100%)	8	5 (↑60%)	7 (↑14%)	15.8%	20.0% (↓ -21%)	33.3% (↓ -53%)
Nov	1	3 (↓ -67%)	3 (↓ -67%)	1	0 (-)	0 (-)	3	4 (↓ -25%)	4 (↓ -25%)	8.3%	30.0% (↓ -72%)	37.5% (↓ -78%)
Dec	1	1 (0%)	3 (↓ -67%)	0	0 (-)	0 (-)	1	1 (0%)	1 (0%)	25.0%	33.3% (↓ -25%)	75.0% (↓ -67%)
Q4 2026	5	7 (↓ -29%)	13 (↓ -62%)	1	2 (↓ -50%)	1 (0%)	12	10 (↑20%)	12 (0%)	14.3%	25.0%(↓ -43%)	39.4% (↓ -64%)

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	2 (↓ -100%)	2 (↓ -100%)	50.0%	50.0% (0%)	50.0% (0%)
Feb	3	3 (0%)	1 (↑200%)	0	0 (-)	0 (-)	2	1 (↑100%)	0 (-)	42.9%	100.0% (↓ -57%)	20.0% (↑114%)
Mar	2	4 (↓ -50%)	1 (↑100%)	0	0 (-)	0 (-)	4	3 (↑33%)	2 (↑100%)	28.6%	44.4% (↓ -36%)	16.7% (↑71%)
Q1 2027	6	9 (↓ -33%)	4 (↑50%)	0	0 (-)	0 (-)	6	6 (0%)	4 (↑50%)	37.5%	56.3%(↓ -33%)	26.7% (↑41%)
Apr	1	4 (↓ -75%)	7 (↓ -86%)	0	0 (-)	1 (↓ -100%)	1	2 (↓ -50%)	1 (0%)	11.1%	50.0% (↓ -78%)	41.2% (↓ -73%)
May	2	1 (↑100%)	3 (↓ -33%)	1	1 (0%)	0 (-)	4	1 (↑300%)	1 (↑300%)	25.0%	16.7% (↑50%)	30.0% (↓ -17%)
Jun	1	2 (↓ -50%)	1 (0%)	1	0 (-)	0 (-)	4	1 (↑300%)	3 (↑33%)	25.0%	22.2% (↑13%)	9.1% (↑175%)
Q2 2027	4	7 (↓ -43%)	11 (↓ -64%)	2	1 (↑100%)	1 (↑100%)	9	4 (↑125%)	5 (↑80%)	19.0%	30.4%(↓ -37%)	28.9% (↓ -34%)
Jul	2	2 (0%)	6 (↓ -67%)	0	0 (-)	1 (↓ -100%)	4	2 (↑100%)	8 (↓ -50%)	28.6%	18.2% (↑57%)	40.0% (↓ -29%)
Aug	0	2 (↓ -100%)	2 (↓ -100%)	0	0 (-)	1 (↓ -100%)	3	4 (↓ -25%)	3 (0%)	0.0%	40.0% (↓ -100%)	16.7% (↓ -100%)
Sep	2	1 (↑100%)	4 (↓ -50%)	0	0 (-)	0 (-)	2	0 (-)	2 (0%)	28.6%	16.7% (↑71%)	36.4% (↓ -21%)
Q3 2027	4	5 (↓ -20%)	12 (↓ -67%)	0	0 (-)	2 (↓ -100%)	9	6 (↑50%)	13 (↓ -31%)	17.4%	22.7%(↓ -23%)	31.6% (↓ -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%)	1 (↑100%)	0	0 (-)	0 (-)	0	2 (↓ -100%)	0 (-)	100.0%	50.0% (↑100%)	50.0% (↑100%)
Q4 2027	6	3 (↑100%)	10 (↓ -40%)	0	1 (↓ -100%)	1 (↓ -100%)	2	3 (↓ -33%)	2 (0%)	26.1%	17.6%(↑48%)	31.3% (↓ -17%)

