# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:08/01/2023

Event Type: All Events
Assists: Exclude Assists

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

## Room Nights: OTB Vs STLY



Room Nights

| Year | OTB | STLY | ST19 |
|------|---------|---------|---------|
| 2023 | 507,754 | 490,200 | 614,427 |
| 2024 | 485,231 | 431,090 | 473,663 |
| 2025 | 316,812 | 362,885 | 403,363 |
| 2026 | 561,261 | 268,196 | 403,935 |
| 2027 | 281,558 | 382,117 | 368,905 |

● OTB   ● STLY   ● ST19

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**Philadelphia Convention &**

Event Type: All Events
Assists: Exclude Assists

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

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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 | 507,754 | 490,200 (↑4%) | 614,427 (↓ -17%) | 130,208 | 115,871 (↑12%) | 122,869 (↑6%) | 16,625 | 11,194 (↑49%) | 55,429 (↓ -70%) | 25.1% | 24.0% (↑5%) | 28.2% (↓ -11%) |
| 2024 | 485,231 | 431,090 (↑13%) | 473,663 (↑2%) | 76,831 | 130,208 (↓ -41%) | 46,818 (↑64%) | 136,545 | 139,916 (↓ -2%) | 161,391 (↓ -15%) | 24.6% | 26.3% (↓ -6%) | 23.2% (↑6%) |
| 2025 | 316,812 | 362,885 (↓ -13%) | 403,363 (↓ -21%) | 86,926 | 76,831 (↑13%) | 52,393 (↑66%) | 194,625 | 127,850 (↑52%) | 157,888 (↑23%) | 19.6% | 26.7% (↓ -27%) | 24.1% (↓ -19%) |
| 2026 | 561,261 | 268,196 (↑109%) | 403,935 (↑39%) | 37,387 | 76,384 (↓ -51%) | 80,954 (↓ -54%) | 191,158 | 143,583 (↑33%) | 142,086 (↑35%) | 41.6% | 24.7% (↑69%) | 32.3% (↑29%) |
| 2027 | 281,558 | 382,117 (↓ -26%) | 368,905 (↓ -24%) | 45,189 | 37,387 (↑21%) | 93,709 (↓ -52%) | 175,727 | 107,732 (↑63%) | 89,527 (↑96%) | 30.8% | 43.6% (↓ -29%) | 35.0% (↓ -12%) |

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:08/01/2023

## 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 | 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%) | 102,307 (↓ -49%) | 0 | 5,824 (↓ -100%) | 0 (-) | 0 | 0 (-) | 2,123 (↓ -100%) | 20.4% | 14.7% (↑39%) | 40.1% (↓ -49%) |
| Q2 2023 | 163,413 | 137,098 (↑19%) | 256,342 (↓ -36%) | 56,552 | 38,452 (↑47%) | 34,458 (↑64%) | 0 | 0 (-) | 6,463 (↓ -100%) | 24.9% | 19.4%(↑28%) | 37.1% (↓ -33%) |
| Jul | 29,349 | 65,907 (↓ -55%) | 48,432 (↓ -39%) | 34,494 | 4,195 (↑722%) | 30,429 (↑13%) | 2,255 | 368 (↑513%) | 1,196 (↑89%) | 13.0% | 42.7% (↓ -69%) | 23.1% (↓ -44%) |
| Aug | 30,765 | 17,443 (↑76%) | 29,177 (↑5%) | 21,855 | 3,316 (↑559%) | 2,166 (↑909%) | 524 | 988 (↓ -47%) | 22,996 (↓ -98%) | 17.3% | 10.1% (↑71%) | 16.4% (↑5%) |
| Sep | 52,058 | 63,715 (↓ -18%) | 46,381 (↑12%) | 2,782 | 0 (-) | 17,622 (↓ -84%) | 3,325 | 2,519 (↑32%) | 6,893 (↓ -52%) | 24.5% | 30.7% (↓ -20%) | 15.8% (↑55%) |
| Q3 2023 | 112,172 | 147,065 (↓ -24%) | 123,990 (↓ -10%) | 59,131 | 7,511 (↑687%) | 50,217 (↑18%) | 6,104 | 3,875 (↑58%) | 31,085 (↓ -80%) | 18.2% | 27.5%(↓ -34%) | 18.2% (0%) |
| Oct | 70,602 | 51,812 (↑36%) | 61,152 (↑15%) | 14,525 | 51,127 (↓ -72%) | 164 (↑9k%) | 7,445 | 3,579 (↑108%) | 6,873 (↑8%) | 33.3% | 22.1% (↑51%) | 39.6% (↓ -16%) |
| Nov | 66,649 | 65,112 (↑2%) | 57,154 (↑17%) | 0 | 800 (↓ -100%) | 6,585 (↓ -100%) | 1,550 | 2,845 (↓ -46%) | 1,911 (↓ -19%) | 35.9% | 55.3% (↓ -35%) | 32.1% (↑12%) |
| Dec | 5,310 | 38,464 (↓ -86%) | 35,113 (↓ -85%) | 0 | 0 (-) | 0 (-) | 1,526 | 895 (↑71%) | 185 (↑725%) | 9.9% | 83.4% (↓ -88%) | 37.2% (↓ -73%) |
| Q4 2023 | 142,561 | 155,388 (↓ -8%) | 153,419 (↓ -7%) | 14,525 | 51,927 (↓ -72%) | 6,749 (↑115%) | 10,521 | 7,319 (↑44%) | 8,969 (↑17%) | 31.6% | 39.0%(↓ -19%) | 36.0% (↓ -12%) |

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## STLY - 2024 Room Nights

| Month | OTB | | | Cancelled | | | Tentative | | | Conversion Rate | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RN | vs STLY | vs ST19 | RN | vs STLY | vs ST19 | RN | vs STLY | vs ST19 | RN | vs STLY | vs ST19 |
| Jan | 17,325 | 21,904 (↓ -21%) | 31,711 (↓ -45%) | 0 | 0 (-) | 0 (-) | 3,371 | 1,182 (↑185%) | 5,793 (↓ -42%) | 31.5% | 43.9% (↓ -28%) | 33.7% (↓ -7%) |
| Feb | 16,326 | 3,547 (↑360%) | 9,060 (↑80%) | 0 | 0 (-) | 0 (-) | 4,331 | 31,560 (↓ -86%) | 4,224 (↑3%) | 14.8% | 5.3% (↑180%) | 9.6% (↑55%) |
| Mar | 23,767 | 43,634 (↓ -46%) | 59,448 (↓ -60%) | 0 | 0 (-) | 0 (-) | 14,280 | 7,259 (↑97%) | 2,268 (↑530%) | 16.8% | 38.4% (↓ -56%) | 43.5% (↓ -61%) |
| Q1 2024 | 57,418 | 69,085 (↓ -17%) | 100,219 (↓ -43%) | 0 | 0 (-) | 0 (-) | 21,982 | 40,001 (↓ -45%) | 12,285 (↑79%) | 18.7% | 29.9%(↓ -38%) | 30.8% (↓ -39%) |
| Apr | 83,469 | 50,827 (↑64%) | 38,176 (↑119%) | 34,700 | 31,545 (↑10%) | 0 (-) | 13,905 | 16,186 (↓ -14%) | 14,577 (↓ -5%) | 31.7% | 29.2% (↑9%) | 26.1% (↑21%) |
| May | 53,699 | 43,530 (↑23%) | 72,711 (↓ -26%) | 0 | 25,007 (↓ -100%) | 0 (-) | 12,662 | 9,267 (↑37%) | 27,471 (↓ -54%) | 29.8% | 30.6% (↓ -3%) | 50.1% (↓ -41%) |
| Jun | 46,746 | 44,734 (↑4%) | 50,948 (↓ -8%) | 0 | 0 (-) | 0 (-) | 18,611 | 14,458 (↑29%) | 22,918 (↓ -19%) | 23.2% | 19.5% (↑19%) | 14.5% (↑60%) |
| Q2 2024 | 183,914 | 139,091 (↑32%) | 161,835 (↑14%) | 34,700 | 56,552 (↓ -39%) | 0 (-) | 45,178 | 39,911 (↑13%) | 64,966 (↓ -30%) | 28.5% | 25.5%(↑12%) | 25.2% (↑13%) |
| Jul | 72,072 | 20,969 (↑244%) | 29,676 (↑143%) | 0 | 34,494 (↓ -100%) | 6,000 (↓ -100%) | 4,320 | 26,790 (↓ -84%) | 25,606 (↓ -83%) | 36.0% | 12.1% (↑197%) | 18.6% (↑93%) |
| Aug | 17,882 | 27,096 (↓ -34%) | 18,128 (↓ -1%) | 13,720 | 21,855 (↓ -37%) | 0 (-) | 9,786 | 10,370 (↓ -6%) | 5,371 (↑82%) | 15.4% | 18.2% (↓ -15%) | 8.8% (↑75%) |
| Sep | 51,384 | 45,410 (↑13%) | 40,499 (↑27%) | 0 | 2,782 (↓ -100%) | 12,138 (↓ -100%) | 9,756 | 11,180 (↓ -13%) | 17,392 (↓ -44%) | 26.0% | 27.4% (↓ -5%) | 25.0% (↑4%) |
| Q3 2024 | 141,338 | 93,475 (↑51%) | 88,303 (↑60%) | 13,720 | 59,131 (↓ -77%) | 18,138 (↓ -24%) | 23,862 | 48,340 (↓ -51%) | 48,369 (↓ -51%) | 27.5% | 19.2%(↑43%) | 16.8% (↑64%) |
| Oct | 64,143 | 61,324 (↑5%) | 60,777 (↑6%) | 28,411 | 14,525 (↑96%) | 28,680 (↓ -1%) | 13,018 | 10,479 (↑24%) | 16,743 (↓ -22%) | 22.9% | 36.9% (↓ -38%) | 21.4% (↑7%) |
| Nov | 31,381 | 64,030 (↓ -51%) | 24,633 (↑27%) | 0 | 0 (-) | 0 (-) | 26,745 | 1,185 (↑2k%) | 14,618 (↑83%) | 17.5% | 39.0% (↓ -55%) | 12.6% (↑40%) |
| Dec | 7,037 | 4,085 (↑72%) | 37,896 (↓ -81%) | 0 | 0 (-) | 0 (-) | 5,760 | 0 (-) | 4,410 (↑31%) | 15.2% | 8.6% (↑75%) | 55.2% (↓ -73%) |
| Q4 2024 | 102,561 | 129,439 (↓ -21%) | 123,306 (↓ -17%) | 28,411 | 14,525 (↑96%) | 28,680 (↓ -1%) | 45,523 | 11,664 (↑290%) | 35,771 (↑27%) | 20.3% | 34.2%(↓ -41%) | 22.5% (↓ -10%) |

