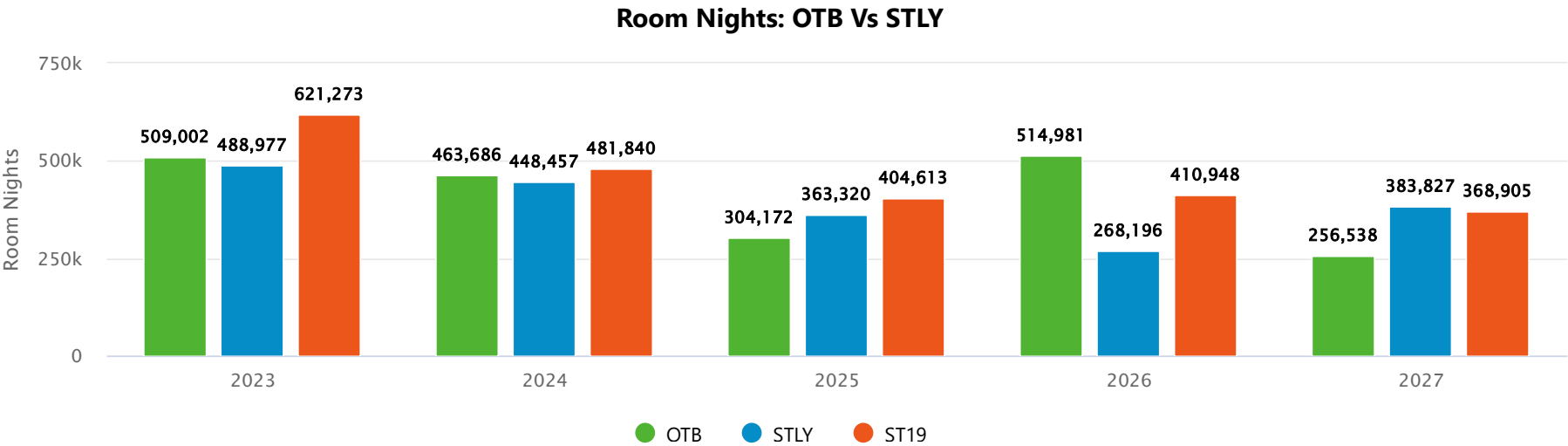




STLY - Room Nights

	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	509,002	488,977 (↑4%)	621,273 (↓ -18%)	130,208	119,211 (↑9%)	122,869 (↑6%)	24,271	5,289 (↑359%)	56,745 (↓ -57%)	25.1%	23.8% (↑5%)	28.2% (↓ -11%)
2024	463,686	448,457 (↑3%)	481,840 (↓ -4%)	101,851	130,208 (↓ -22%)	46,818 (↑118%)	141,350	91,194 (↑55%)	148,261 (↓ -5%)	23.0%	26.2% (↓ -12%)	23.1% (↓ -1%)
2025	304,172	363,320 (↓ -16%)	404,613 (↓ -25%)	113,656	76,831 (↑48%)	52,393 (↑117%)	231,187	134,263 (↑72%)	157,974 (↑46%)	18.5%	25.7% (↓ -28%)	23.6% (↓ -22%)
2026	514,981	268,196 (↑92%)	410,948 (↑25%)	91,397	76,384 (↑20%)	80,954 (↑13%)	201,869	153,936 (↑31%)	137,073 (↑47%)	37.5%	24.4% (↑54%)	32.2% (↑17%)
2027	256,538	383,827 (↓ -33%)	368,905 (↓ -30%)	70,209	37,387 (↑88%)	93,709 (↓ -25%)	176,048	110,510 (↑59%)	94,158 (↑87%)	28.2%	43.2% (↓ -35%)	34.8% (↓ -19%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:09/07/2023