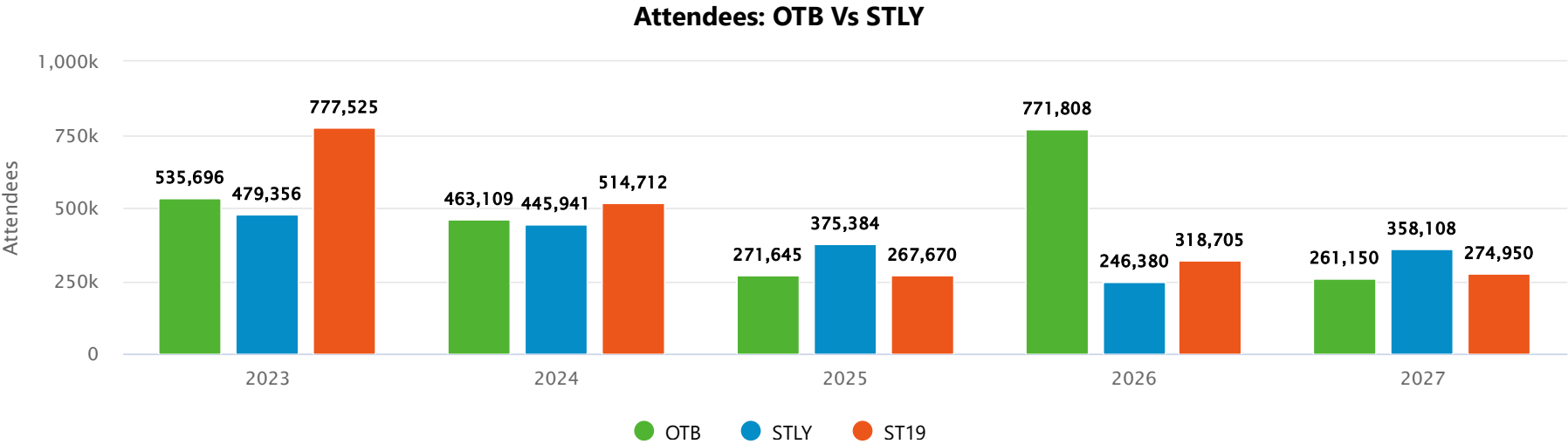
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STLY - Attendees

	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	535,696	479,356 (↑12%)	777,525 (↓ -31%)	82,800	68,076 (↑22%)	71,300 (↑16%)	19,594	24,791 (↓ -21%)	29,751 (↓ -34%)	37.1%	33.8% (↑10%)	43.2% (↓ -14%)
2024	463,109	445,941 (↑4%)	514,712 (↓ -10%)	45,900	82,800 (↓ -45%)	32,000 (↑43%)	171,978	153,073 (↑12%)	184,045 (↓ -7%)	34.8%	40.6% (↓ -14%)	36.7% (↓ -5%)
2025	271,645	375,384 (↓ -28%)	267,670 (↑1%)	47,500	45,900 (↑3%)	29,500 (↑61%)	119,045	253,456 (↓ -53%)	142,974 (↓ -17%)	24.8%	40.2% (↓ -38%)	25.8% (↓ -4%)
2026	771,808	246,380 (↑213%)	318,705 (↑142%)	10,000	45,500 (↓ -78%)	44,000 (↓ -77%)	495,962	168,142 (↑195%)	118,761 (↑318%)	63.7%	32.8% (↑94%)	39.1% (↑63%)
2027	261,150	358,108 (↓ -27%)	274,950 (↓ -5%)	28,000	10,000 (↑180%)	55,000 (↓ -49%)	105,201	141,951 (↓ -26%)	123,200 (↓ -15%)	43.1%	62.5% (↓ -31%)	43.7% (↓ -1%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:07/05/2023

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%)	33,594 (↑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	18,252 (↑391%)	201,003 (↓ -55%)	23,000	650 (↑3k%)	5,000 (↑360%)	0	0 (-)	263 (↓ -100%)	57.3%	15.7% (↑265%)	75.8% (↓ -24%)
Jun	41,563	23,570 (↑76%)	91,434 (↓ -55%)	0	3,800 (↓ -100%)	0 (-)	0	958 (↓ -100%)	1,302 (↓ -100%)	31.0%	14.5% (↑114%)	41.4% (↓ -25%)
Q2 2023	225,202	160,396 (↑40%)	360,573 (↓ -38%)	35,000	17,450 (↑101%)	5,000 (↑600%)	0	958 (↓ -100%)	3,327 (↓ -100%)	48.5%	35.5%(↑36%)	56.5% (↓ -14%)
Jul	16,916	31,100 (↓ -46%)	40,663 (↓ -58%)	21,800	1,800 (↑1k%)	20,000 (↑9%)	1,082	175 (↑518%)	781 (↑39%)	11.8%	29.7% (↓ -60%)	24.1% (↓ -51%)
Aug	17,322	5,725 (↑203%)	35,044 (↓ -51%)	18,000	7,000 (↑157%)	1,500 (↑1k%)	439	1,030 (↓ -57%)	10,801 (↓ -96%)	16.8%	4.0% (↑315%)	29.1% (↓ -42%)