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:08/01/2023

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 (-) | 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%) | 13,276 | 20,446 (↓ -35%) | 6,355 (↑109%) | 14.9% | 22.1% (↓ -33%) | 4.4% (↑239%) |
| Mar | 40,979 | 12,959 (↑216%) | 17,322 (↑137%) | 21,285 | 0 (-) | 28,655 (↓ -26%) | 20,093 | 13,620 (↑48%) | 16,722 (↑20%) | 16.3% | 14.9% (↑9%) | 10.8% (↑51%) |
| Q1 2025 | 56,083 | 44,174 (↑27%) | 20,324 (↑176%) | 21,285 | 0 (-) | 40,549 (↓ -48%) | 38,741 | 35,311 (↑10%) | 41,591 (↓ -7%) | 17.3% | 24.6% (↓ -30%) | 6.8% (↑154%) |
| Apr | 65,957 | 60,903 (↑8%) | 39,263 (↑68%) | 550 | 34,700 (↓ -98%) | 0 (-) | 12,654 | 27,893 (↓ -55%) | 8,932 (↑42%) | 35.1% | 32.8% (↑7%) | 16.2% (↑116%) |
| May | 34,014 | 53,309 (↓ -36%) | 54,668 (↓ -38%) | 25,007 | 0 (-) | 0 (-) | 15,580 | 3,848 (↑305%) | 13,231 (↑18%) | 23.7% | 38.3% (↓ -38%) | 42.5% (↓ -44%) |
| Jun | 45,493 | 38,043 (↑20%) | 47,968 (↓ -5%) | 4,666 | 0 (-) | 0 (-) | 33,190 | 14,982 (↑122%) | 11,755 (↑182%) | 22.2% | 27.3% (↓ -19%) | 17.6% (↑26%) |
| Q2 2025 | 145,464 | 152,255 (↓ -4%) | 141,899 (↑3%) | 30,223 | 34,700 (↓ -13%) | 0 (-) | 61,424 | 46,723 (↑31%) | 33,918 (↑81%) | 27.1% | 32.8% (↓ -17%) | 22.1% (↑23%) |
| Jul | 29,053 | 64,298 (↓ -55%) | 56,321 (↓ -48%) | 5,876 | 0 (-) | 0 (-) | 16,914 | 12,740 (↑33%) | 13,099 (↑29%) | 23.5% | 38.7% (↓ -39%) | 30.2% (↓ -22%) |
| Aug | 9,816 | 6,190 (↑59%) | 39,894 (↓ -75%) | 0 | 13,720 (↓ -100%) | 0 (-) | 7,590 | 14,360 (↓ -47%) | 13,153 (↓ -42%) | 10.9% | 9.2% (↑18%) | 36.2% (↓ -70%) |
| Sep | 28,710 | 46,789 (↓ -39%) | 28,493 (↑1%) | 0 | 0 (-) | 11,844 (↓ -100%) | 27,673 | 8,466 (↑227%) | 35,463 (↓ -22%) | 19.9% | 31.5% (↓ -37%) | 17.8% (↑12%) |
| Q3 2025 | 67,579 | 117,277 (↓ -42%) | 124,708 (↓ -46%) | 5,876 | 13,720 (↓ -57%) | 11,844 (↓ -50%) | 52,177 | 35,566 (↑47%) | 61,715 (↓ -15%) | 18.9% | 30.7% (↓ -39%) | 27.3% (↓ -31%) |
| Oct | 18,786 | 14,359 (↑31%) | 70,072 (↓ -73%) | 29,542 | 28,411 (↑4%) | 0 (-) | 20,177 | 4,900 (↑312%) | 14,874 (↑36%) | 8.2% | 8.7% (↓ -5%) | 55.9% (↓ -85%) |
| Nov | 9,828 | 29,833 (↓ -67%) | 35,643 (↓ -72%) | 0 | 0 (-) | 0 (-) | 16,988 | 5,350 (↑218%) | 5,790 (↑193%) | 8.2% | 23.1% (↓ -65%) | 38.9% (↓ -79%) |
| Dec | 19,072 | 4,987 (↑282%) | 10,717 (↑78%) | 0 | 0 (-) | 0 (-) | 5,118 | 0 (-) | 0 (-) | 38.0% | 12.3% (↑208%) | 19.5% (↑95%) |
| Q4 2025 | 47,686 | 49,179 (↓ -3%) | 116,432 (↓ -59%) | 29,542 | 28,411 (↑4%) | 0 (-) | 42,283 | 10,250 (↑313%) | 20,664 (↑105%) | 12.0% | 14.7% (↓ -18%) | 42.8% (↓ -72%) |