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%)	92,424 (↓ -46%)	25,007	1,030 (↑2k%)	16,997 (↑47%)	0	0 (-)	426 (↓ -100%)	27.0%	13.0% (↑108%)	36.8% (↓ -27%)
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%)	257,074 (↓ -36%)	56,552	38,452 (↑47%)	34,458 (↑64%)	0	0 (-)	6,359 (↓ -100%)	24.9%	19.4%(↑28%)	37.2% (↓ -33%)
Jul	29,845	65,367 (↓ -54%)	48,562 (↓ -39%)	34,494	4,735 (↑628%)	30,429 (↑13%)	2,255	0 (-)	622 (↑263%)	13.2%	42.4% (↓ -69%)	23.1% (↓ -43%)
Aug	30,934	14,643 (↑111%)	30,184 (↑2%)	21,855	6,116 (↑257%)	2,166 (↑909%)	165	0 (-)	22,425 (↓ -99%)	17.3%	8.6% (↑102%)	16.9% (↑2%)
Sep	52,493	64,477 (↓ -19%)	47,686 (↑10%)	2,782	0 (-)	17,622 (↓ -84%)	1,820	497 (↑266%)	2,655 (↓ -31%)	24.5%	30.7% (↓ -20%)	15.9% (↑54%)
Q3 2023	113,272	144,487 (↓ -22%)	126,432 (↓ -10%)	59,131	10,851 (↑445%)	50,217 (↑18%)	4,240	497 (↑753%)	25,702 (↓ -84%)	18.3%	27.0%(↓ -32%)	18.3% (0%)
Oct	70,602	52,438 (↑35%)	63,330 (↑11%)	14,525	51,127 (↓ -72%)	164 (↑9k%)	13,517	1,935 (↑599%)	13,616 (↓ -1%)	32.9%	22.1% (↑49%)	39.5% (↓ -17%)
Nov	66,649	65,366 (↑2%)	58,483 (↑14%)	0	800 (↓ -100%)	6,585 (↓ -100%)	4,936	1,582 (↑212%)	1,136 (↑335%)	35.8%	54.6% (↓ -35%)	32.5% (↑10%)
Dec	5,458	38,939 (↓ -86%)	35,278 (↓ -85%)	0	0 (-)	0 (-)	1,578	1,275 (↑24%)	1,020 (↑55%)	10.2%	82.2% (↓ -88%)	37.4% (↓ -73%)
Q4 2023	142,709	156,743 (↓ -9%)	157,091 (↓ -9%)	14,525	51,927 (↓ -72%)	6,749 (↑115%)	20,031	4,792 (↑318%)	15,772 (↑27%)	31.4%	38.8%(↓ -19%)	36.1% (↓ -13%)