Sep	54,942	55,140 (0%)	71,071 (↓ -23%)	0	0 (-)	15,100 (↓ -100%)	3,442	2,401 (↑43%)	4,417 (↓ -22%)	35.0%	37.0% (↓ -6%)	29.0% (↑20%)
Q3 2023	89,180	91,965 (↓ -3%)	146,778 (↓ -39%)	39,800	8,800 (↑352%)	36,600 (↑9%)	4,963	3,606 (↑38%)	15,999 (↓ -69%)	22.1%	23.3%(↓ -5%)	27.5% (↓ -20%)
Oct	31,807	19,871 (↑60%)	38,702 (↓ -18%)	8,000	34,000 (↓ -76%)	5,000 (↑60%)	7,796	18,122 (↓ -57%)	2,873 (↑171%)	29.7%	15.8% (↑87%)	34.5% (↓ -14%)
Nov	73,834	50,545 (↑46%)	70,022 (↑5%)	0	1,000 (↓ -100%)	1,700 (↓ -100%)	3,160	1,560 (↑103%)	2,342 (↑35%)	50.5%	66.1% (↓ -24%)	51.9% (↓ -3%)
Dec	5,500	80,600 (↓ -93%)	77,900 (↓ -93%)	0	0 (-)	0 (-)	3,675	545 (↑574%)	719 (↑411%)	6.4%	94.9% (↓ -93%)	73.2% (↓ -91%)
Q4 2023	111,141	151,016 (↓ -26%)	186,624 (↓ -40%)	8,000	35,000 (↓ -77%)	6,700 (↑19%)	14,631	20,227 (↓ -28%)	5,934 (↑147%)	32.8%	52.7%(↓ -38%)	52.8% (↓ -38%)

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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 (-)	3,745	375 (↑ 899%)	7,024 (↓ -47%)	30.0%	41.9% (↓ -28%)	37.8% (↓ -21%)
Feb	12,150	5,958 (↑ 104%)	6,217 (↑ 95%)	0	0 (-)	0 (-)	2,545	1,395 (↑ 82%)	4,280 (↓ -41%)	17.6%	15.2% (↑ 16%)	18.7% (↓ -6%)
Mar	32,216	46,400 (↓ -31%)	39,701 (↓ -19%)	0	0 (-)	0 (-)	8,131	19,965 (↓ -59%)	6,856 (↑ 19%)	25.9%	58.6% (↓ -56%)	48.9% (↓ -47%)
Q1 2024	51,816	69,328 (↓ -25%)	68,973 (↓ -25%)	0	0 (-)	0 (-)	14,421	21,735 (↓ -34%)	18,160 (↓ -21%)	23.8%	43.7%(↓ -46%)	39.3% (↓ -40%)
Apr	132,316	88,250 (↑ 50%)	23,956 (↑ 452%)	18,000	12,000 (↑ 50%)	0 (-)	8,935	8,185 (↑ 9%)	8,319 (↑ 7%)	59.5%	59.7% (0%)	27.7% (↑ 115%)
May	86,714	83,850 (↑ 3%)	103,655 (↓ -16%)	0	23,000 (↓ -100%)	0 (-)	43,670	5,311 (↑ 722%)	22,039 (↑ 98%)	60.4%	63.5% (↓ -5%)	80.6% (↓ -25%)
Jun	22,050	24,090 (↓ -8%)	40,532 (↓ -46%)	0	0 (-)	0 (-)	18,765	26,021 (↓ -28%)	11,975 (↑ 57%)	22.0%	23.8% (↓ -8%)	20.6% (↑ 7%)