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## STLY - 2026 Room Nights

| Month | OTB RN | OTB vs STLY | OTB vs ST19 | Cancelled RN | Cancelled vs STLY | Cancelled vs ST19 | Tentative RN | Tentative vs STLY | Tentative vs ST19 | Conversion Rate RN | Conversion Rate vs STLY | Conversion Rate 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 (-) | 4,816 | 11,427 (↓ -58% ) | 3,944 (↑22% ) | 70.4% | 7.8% (↑808% ) | 8.1% (↑772% ) |
| Mar | 58,162 | 19,950 (↑192% ) | 22,525 (↑158% ) | 0 | 21,285 (↓ -100% ) | 5,761 (↓ -100% ) | 15,396 | 38,580 (↓ -60% ) | 10,933 (↑41% ) | 51.9% | 11.7% (↑344% ) | 12.6% (↑311% ) |
| Q1 2026 | 119,090 | 27,682 (↑330% ) | 32,505 (↑266% ) | 0 | 21,285 (↓ -100% ) | 5,761 (↓ -100% ) | 37,212 | 50,697 (↓ -27% ) | 29,271 (↑27% ) | 60.5% | 13.6% (↑344% ) | 11.3% (↑436% ) |
| Apr | 55,615 | 61,833 (↓ -10% ) | 36,842 (↑51% ) | 0 | 550 (↓ -100% ) | 31,598 (↓ -100% ) | 13,634 | 3,809 (↑258% ) | 10,632 (↑28% ) | 49.0% | 41.6% (↑18% ) | 51.2% (↓ -4% ) |
| May | 35,810 | 34,014 (↑5% ) | 23,969 (↑49% ) | 28,435 | 25,007 (↑14% ) | 0 (-) | 20,663 | 21,064 (↓ -2% ) | 21,915 (↓ -6% ) | 35.0% | 41.0% (↓ -15% ) | 18.3% (↑91% ) |
| Jun | 167,142 | 44,516 (↑275% ) | 32,184 (↑419% ) | 0 | 0 (-) | 0 (-) | 3,190 | 8,291 (↓ -62% ) | 25,209 (↓ -87% ) | 72.4% | 35.4% (↑105% ) | 16.3% (↑343% ) |
| Q2 2026 | 258,567 | 140,363 (↑84% ) | 92,995 (↑178% ) | 28,435 | 25,557 (↑11% ) | 31,598 (↓ -10% ) | 37,487 | 33,164 (↑13% ) | 57,756 (↓ -35% ) | 57.9% | 39.3% (↑47% ) | 23.3% (↑149% ) |
| Jul | 84,809 | 22,516 (↑277% ) | 64,716 (↑31% ) | 0 | 0 (-) | 0 (-) | 64,823 | 5,264 (↑1k% ) | 4,461 (↑1k% ) | 56.4% | 35.9% (↑57% ) | 60.1% (↓ -6% ) |
| Aug | 15,819 | 7,580 (↑109% ) | 13,239 (↑19% ) | 0 | 0 (-) | 0 (-) | 13,504 | 3,380 (↑300% ) | 8,382 (↑61% ) | 16.8% | 11.2% (↑50% ) | 21.5% (↓ -22% ) |
| Sep | 25,020 | 26,344 (↓ -5% ) | 56,000 (↓ -55% ) | 0 | 0 (-) | 0 (-) | 18,247 | 31,105 (↓ -41% ) | 26,099 (↓ -30% ) | 28.1% | 25.7% (↑9% ) | 48.7% (↓ -42% ) |
| Q3 2026 | 125,648 | 56,440 (↑123% ) | 133,955 (↓ -6% ) | 0 | 0 (-) | 0 (-) | 96,574 | 39,749 (↑143% ) | 38,942 (↑148% ) | 37.7% | 24.2% (↑55% ) | 47.1% (↓ -20% ) |
| Oct | 50,305 | 17,368 (↑190% ) | 55,648 (↓ -10% ) | 0 | 29,542 (↓ -100% ) | 43,595 (↓ -100% ) | 13,040 | 8,524 (↑53% ) | 7,858 (↑66% ) | 23.0% | 11.5% (↑101% ) | 34.9% (↓ -34% ) |
| Nov | 2,801 | 9,828 (↓ -71% ) | 53,597 (↓ -95% ) | 8,952 | 0 (-) | 0 (-) | 4,795 | 11,449 (↓ -58% ) | 6,345 (↓ -24% ) | 2.6% | 10.3% (↓ -75% ) | 66.8% (↓ -96% ) |
| Dec | 4,850 | 16,515 (↓ -71% ) | 35,235 (↓ -86% ) | 0 | 0 (-) | 0 (-) | 2,050 | 0 (-) | 1,914 (↑7% ) | 10.7% | 35.6% (↓ -70% ) | 94.4% (↓ -89% ) |
| Q4 2026 | 57,956 | 43,711 (↑33% ) | 144,480 (↓ -60% ) | 8,952 | 29,542 (↓ -70% ) | 43,595 (↓ -79% ) | 19,885 | 19,973 (0%) | 16,117 (↑23% ) | 15.6% | 14.9% (↑5% ) | 52.2% (↓ -70% ) |

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:08/01/2023

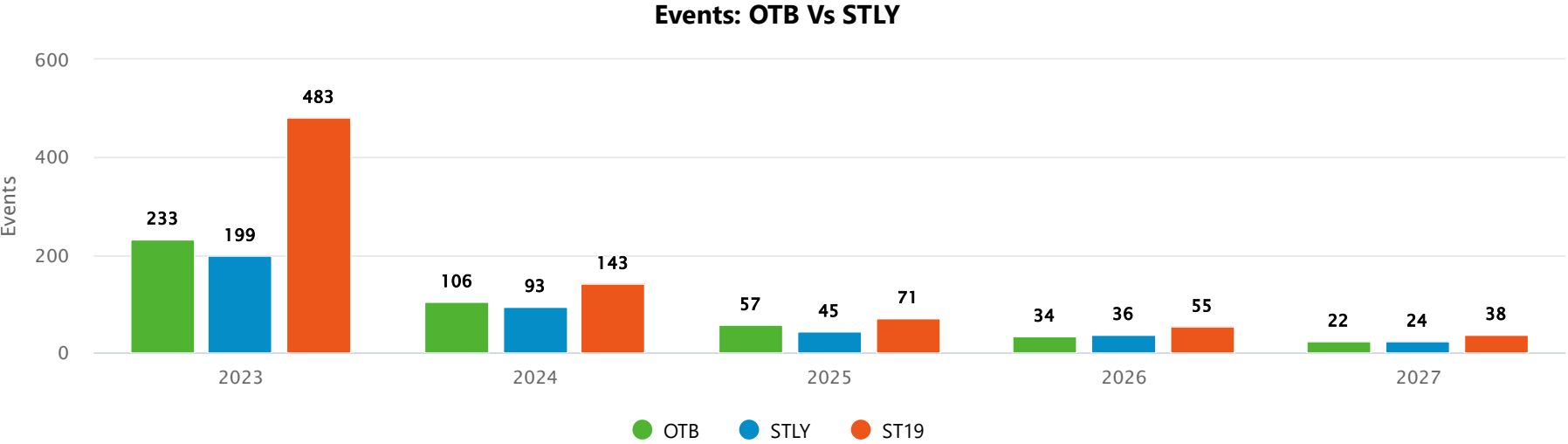Event Type: All Events
Assists: Exclude Assists

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

## STLY - 2027 Room Nights

| Month | OTB RN | OTB vs STLY | OTB vs ST19 | Cancelled RN | Cancelled vs STLY | Cancelled vs ST19 | Tentative RN | Tentative vs STLY | Tentative vs ST19 | Conversion Rate RN | Conversion Rate vs STLY | Conversion Rate vs ST19 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Jan | 21,220 | 39,753 (↓ -47%) | 18,626 (↑14% ) | 0 | 0 (-) | 0 (-) | 2,091 | 4,595 (↓ -54%) | 16,215 (↓ -87%) | 66.8% | 81.6% (↓ -18%) | 87.0% (↓ -23%) |
| Feb | 31,813 | 19,068 (↑67%) | 1,710 (↑2k% ) | 0 | 0 (-) | 0 (-) | 29,499 | 1,710 (↑2k% ) | 0 (-) | 56.6% | 74.4% (↓ -24%) | 6.7% (↑740% ) |
| Mar | 16,025 | 56,487 (↓ -72%) | 32,073 (↓ -50%) | 0 | 0 (-) | 0 (-) | 20,771 | 10,270 (↑102%) | 5,708 (↑264%) | 32.2% | 65.0% (↓ -50%) | 49.5% (↓ -35%) |
| Q1 2027 | 69,058 | 115,308 (↓ -40%) | 52,409 (↑32% ) | 0 | 0 (-) | 0 (-) | 52,361 | 16,575 (↑216% ) | 21,923 (↑139% ) | 50.1% | 71.5%(↓ -30%) | 47.0% (↑7% ) |
| Apr | 32,154 | 54,685 (↓ -41%) | 48,354 (↓ -34%) | 400 | 0 (-) | 31,545 (↓ -99%) | 7,552 | 5,492 (↑38%) | 6,980 (↑8% ) | 27.4% | 67.4% (↓ -59%) | 39.8% (↓ -31%) |
| May | 30,492 | 31,314 (↓ -3%) | 46,986 (↓ -35%) | 24,607 | 28,435 (↓ -13%) | 0 (-) | 14,566 | 1,320 (↑1k% ) | 1,274 (↑1k% ) | 38.2% | 53.9% (↓ -29%) | 62.4% (↓ -39%) |
| Jun | 33,496 | 40,038 (↓ -16%) | 28,915 (↑16% ) | 20,182 | 0 (-) | 0 (-) | 9,362 | 10,270 (↓ -9%) | 15,416 (↓ -39%) | 28.7% | 56.9% (↓ -50%) | 18.0% (↑60% ) |
| Q2 2027 | 96,142 | 126,037 (↓ -24%) | 124,255 (↓ -23%) | 45,189 | 28,435 (↑59% ) | 31,545 (↑43% ) | 31,480 | 17,082 (↑84% ) | 23,670 (↑33% ) | 30.6% | 60.1%(↓ -49%) | 34.7% (↓ -12%) |
| Jul | 4,497 | 48,078 (↓ -91%) | 16,528 (↓ -73%) | 0 | 0 (-) | 30,534 (↓ -100%) | 36,638 | 36,381 (↑1%) | 37,454 (↓ -2%) | 5.9% | 51.6% (↓ -89%) | 24.1% (↓ -76%) |
| Aug | 3,252 | 15,639 (↓ -79%) | 17,250 (↓ -81%) | 0 | 0 (-) | 17,105 (↓ -100%) | 18,766 | 32,843 (↓ -43%) | 750 (↑2k% ) | 4.3% | 32.0% (↓ -87%) | 16.4% (↓ -74%) |
| Sep | 25,679 | 25,020 (↑3% ) | 43,043 (↓ -40%) | 0 | 0 (-) | 0 (-) | 8,560 | 0 (-) | 1,106 (↑674% ) | 35.1% | 32.0% (↑10% ) | 35.6% (↓ -2%) |
| Q3 2027 | 33,428 | 88,737 (↓ -62%) | 76,821 (↓ -56%) | 0 | 0 (-) | 47,639 (↓ -100%) | 63,964 | 69,224 (↓ -8%) | 39,310 (↑63% ) | 14.8% | 40.3%(↓ -63%) | 26.0% (↓ -43%) |
| Oct | 18,149 | 47,185 (↓ -62%) | 55,102 (↓ -67%) | 0 | 0 (-) | 14,525 (↓ -100%) | 13,625 | 0 (-) | 1,150 (↑1k% ) | 22.2% | 24.5% (↓ -9%) | 43.7% (↓ -49%) |
| Nov | 23,086 | 0 (-) | 56,718 (↓ -59%) | 0 | 8,952 (↓ -100%) | 0 (-) | 14,297 | 2,801 (↑410%) | 3,474 (↑312% ) | 20.2% | 0.0% (-) | 39.8% (↓ -49%) |
| Dec | 41,695 | 4,850 (↑760% ) | 3,600 (↑1k% ) | 0 | 0 (-) | 0 (-) | 0 | 2,050 (↓ -100%) | 0 (-) | 100.0% | 12.0% (↑736% ) | 16.8% (↑494% ) |
| Q4 2027 | 82,930 | 52,035 (↑59% ) | 115,420 (↓ -28%) | 0 | 8,952 (↓ -100%) | 14,525 (↓ -100%) | 27,922 | 4,851 (↑476% ) | 4,624 (↑504% ) | 34.9% | 18.2%(↑92% ) | 39.8% (↓ -12%) |

# Visitors Bureau
**FuturePace: STLY Report**
Prepared on:08/01/2023

## Events: OTB Vs STLY



- OTB
- STLY
- ST19

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:08/01/2023

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 | 233 | 199 (↑17%) | 483 (↓ -52%) | 7 | 13 (↓ -46%) | 9 (↓ -22%) | 41 | 33 (↑24%) | 129 (↓ -68%) | 28.8% | 26.5% (↑9%) | 33.7% (↓ -15%) |
| 2024 | 106 | 93 (↑14%) | 143 (↓ -26%) | 5 | 7 (↓ -29%) | 3 (↑67%) | 133 | 115 (↑16%) | 176 (↓ -24%) | 21.3% | 24.9% (↓ -15%) | 22.3% (↓ -5%) |
| 2025 | 57 | 45 (↑27%) | 71 (↓ -20%) | 6 | 5 (↑20%) | 3 (↑100%) | 89 | 55 (↑62%) | 87 (↑2%) | 20.6% | 21.4% (↓ -4%) | 21.6% (↓ -5%) |
| 2026 | 34 | 36 (↓ -6%) | 55 (↓ -38%) | 2 | 4 (↓ -50%) | 2 (0%) | 50 | 45 (↑11%) | 62 (↓ -19%) | 23.4% | 29.8% (↓ -21%) | 30.9% (↓ -24%) |
| 2027 | 22 | 24 (↓ -8%) | 38 (↓ -42%) | 2 | 2 (0%) | 4 (↓ -50%) | 28 | 18 (↑56%) | 21 (↑33%) | 24.7% | 28.9% (↓ -15%) | 29.7% (↓ -17%) |

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## STLY - 2023 Events

| Month | OTB Events | OTB vs STLY | OTB vs ST19 | Cancelled Events | Cancelled vs STLY | Cancelled vs ST19 | Tentative Events | Tentative vs STLY | Tentative vs ST19 | Conversion Rate Events | Conversion Rate vs STLY | Conversion Rate 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%) | 52 (↓ -48%) | 0 | 1 (↓ -100%) | 0 (-) | 0 | 0 (-) | 3 (↓ -100%) | 32.9% | 27.7% (↑19%) | 31.1% (↑6%) |
| Q2 2023 | 71 | 67 (↑6%) | 161 (↓ -56%) | 2 | 3 (↓ -33%) | 1 (↑100%) | 0 | 0 (-) | 20 (↓ -100%) | 29.2% | 26.6%(↑10%) | 34.3% (↓ -15%) |
| Jul | 23 | 18 (↑28%) | 76 (↓ -70%) | 2 | 1 (↑100%) | 1 (↑100%) | 1 | 1 (0%) | 10 (↓ -90%) | 25.8% | 30.0% (↓ -14%) | 48.1% (↓ -46%) |
| Aug | 14 | 18 (↓ -22%) | 33 (↓ -58%) | 2 | 1 (↑100%) | 1 (↑100%) | 3 | 2 (↑50%) | 12 (↓ -75%) | 24.6% | 29.0% (↓ -15%) | 40.2% (↓ -39%) |
| Sep | 25 | 22 (↑14%) | 51 (↓ -51%) | 0 | 0 (-) | 2 (↓ -100%) | 11 | 10 (↑10%) | 38 (↓ -71%) | 23.6% | 23.9% (↓ -1%) | 25.0% (↓ -6%) |
| Q3 2023 | 62 | 58 (↑7%) | 160 (↓ -61%) | 4 | 2 (↑100%) | 4 (0%) | 15 | 13 (↑15%) | 60 (↓ -75%) | 24.6% | 27.1%(↓ -9%) | 36.0% (↓ -32%) |
| Oct | 35 | 14 (↑150%) | 47 (↓ -26%) | 1 | 2 (↓ -50%) | 1 (0%) | 18 | 9 (↑100%) | 24 (↓ -25%) | 27.3% | 14.7% (↑86%) | 29.4% (↓ -7%) |
| Nov | 15 | 14 (↑7%) | 25 (↓ -40%) | 0 | 1 (↓ -100%) | 1 (↓ -100%) | 5 | 8 (↓ -37%) | 16 (↓ -69%) | 33.3% | 35.9% (↓ -7%) | 31.3% (↑7%) |
| Dec | 4 | 8 (↓ -50%) | 9 (↓ -56%) | 0 | 0 (-) | 0 (-) | 3 | 3 (0%) | 3 (0%) | 40.0% | 57.1% (↓ -30%) | 39.1% (↑2%) |
| Q4 2023 | 54 | 36 (↑50%) | 81 (↓ -33%) | 1 | 3 (↓ -67%) | 2 (↓ -50%) | 26 | 20 (↑30%) | 43 (↓ -40%) | 29.5% | 24.3%(↑21%) | 30.8% (↓ -4%) |