Q2 2024	241,080	196,190 (↑ 23%)	168,143 (↑ 43%)	18,000	35,000 (↓ -49%)	0 (-)	71,370	39,517 (↑ 81%)	42,333 (↑ 69%)	51.7%	51.5%(0%)	40.8% (↑ 27%)
Jul	30,318	10,796 (↑ 181%)	17,551 (↑ 73%)	0	21,800 (↓ -100%)	3,000 (↓ -100%)	3,950	11,651 (↓ -66%)	29,490 (↓ -87%)	35.9%	10.1% (↑ 256%)	15.5% (↑ 132%)
Aug	20,000	15,500 (↑ 29%)	24,700 (↓ -19%)	10,000	18,000 (↓ -44%)	0 (-)	27,500	1,440 (↑ 2k%)	4,920 (↑ 459%)	22.5%	17.0% (↑ 32%)	18.3% (↑ 23%)
Sep	45,940	51,072 (↓ -10%)	67,180 (↓ -32%)	0	0 (-)	15,000 (↓ -100%)	9,752	4,035 (↑ 142%)	14,635 (↓ -33%)	32.8%	40.1% (↓ -18%)	43.8% (↓ -25%)
Q3 2024	96,258	77,368 (↑ 24%)	109,431 (↓ -12%)	10,000	39,800 (↓ -75%)	18,000 (↓ -44%)	41,202	17,126 (↑ 141%)	49,045 (↓ -16%)	30.7%	23.8%(↑ 29%)	27.3% (↑ 13%)
Oct	29,775	25,756 (↑ 16%)	38,365 (↓ -22%)	17,900	8,000 (↑ 124%)	14,000 (↑ 28%)	9,060	4,420 (↑ 105%)	64,941 (↓ -86%)	22.1%	31.3% (↓ -29%)	24.8% (↓ -11%)
Nov	37,580	72,099 (↓ -48%)	49,000 (↓ -23%)	0	0 (-)	0 (-)	31,925	675 (↑ 5k%)	6,765 (↑ 372%)	31.5%	53.3% (↓ -41%)	33.6% (↓ -6%)
Dec	6,600	5,200 (↑ 27%)	80,800 (↓ -92%)	0	0 (-)	0 (-)	4,000	69,600 (↓ -94%)	2,801 (↑ 43%)	8.2%	36.6% (↓ -78%)	72.8% (↓ -89%)
Q4 2024	73,955	103,055 (↓ -28%)	168,165 (↓ -56%)	17,900	8,000 (↑ 124%)	14,000 (↑ 28%)	44,985	74,695 (↓ -40%)	74,507 (↓ -40%)	22.1%	44.5%(↓ -50%)	40.8% (↓ -46%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:07/05/2023

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	4,250	7,200 (↓ -41%)	0 (-)	0	0 (-)	0 (-)	1,685	650 (↑ 159%)	10,051 (↓ -83%)	73.7%	61.5% (↑ 20%)	0.0% (-)
Feb	11,900	11,675 (↑ 2%)	5,283 (↑ 125%)	0	0 (-)	5,000 (↓ -100%)	3,700	5,700 (↓ -35%)	3,975 (↓ -7%)	36.6%	24.2% (↑ 51%)	20.6% (↑ 77%)
Mar	52,147	23,100 (↑ 126%)	1,610 (↑ 3k%)	7,000	0 (-)	14,000 (↓ -50%)	8,460	2,026 (↑ 318%)	30,322 (↓ -72%)	27.9%	22.6% (↑ 24%)	2.0% (↑ 1k%)