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:08/01/2023

## STLY - 2024 Events

| Month | OTB Events | OTB vs STLY | OTB vs ST19 | Cancelled Events | Cancelled vs STLY | Cancelled vs ST19 | Tentative Events | Tentative vs STLY | Tentative vs ST19 | Conversion Rate Events | Conversion Rate vs STLY | Conversion Rate vs ST19 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Jan | 2 | 6 (↓ -67%) | 8 (↓ -75%) | 0 | 0 (-) | 0 (-) | 8 | 5 (↑60%) | 8 (0%) | 11.8% | 40.0% (↓ -71%) | 28.6% (↓ -59%) |
| Feb | 10 | 4 (↑150%) | 6 (↑67%) | 0 | 0 (-) | 0 (-) | 4 | 6 (↓ -33%) | 6 (↓ -33%) | 29.4% | 22.2% (↑32%) | 20.7% (↑42%) |
| Mar | 14 | 7 (↑100%) | 16 (↓ -12%) | 0 | 0 (-) | 0 (-) | 11 | 15 (↓ -27%) | 8 (↑38%) | 30.4% | 22.6% (↑35%) | 24.6% (↑24%) |
| Q1 2024 | 26 | 17 (↑53%) | 30 (↓ -13%) | 0 | 0 (-) | 0 (-) | 23 | 26 (↓ -12%) | 22 (↑5%) | 26.8% | 26.6%(↑1%) | 24.6% (↑9%) |
| Apr | 15 | 11 (↑36%) | 16 (↓ -6%) | 1 | 1 (0%) | 0 (-) | 19 | 12 (↑58%) | 26 (↓ -27%) | 22.1% | 27.5% (↓ -20%) | 21.3% (↑3%) |
| May | 6 | 8 (↓ -25%) | 15 (↓ -60%) | 0 | 1 (↓ -100%) | 0 (-) | 21 | 11 (↑91%) | 20 (↑5%) | 15.8% | 20.0% (↓ -21%) | 27.3% (↓ -42%) |
| Jun | 12 | 9 (↑33%) | 21 (↓ -43%) | 0 | 0 (-) | 0 (-) | 13 | 16 (↓ -19%) | 19 (↓ -32%) | 19.7% | 24.3% (↓ -19%) | 21.9% (↓ -10%) |
| Q2 2024 | 33 | 28 (↑18%) | 52 (↓ -37%) | 1 | 2 (↓ -50%) | 0 (-) | 53 | 39 (↑36%) | 65 (↓ -18%) | 19.8% | 23.9%(↓ -17%) | 23.0% (↓ -14%) |
| Jul | 12 | 13 (↓ -8%) | 12 (0%) | 0 | 2 (↓ -100%) | 1 (↓ -100%) | 8 | 17 (↓ -53%) | 17 (↓ -53%) | 24.5% | 26.5% (↓ -8%) | 22.6% (↑8%) |
| Aug | 6 | 7 (↓ -14%) | 4 (↑50%) | 1 | 2 (↓ -50%) | 0 (-) | 7 | 6 (↑17%) | 10 (↓ -30%) | 22.2% | 23.3% (↓ -5%) | 10.5% (↑111%) |
| Sep | 9 | 7 (↑29%) | 14 (↓ -36%) | 0 | 0 (-) | 1 (↓ -100%) | 14 | 12 (↑17%) | 22 (↓ -36%) | 15.5% | 18.4% (↓ -16%) | 22.6% (↓ -31%) |
| Q3 2024 | 27 | 27 (0%) | 30 (↓ -10%) | 1 | 4 (↓ -75%) | 2 (↓ -50%) | 29 | 35 (↓ -17%) | 49 (↓ -41%) | 20.1% | 23.1%(↓ -13%) | 19.6% (↑3%) |
| Oct | 11 | 12 (↓ -8%) | 19 (↓ -42%) | 3 | 1 (↑200%) | 1 (↑200%) | 18 | 14 (↑29%) | 24 (↓ -25%) | 17.5% | 24.0% (↓ -27%) | 22.9% (↓ -24%) |
| Nov | 7 | 7 (0%) | 8 (↓ -12%) | 0 | 0 (-) | 0 (-) | 7 | 1 (↑600%) | 11 (↓ -36%) | 22.6% | 33.3% (↓ -32%) | 16.7% (↑35%) |
| Dec | 2 | 2 (0%) | 4 (↓ -50%) | 0 | 0 (-) | 0 (-) | 3 | 0 (-) | 5 (↓ -40%) | 33.3% | 50.0% (↓ -33%) | 44.4% (↓ -25%) |
| Q4 2024 | 20 | 21 (↓ -5%) | 31 (↓ -35%) | 3 | 1 (↑200%) | 1 (↑200%) | 28 | 15 (↑87%) | 40 (↓ -30%) | 20.0% | 28.0%(↓ -29%) | 22.1% (↓ -10%) |

**Visitors Bureau**
FuturePace: STLY Report
Prepared on:08/01/2023

Assists: Exclude Assists          Measurements: Room Nights, Events, Attendees

## STLY - 2025 Events

| Month | OTB Events | OTB vs STLY | OTB vs ST19 | Cancelled Events | Cancelled vs STLY | Cancelled vs ST19 | Tentative Events | Tentative vs STLY | Tentative vs ST19 | Conversion Rate Events | Conversion Rate vs STLY | Conversion Rate 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%) | 5 | 4 (↑25%) | 2 (↑150%) | 28.6% | 28.6% (0%) | 16.7% (↑71%) |
| Mar | 12 | 3 (↑300%) | 4 (↑200%) | 1 | 0 (-) | 1 (0%) | 10 | 5 (↑100%) | 11 (↓ -9%) | 26.1% | 18.8% (↑39%) | 15.4% (↑70%) |
| **Q1 2025** | 19 | 8 (↑138%) | 6 (↑217%) | 1 | 0 (-) | 2 (↓ -50%) | 17 | 11 (↑55%) | 18 (↓ -6%) | 28.8% | 23.5% (↑22%) | 12.5% (↑130%) |
| Apr | 5 | 4 (↑25%) | 7 (↓ -29%) | 0 | 1 (↓ -100%) | 0 (-) | 8 | 12 (↓ -33%) | 12 (↓ -33%) | 23.8% | 14.3% (↑67%) | 16.7% (↑43%) |
| May | 5 | 5 (0%) | 8 (↓ -37%) | 1 | 0 (-) | 0 (-) | 7 | 4 (↑75%) | 12 (↓ -42%) | 21.7% | 33.3% (↓ -35%) | 27.6% (↓ -21%) |
| Jun | 3 | 6 (↓ -50%) | 8 (↓ -62%) | 1 | 0 (-) | 0 (-) | 11 | 6 (↑83%) | 4 (↑175%) | 11.5% | 23.1% (↓ -50%) | 17.8% (↓ -35%) |
| **Q2 2025** | 13 | 15 (↓ -13%) | 23 (↓ -43%) | 2 | 1 (↑100%) | 0 (-) | 26 | 22 (↑18%) | 28 (↓ -7%) | 18.6% | 21.7% (↓ -15%) | 19.8% (↓ -6%) |
| Jul | 6 | 7 (↓ -14%) | 12 (↓ -50%) | 1 | 0 (-) | 0 (-) | 10 | 5 (↑100%) | 10 (0%) | 23.1% | 26.9% (↓ -14%) | 31.6% (↓ -27%) |
| Aug | 4 | 3 (↑33%) | 8 (↓ -50%) | 0 | 1 (↓ -100%) | 0 (-) | 4 | 5 (↓ -20%) | 6 (↓ -33%) | 17.4% | 25.0% (↓ -30%) | 36.4% (↓ -52%) |
| Sep | 4 | 4 (0%) | 3 (↑33%) | 0 | 0 (-) | 1 (↓ -100%) | 13 | 8 (↑63%) | 10 (↑30%) | 19.0% | 19.0% (0%) | 7.9% (↑141%) |
| **Q3 2025** | 14 | 14 (0%) | 23 (↓ -39%) | 1 | 1 (0%) | 1 (0%) | 27 | 18 (↑50%) | 26 (↑4%) | 20.0% | 23.7% (↓ -16%) | 23.5% (↓ -15%) |
| Oct | 5 | 2 (↑150%) | 9 (↓ -44%) | 2 | 3 (↓ -33%) | 0 (-) | 8 | 3 (↑167%) | 9 (↓ -11%) | 11.1% | 6.9% (↑61%) | 24.3% (↓ -54%) |
| Nov | 3 | 5 (↓ -40%) | 7 (↓ -57%) | 0 | 0 (-) | 0 (-) | 8 | 1 (↑700%) | 6 (↑33%) | 15.8% | 31.3% (↓ -49%) | 29.2% (↓ -46%) |
| Dec | 3 | 1 (↑200%) | 3 (0%) | 0 | 0 (-) | 0 (-) | 3 | 0 (-) | 0 (-) | 42.9% | 33.3% (↑29%) | 50.0% (↓ -14%) |
| **Q4 2025** | 11 | 8 (↑38%) | 19 (↓ -42%) | 2 | 3 (↓ -33%) | 0 (-) | 19 | 4 (↑375%) | 15 (↑27%) | 15.5% | 16.7% (↓ -7%) | 28.4% (↓ -45%) |