Q1 2025	68,297	41,975 (↑ 63%)	6,893 (↑ 891%)	7,000	0 (-)	19,000 (↓ -63%)	13,845	8,376 (↑ 65%)	44,348 (↓ -69%)	30.3%	25.8%(↑ 17%)	4.9% (↑ 524%)
Apr	63,000	110,695 (↓ -43%)	23,777 (↑ 165%)	0	18,000 (↓ -100%)	0 (-)	5,960	22,930 (↓ -74%)	12,850 (↓ -54%)	34.9%	62.8% (↓ -45%)	19.0% (↑ 84%)
May	17,380	86,564 (↓ -80%)	39,400 (↓ -56%)	23,000	0 (-)	0 (-)	12,700	41,285 (↓ -69%)	9,336 (↑ 36%)	24.0%	68.1% (↓ -65%)	48.1% (↓ -50%)
Jun	30,875	19,350 (↑ 60%)	26,390 (↑ 17%)	2,000	0 (-)	0 (-)	19,710	14,350 (↑ 37%)	3,830 (↑ 415%)	28.9%	28.3% (↑ 2%)	22.5% (↑ 28%)
Q2 2025	111,255	216,609 (↓ -49%)	89,567 (↑ 24%)	25,000	18,000 (↑ 39%)	0 (-)	38,370	78,565 (↓ -51%)	26,016 (↑ 47%)	30.9%	58.3%(↓ -47%)	27.6% (↑ 12%)
Jul	13,443	21,300 (↓ -37%)	20,510 (↓ -34%)	0	0 (-)	0 (-)	2,610	11,200 (↓ -77%)	10,910 (↓ -76%)	17.1%	33.4% (↓ -49%)	21.8% (↓ -22%)
Aug	3,800	4,500 (↓ -16%)	44,450 (↓ -91%)	0	10,000 (↓ -100%)	0 (-)	5,850	51,200 (↓ -89%)	5,075 (↑ 15%)	8.7%	10.1% (↓ -14%)	49.6% (↓ -82%)
Sep	33,760	44,000 (↓ -23%)	31,000 (↑ 9%)	0	0 (-)	10,500 (↓ -100%)	10,245	2,315 (↑ 343%)	32,205 (↓ -68%)	32.5%	38.0% (↓ -14%)	17.5% (↑ 86%)
Q3 2025	51,003	69,800 (↓ -27%)	95,960 (↓ -47%)	0	10,000 (↓ -100%)	10,500 (↓ -100%)	18,705	64,715 (↓ -71%)	48,190 (↓ -61%)	22.5%	31.2%(↓ -28%)	26.6% (↓ -15%)
Oct	21,790	4,600 (↑ 374%)	30,800 (↓ -29%)	15,500	17,900 (↓ -13%)	0 (-)	11,325	2,200 (↑ 415%)	10,220 (↑ 11%)	18.8%	6.1% (↑ 210%)	52.1% (↓ -64%)
Nov	7,400	37,400 (↓ -80%)	36,350 (↓ -80%)	0	0 (-)	0 (-)	34,000	30,000 (↑ 13%)	14,200 (↑ 139%)	9.3%	40.2% (↓ -77%)	54.6% (↓ -83%)
Dec	11,900	5,000 (↑ 138%)	8,100 (↑ 47%)	0	0 (-)	0 (-)	2,800	69,600 (↓ -96%)	0 (-)	13.7%	66.7% (↓ -79%)	9.6% (↑ 43%)
Q4 2025	41,090	47,000 (↓ -13%)	75,250 (↓ -45%)	15,500	17,900 (↓ -13%)	0 (-)	48,125	101,800 (↓ -53%)	24,420 (↑ 97%)	14.5%	26.6%(↓ -45%)	35.8% (↓ -59%)

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