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:08/01/2023

Event Type: All Events
Assists: Exclude Assists

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

## STLY - 2026 Events

| Month | OTB Events | OTB vs STLY | OTB vs ST19 | Cancelled Events | Cancelled vs STLY | Cancelled vs ST19 | Tentative Events | Tentative vs STLY | Tentative vs ST19 | Conversion Rate Events | Conversion Rate vs STLY | Conversion Rate 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 | 3 (↓ -33%) | 3 (↓ -33%) | 71.4% | 33.3% (↑114%) | 28.6% (↑150%) |
| Mar | 5 | 7 (↓ -29%) | 3 (↑67%) | 0 | 1 (↓ -100%) | 0 (-) | 4 | 12 (↓ -67%) | 8 (↓ -50%) | 38.5% | 30.4% (↑26%) | 10.7% (↑259%) |
| Q1 2026 | 12 | 11 (↑9%) | 6 (↑100%) | 0 | 1 (↓ -100%) | 0 (-) | 8 | 16 (↓ -50%) | 13 (↓ -38%) | 46.2% | 35.5%(↑30%) | 15.8% (↑192%) |
| Apr | 5 | 3 (↑67%) | 5 (0%) | 0 | 0 (-) | 1 (↓ -100%) | 6 | 3 (↑100%) | 10 (↓ -40%) | 31.3% | 37.5% (↓ -17%) | 38.5% (↓ -19%) |
| May | 3 | 5 (↓ -40%) | 5 (↓ -40%) | 1 | 1 (0%) | 0 (-) | 8 | 4 (↑100%) | 6 (↑33%) | 25.0% | 50.0% (↓ -50%) | 29.4% (↓ -15%) |
| Jun | 3 | 2 (↑50%) | 7 (↓ -57%) | 0 | 0 (-) | 0 (-) | 2 | 3 (↓ -33%) | 9 (↓ -78%) | 20.0% | 22.2% (↓ -10%) | 28.0% (↓ -29%) |
| Q2 2026 | 11 | 10 (↑10%) | 17 (↓ -35%) | 1 | 1 (0%) | 1 (0%) | 16 | 10 (↑60%) | 25 (↓ -36%) | 25.6% | 37.0%(↓ -31%) | 30.9% (↓ -17%) |
| Jul | 3 | 4 (↓ -25%) | 9 (↓ -67%) | 0 | 0 (-) | 0 (-) | 5 | 2 (↑150%) | 4 (↑25%) | 18.8% | 50.0% (↓ -62%) | 45.0% (↓ -58%) |
| Aug | 2 | 2 (0%) | 6 (↓ -67%) | 0 | 0 (-) | 0 (-) | 4 | 3 (↑33%) | 4 (0%) | 16.7% | 16.7% (0%) | 37.5% (↓ -56%) |
| Sep | 1 | 2 (↓ -50%) | 4 (↓ -75%) | 0 | 0 (-) | 0 (-) | 4 | 5 (↓ -20%) | 6 (↓ -33%) | 9.1% | 16.7% (↓ -45%) | 28.6% (↓ -68%) |
| Q3 2026 | 6 | 8 (↓ -25%) | 19 (↓ -68%) | 0 | 0 (-) | 0 (-) | 13 | 10 (↑30%) | 14 (↓ -7%) | 15.4% | 25.0%(↓ -38%) | 38.0% (↓ -60%) |
| Oct | 3 | 3 (0%) | 7 (↓ -57%) | 0 | 2 (↓ -100%) | 1 (↓ -100%) | 9 | 5 (↑80%) | 5 (↑80%) | 15.0% | 17.6% (↓ -15%) | 30.4% (↓ -51%) |
| Nov | 1 | 3 (↓ -67%) | 3 (↓ -67%) | 1 | 0 (-) | 0 (-) | 3 | 4 (↓ -25%) | 4 (↓ -25%) | 7.7% | 30.0% (↓ -74%) | 37.5% (↓ -79%) |
| Dec | 1 | 1 (0%) | 3 (↓ -67%) | 0 | 0 (-) | 0 (-) | 1 | 0 (-) | 1 (0%) | 25.0% | 25.0% (0%) | 75.0% (↓ -67%) |
| Q4 2026 | 5 | 7 (↓ -29%) | 13 (↓ -62%) | 1 | 2 (↓ -50%) | 1 (0%) | 13 | 9 (↑44%) | 10 (↑30%) | 13.5% | 22.6%(↓ -40%) | 37.1% (↓ -64%) |

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**STLY - 2027 Events**

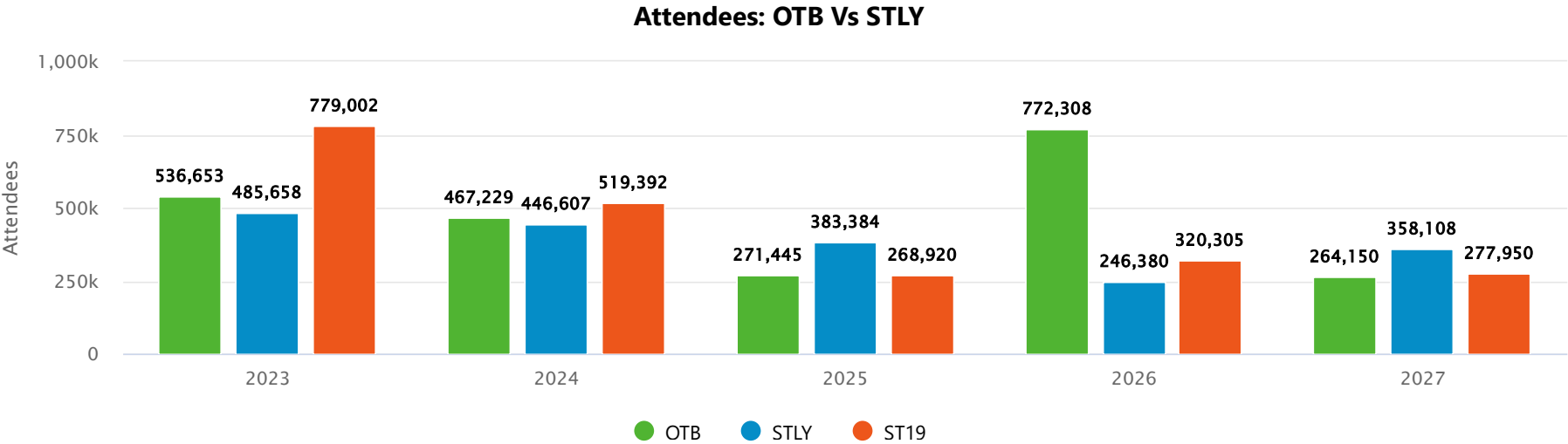| Month | OTB | | | Cancelled | | | Tentative | | | Conversion Rate | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Events | vs STLY | vs ST19 | Events | vs STLY | vs ST19 | Events | vs STLY | vs ST19 | Events | vs STLY | vs ST19 |
| Jan | 1 | 2 (↓ -50%) | 2 (↓ -50%) | 0 | 0 (-) | 0 (-) | 1 | 2 (↓ -50%) | 2 (↓ -50%) | 50.0% | 50.0% (0%) | 50.0% (0%) |
| Feb | 3 | 3 (0%) | 1 (↑200%) | 0 | 0 (-) | 0 (-) | 4 | 1 (↑300%) | 0 (-) | 42.9% | 75.0% (↓ -43%) | 20.0% (↑114%) |
| Mar | 2 | 4 (↓ -50%) | 1 (↑100%) | 0 | 0 (-) | 0 (-) | 4 | 3 (↑33%) | 2 (↑100%) | 25.0% | 44.4% (↓ -44%) | 16.7% (↑50%) |
| Q1 2027 | 6 | 9 (↓ -33%) | 4 (↑50%) | 0 | 0 (-) | 0 (-) | 9 | 6 (↑50%) | 4 (↑125%) | 35.3% | 52.9% (↓ -33%) | 26.7% (↑32%) |
| 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 (-) | 3 | 1 (↑200%) | 1 (↑200%) | 22.2% | 16.7% (↑33%) | 30.0% (↓ -26%) |
| Jun | 2 | 2 (0%) | 1 (↑100%) | 1 | 0 (-) | 0 (-) | 2 | 1 (↑100%) | 4 (↓ -50%) | 33.3% | 22.2% (↑50%) | 8.3% (↑300%) |
| Q2 2027 | 5 | 7 (↓ -29%) | 11 (↓ -55%) | 2 | 1 (↑100%) | 1 (↑100%) | 6 | 4 (↑50%) | 6 (0%) | 20.8% | 30.4% (↓ -32%) | 28.2% (↓ -26%) |
| Jul | 2 | 2 (0%) | 6 (↓ -67%) | 0 | 0 (-) | 1 (↓ -100%) | 5 | 2 (↑150%) | 6 (↓ -17%) | 28.6% | 18.2% (↑57%) | 35.3% (↓ -19%) |
| Aug | 1 | 2 (↓ -50%) | 3 (↓ -67%) | 0 | 0 (-) | 1 (↓ -100%) | 2 | 4 (↓ -50%) | 2 (0%) | 10.0% | 40.0% (↓ -75%) | 23.1% (↓ -57%) |
| Sep | 2 | 1 (↑100%) | 4 (↓ -50%) | 0 | 0 (-) | 0 (-) | 2 | 0 (-) | 1 (↑100%) | 25.0% | 12.5% (↑100%) | 33.3% (↓ -25%) |
| Q3 2027 | 5 | 5 (0%) | 13 (↓ -62%) | 0 | 0 (-) | 2 (↓ -100%) | 9 | 6 (↑50%) | 9 (0%) | 20.0% | 20.8% (↓ -4%) | 31.0% (↓ -35%) |
| Oct | 2 | 2 (0%) | 5 (↓ -60%) | 0 | 0 (-) | 1 (↓ -100%) | 2 | 0 (-) | 1 (↑100%) | 20.0% | 16.7% (↑20%) | 29.4% (↓ -32%) |
| Nov | 2 | 0 (-) | 4 (↓ -50%) | 0 | 1 (↓ -100%) | 0 (-) | 2 | 1 (↑100%) | 1 (↑100%) | 18.2% | 0.0% (-) | 30.8% (↓ -41%) |
| Dec | 2 | 1 (↑100%) | 1 (↑100%) | 0 | 0 (-) | 0 (-) | 0 | 1 (↓ -100%) | 0 (-) | 100.0% | 33.3% (↑200%) | 50.0% (↑100%) |
| Q4 2027 | 6 | 3 (↑100%) | 10 (↓ -40%) | 0 | 1 (↓ -100%) | 1 (↓ -100%) | 4 | 2 (↑100%) | 2 (↑100%) | 26.1% | 15.8% (↑65%) | 31.3% (↓ -17%) |

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:08/01/2023

Event Type: All Events
Assists: Exclude Assists

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

## Attendees: OTB Vs STLY



| | 2023 | 2024 | 2025 | 2026 | 2027 |
|---|---|---|---|---|---|
| OTB | 536,653 | 467,229 | 271,445 | 772,308 | 264,150 |
| STLY | 485,658 | 446,607 | 383,384 | 246,380 | 358,108 |
| ST19 | 779,002 | 519,392 | 268,920 | 320,305 | 277,950 |

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Assists: Exclude Assists

Measurements: Room Nights, Events, Attendees

## 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 | 536,653 | 485,658 (↑11%) | 779,002 (↓ -31%) | 82,800 | 68,076 (↑22%) | 71,300 (↑16%) | 22,096 | 17,113 (↑29%) | 26,625 (↓ -17%) | 37.1% | 34.1% (↑9%) | 43.1% (↓ -14%) |
| 2024 | 467,229 | 446,607 (↑5%) | 519,392 (↓ -10%) | 45,900 | 82,800 (↓ -45%) | 32,000 (↑43%) | 177,551 | 105,013 (↑69%) | 169,083 (↑5%) | 34.6% | 37.7% (↓ -8%) | 36.3% (↓ -5%) |
| 2025 | 271,445 | 383,384 (↓ -29%) | 268,920 (↑1%) | 49,500 | 45,900 (↑8%) | 29,500 (↑68%) | 129,085 | 175,351 (↓ -26%) | 134,729 (↓ -4%) | 24.3% | 37.6% (↓ -35%) | 25.3% (↓ -4%) |
| 2026 | 772,308 | 246,380 (↑213%) | 320,305 (↑141%) | 10,000 | 45,500 (↓ -78%) | 44,000 (↓ -77%) | 491,337 | 106,542 (↑361%) | 120,536 (↑308%) | 63.1% | 29.8% (↑112%) | 39.0% (↑62%) |
| 2027 | 264,150 | 358,108 (↓ -26%) | 277,950 (↓ -5%) | 28,000 | 10,000 (↑180%) | 55,000 (↓ -49%) | 114,451 | 72,651 (↑58%) | 110,750 (↑3%) | 42.9% | 54.9% (↓ -22%) | 43.1% (0%) |

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:08/01/2023

## 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 | 18,252 (↑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%) | 91,684 (↓ -55%) | 0 | 3,800 (↓ -100%) | 0 (-) | 0 | 0 (-) | 1,052 (↓ -100%) | 31.0% | 14.4% (↑116%) | 41.5% (↓ -25%) |
| Q2 2023 | 225,202 | 160,396 (↑40%) | 360,823 (↓ -38%) | 35,000 | 17,450 (↑101%) | 5,000 (↑600%) | 0 | 0 (-) | 3,077 (↓ -100%) | 48.5% | 35.5%(↑37%) | 56.5% (↓ -14%) |
| Jul | 17,348 | 31,100 (↓ -44%) | 40,806 (↓ -57%) | 21,800 | 1,800 (↑1k%) | 20,000 (↑9%) | 650 | 175 (↑271%) | 1,332 (↓ -51%) | 12.1% | 29.7% (↓ -59%) | 24.1% (↓ -50%) |
| Aug | 17,447 | 6,545 (↑167%) | 35,158 (↓ -50%) | 18,000 | 7,000 (↑157%) | 1,500 (↑1k%) | 439 | 210 (↑109%) | 10,622 (↓ -96%) | 16.9% | 4.6% (↑267%) | 29.2% (↓ -42%) |
| Sep | 54,942 | 55,240 (↓ -1%) | 71,531 (↓ -23%) | 0 | 0 (-) | 15,100 (↓ -100%) | 3,850 | 2,195 (↑75%) | 3,278 (↑17%) | 34.4% | 37.0% (↓ -7%) | 28.9% (↑19%) |
| Q3 2023 | 89,737 | 92,885 (↓ -3%) | 147,495 (↓ -39%) | 39,800 | 8,800 (↑352%) | 36,600 (↑9%) | 4,939 | 2,580 (↑91%) | 15,232 (↓ -68%) | 22.0% | 23.4%(↓ -6%) | 27.5% (↓ -20%) |
| Oct | 32,207 | 24,993 (↑29%) | 38,977 (↓ -17%) | 8,000 | 34,000 (↓ -76%) | 5,000 (↑60%) | 9,022 | 12,243 (↓ -26%) | 2,292 (↑294%) | 29.8% | 19.0% (↑56%) | 34.2% (↓ -13%) |
| Nov | 73,834 | 50,745 (↑46%) | 70,085 (↑5%) | 0 | 1,000 (↓ -100%) | 1,700 (↓ -100%) | 4,360 | 1,805 (↑142%) | 1,003 (↑335%) | 50.5% | 66.0% (↓ -23%) | 51.4% (↓ -2%) |
| Dec | 5,500 | 80,660 (↓ -93%) | 78,072 (↓ -93%) | 0 | 0 (-) | 0 (-) | 3,775 | 485 (↑678%) | 530 (↑612%) | 6.4% | 94.9% (↓ -93%) | 73.2% (↓ -91%) |
| Q4 2023 | 111,541 | 156,398 (↓ -29%) | 187,134 (↓ -40%) | 8,000 | 35,000 (↓ -77%) | 6,700 (↑19%) | 17,157 | 14,533 (↑18%) | 3,825 (↑349%) | 32.8% | 53.3%(↓ -39%) | 52.4% (↓ -37%) |

Assists: Exclude Assists                                     Measurements: Room Nights, Events, Attendees

## 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 (-) | 2,105 | 1,125 (↑87%) | 5,305 (↓ -60%) | 26.5% | 41.9% (↓ -37%) | 36.7% (↓ -28%) |
| Feb | 13,475 | 5,958 (↑126%) | 6,217 (↑117%) | 0 | 0 (-) | 0 (-) | 2,480 | 20,145 (↓ -88%) | 3,157 (↓ -21%) | 18.7% | 15.0% (↑25%) | 17.0% (↑10%) |
| Mar | 32,216 | 46,400 (↓ -31%) | 40,741 (↓ -21%) | 0 | 0 (-) | 0 (-) | 9,256 | 20,325 (↓ -54%) | 4,096 (↑126%) | 25.9% | 56.8% (↓ -54%) | 48.3% (↓ -46%) |
| Q1 2024 | 53,141 | 69,328 (↓ -23%) | 70,013 (↓ -24%) | 0 | 0 (-) | 0 (-) | 13,841 | 41,595 (↓ -67%) | 12,558 (↑10%) | 23.7% | 42.8% (↓ -45%) | 38.1% (↓ -38%) |
| Apr | 132,716 | 88,250 (↑50%) | 24,656 (↑438%) | 18,000 | 12,000 (↑50%) | 0 (-) | 9,185 | 9,915 (↓ -7%) | 7,209 (↑27%) | 59.2% | 59.5% (0%) | 28.0% (↑112%) |
| May | 86,714 | 84,516 (↑3%) | 104,735 (↓ -17%) | 0 | 23,000 (↓ -100%) | 0 (-) | 47,025 | 4,403 (↑968%) | 19,910 (↑136%) | 60.4% | 62.1% (↓ -3%) | 79.0% (↓ -24%) |
| Jun | 22,190 | 24,090 (↑-8%) | 41,757 (↓ -47%) | 0 | 0 (-) | 0 (-) | 18,673 | 20,821 (↓ -10%) | 13,555 (↑38%) | 22.0% | 22.2% (↓ -1%) | 20.7% (↑6%) |
| Q2 2024 | 241,620 | 196,856 (↑23%) | 171,148 (↑41%) | 18,000 | 35,000 (↓ -49%) | 0 (-) | 74,883 | 35,139 (↑113%) | 40,674 (↑84%) | 51.6% | 50.1% (↑3%) | 40.5% (↑27%) |
| Jul | 30,318 | 10,796 (↑181%) | 17,676 (↑72%) | 0 | 21,800 (↓ -100%) | 3,000 (↓ -100%) | 4,200 | 12,796 (↓ -67%) | 27,704 (↓ -85%) | 35.9% | 10.1% (↑256%) | 15.2% (↑136%) |
| Aug | 20,500 | 15,500 (↑32%) | 24,700 (↓ -17%) | 10,000 | 18,000 (↓ -44%) | 0 (-) | 27,825 | 2,850 (↑876%) | 2,265 (↑1k%) | 23.0% | 17.0% (↑35%) | 17.9% (↑28%) |
| Sep | 45,940 | 51,072 (↓ -10%) | 67,550 (↓ -32%) | 0 | 0 (-) | 15,000 (↓ -100%) | 5,652 | 5,405 (↑5%) | 14,335 (↓ -61%) | 31.3% | 39.8% (↓ -21%) | 43.2% (↓ -28%) |
| Q3 2024 | 96,758 | 77,368 (↑25%) | 109,926 (↓ -12%) | 10,000 | 39,800 (↓ -75%) | 18,000 (↓ -44%) | 37,677 | 21,051 (↑79%) | 44,304 (↓ -15%) | 30.2% | 23.7% (↑27%) | 26.8% (↑13%) |
| Oct | 31,030 | 25,756 (↑20%) | 38,505 (↓ -19%) | 17,900 | 8,000 (↑124%) | 14,000 (↑28%) | 10,575 | 6,753 (↑57%) | 62,461 (↓ -83%) | 22.6% | 30.7% (↓ -26%) | 24.5% (↓ -7%) |
| Nov | 38,080 | 72,099 (↓ -47%) | 49,000 (↓ -22%) | 0 | 0 (-) | 0 (-) | 35,775 | 475 (↑7k%) | 6,285 (↑469%) | 31.8% | 53.2% (↓ -40%) | 33.4% (↓ -5%) |
| Dec | 6,600 | 5,200 (↑27%) | 80,800 (↓ -92%) | 0 | 0 (-) | 0 (-) | 4,800 | 0 (-) | 2,801 (↑71%) | 8.2% | 6.2% (↑32%) | 72.8% (↓ -89%) |
| Q4 2024 | 75,710 | 103,055 (↓ -27%) | 168,305 (↓ -55%) | 17,900 | 8,000 (↑124%) | 14,000 (↑28%) | 51,150 | 7,228 (↑608%) | 71,547 (↓ -29%) | 22.4% | 34.0% (↓ -34%) | 40.6% (↓ -45%) |

# Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:08/01/2023

Event Type: All Events
Assists: Exclude Assists

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

## 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 | 4,250 | 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%) | 5,470 | 7,900 (↓ -31%) | 3,800 (↑44%) | 36.6% | 24.2% (↑51%) | 17.7% (↑106%) |
| Mar | 52,147 | 23,100 (↑126%) | 1,610 (↑3k%) | 7,000 | 0 (-) | 14,000 (↓ -50%) | 7,360 | 4,026 (↑83%) | 30,622 (↓ -76%) | 27.5% | 22.6% (↑22%) | 2.0% (↑1k%) |
| Q1 2025 | 68,297 | 41,975 (↑63%) | 6,893 (↑891%) | 7,000 | 0 (-) | 19,000 (↓ -63%) | 14,515 | 12,576 (↑15%) | 44,473 (↓ -67%) | 29.9% | 25.8% (↑16%) | 4.7% (↑533%) |
| Apr | 64,800 | 110,695 (↓ -41%) | 24,027 (↑170%) | 0 | 18,000 (↓ -100%) | 0 (-) | 5,260 | 22,680 (↓ -77%) | 12,600 (↓ -58%) | 35.3% | 62.7% (↓ -44%) | 19.1% (↑84%) |
| May | 17,380 | 86,564 (↓ -80%) | 39,400 (↓ -56%) | 23,000 | 0 (-) | 0 (-) | 14,100 | 41,285 (↓ -66%) | 7,786 (↑81%) | 22.4% | 68.1% (↓ -67%) | 47.0% (↓ -52%) |
| Jun | 30,875 | 19,350 (↑60%) | 26,990 (↑14%) | 2,000 | 0 (-) | 0 (-) | 18,405 | 8,350 (↑120%) | 4,930 (↑273%) | 27.2% | 26.0% (↑4%) | 22.3% (↑22%) |
| Q2 2025 | 113,055 | 216,609 (↓ -48%) | 90,417 (↑25%) | 25,000 | 18,000 (↑39%) | 0 (-) | 37,765 | 72,315 (↓ -48%) | 25,316 (↑49%) | 30.2% | 57.3% (↓ -47%) | 27.4% (↑10%) |
| Jul | 11,443 | 29,300 (↓ -61%) | 20,760 (↓ -45%) | 2,000 | 0 (-) | 0 (-) | 7,660 | 3,800 (↑102%) | 6,580 (↑16%) | 14.9% | 40.9% (↓ -64%) | 20.7% (↓ -28%) |
| Aug | 3,800 | 4,500 (↓ -16%) | 44,600 (↓ -91%) | 0 | 10,000 (↓ -100%) | 0 (-) | 5,000 | 49,700 (↓ -90%) | 5,100 (↓ -2%) | 8.6% | 9.8% (↓ -12%) | 49.5% (↓ -83%) |
| Sep | 33,760 | 44,000 (↓ -23%) | 31,000 (↑9%) | 0 | 0 (-) | 10,500 (↓ -100%) | 13,445 | 4,060 (↑231%) | 30,680 (↓ -56%) | 31.7% | 38.0% (↓ -17%) | 17.3% (↑83%) |
| Q3 2025 | 49,003 | 77,800 (↓ -37%) | 96,360 (↓ -49%) | 2,000 | 10,000 (↓ -80%) | 10,500 (↓ -81%) | 26,105 | 57,560 (↓ -55%) | 42,360 (↓ -38%) | 21.5% | 33.3% (↓ -35%) | 26.1% (↓ -18%) |
| Oct | 21,790 | 4,600 (↑374%) | 30,800 (↓ -29%) | 15,500 | 17,900 (↓ -13%) | 0 (-) | 12,150 | 2,900 (↑319%) | 12,880 (↓ -6%) | 18.3% | 6.1% (↑202%) | 51.6% (↓ -65%) |
| Nov | 7,400 | 37,400 (↓ -80%) | 36,350 (↓ -80%) | 0 | 0 (-) | 0 (-) | 35,750 | 30,000 (↑19%) | 9,700 (↑269%) | 9.3% | 40.2% (↓ -77%) | 50.8% (↓ -82%) |
| Dec | 11,900 | 5,000 (↑138%) | 8,100 (↑47%) | 0 | 0 (-) | 0 (-) | 2,800 | 0 (-) | 0 (-) | 13.7% | 6.5% (↑111%) | 9.6% (↑43%) |
| Q4 2025 | 41,090 | 47,000 (↓ -13%) | 75,250 (↓ -45%) | 15,500 | 17,900 (↓ -13%) | 0 (-) | 50,700 | 32,900 (↑54%) | 22,580 (↑125%) | 14.4% | 19.1% (↓ -25%) | 34.8% (↓ -59%) |

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