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	22,044 (↓ -21%)	31,936 (↓ -46%)	0	0 (-)	0 (-)	3,736	2,843 (↑31%)	2,492 (↑50%)	30.5%	44.0% (↓ -31%)	32.6% (↓ -6%)
Feb	16,326	3,757 (↑335%)	9,472 (↑72%)	0	0 (-)	0 (-)	6,792	17,786 (↓ -62%)	3,730 (↑82%)	13.6%	4.6% (↑199%)	9.9% (↑38%)
Mar	23,767	48,171 (↓ -51%)	59,608 (↓ -60%)	0	0 (-)	0 (-)	9,848	3,736 (↑164%)	7,443 (↑32%)	16.2%	40.5% (↓ -60%)	43.5% (↓ -63%)
Q1 2024	57,418	73,972 (↓ -22%)	101,016 (↓ -43%)	0	0 (-)	0 (-)	20,376	24,365 (↓ -16%)	13,665 (↑49%)	17.8%	29.4%(↓ -40%)	30.5% (↓ -42%)
Apr	83,469	57,929 (↑44%)	39,607 (↑111%)	34,700	31,545 (↑10%)	0 (-)	12,981	3,397 (↑282%)	7,425 (↑75%)	31.1%	30.8% (↑1%)	25.7% (↑21%)
May	53,699	44,875 (↑20%)	74,526 (↓ -28%)	0	25,007 (↓ -100%)	0 (-)	6,968	3,940 (↑77%)	24,050 (↓ -71%)	28.5%	30.1% (↓ -6%)	49.3% (↓ -42%)
Jun	46,746	47,602 (↓ -2%)	51,308 (↓ -9%)	0	0 (-)	0 (-)	25,065	13,504 (↑86%)	21,036 (↑19%)	23.2%	20.4% (↑14%)	14.5% (↑60%)
Q2 2024	183,914	150,406 (↑22%)	165,441 (↑11%)	34,700	56,552 (↓ -39%)	0 (-)	45,014	20,841 (↑116%)	52,511 (↓ -14%)	27.9%	26.4%(↑6%)	25.1% (↑11%)
Jul	72,072	20,969 (↑244%)	29,726 (↑142%)	0	34,494 (↓ -100%)	6,000 (↓ -100%)	8,522	22,498 (↓ -62%)	26,483 (↓ -68%)	35.5%	11.6% (↑206%)	18.4% (↑93%)
Aug	17,882	27,096 (↓ -34%)	18,218 (↓ -2%)	13,720	21,855 (↓ -37%)	0 (-)	11,332	4,173 (↑172%)	10,492 (↑8%)	15.4%	17.5% (↓ -12%)	8.8% (↑75%)
Sep	28,683	46,275 (↓ -38%)	41,237 (↓ -30%)	25,020	2,782 (↑799%)	12,138 (↑106%)	13,529	4,310 (↑214%)	14,585 (↓ -7%)	16.2%	26.7% (↓ -39%)	24.7% (↓ -34%)
Q3 2024	118,637	94,340 (↑26%)	89,181 (↑33%)	38,740	59,131 (↓ -34%)	18,138 (↑114%)	33,383	30,981 (↑8%)	51,560 (↓ -35%)	23.9%	18.5%(↑29%)	16.7% (↑43%)
Oct	64,143	61,624 (↑4%)	63,673 (↑1%)	28,411	14,525 (↑96%)	28,680 (↓ -1%)	14,429	12,628 (↑14%)	12,707 (↑14%)	20.8%	36.9% (↓ -44%)	21.9% (↓ -5%)
Nov	31,627	64,030 (↓ -51%)	24,633 (↑28%)	0	0 (-)	0 (-)	25,458	1,327 (↑2k%)	14,123 (↑80%)	17.3%	38.6% (↓ -55%)	12.4% (↑40%)
Dec	7,947	4,085 (↑95%)	37,896 (↓ -79%)	0	0 (-)	0 (-)	2,690	1,052 (↑156%)	3,695 (↓ -27%)	16.0%	8.6% (↑85%)	54.7% (↓ -71%)
Q4 2024	103,717	129,739 (↓ -20%)	126,202 (↓ -18%)	28,411	14,525 (↑96%)	28,680 (↓ -1%)	42,577	15,007 (↑184%)	30,525 (↑39%)	19.2%	34.1%(↓ -44%)	22.6% (↓ -15%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:09/07/2023

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 (-)	4,843	1,110 (↑ 336%)	17,402 (↘ -72%)	48.8%	59.5% (↘ -18%)	0.0% (-)
Feb	14,127	14,310 (↘ -1%)	3,002 (↑ 371%)	1,710	0 (-)	11,894 (↘ -86%)	16,924	8,873 (↑ 91%)	12,063 (↑ 40%)	21.5%	18.8% (↑ 14%)	4.4% (↑ 394%)
Mar	42,185	12,959 (↑ 226%)	17,882 (↑ 136%)	21,285	0 (-)	28,655 (↘ -26%)	31,390	16,503 (↑ 90%)	10,682 (↑ 194%)	16.7%	14.1% (↑ 18%)	10.4% (↑ 61%)
Q1 2025	62,389	44,174 (↑ 41%)	20,884 (↑ 199%)	22,995	0 (-)	40,549 (↘ -43%)	53,157	26,486 (↑ 101%)	40,147 (↑ 32%)	18.8%	22.5%(↘ -16%)	6.6% (↑ 187%)
Apr	66,884	61,338 (↑ 9%)	39,263 (↑ 70%)	550	34,700 (↘ -98%)	0 (-)	10,939	25,606 (↘ -57%)	9,548 (↑ 15%)	34.4%	30.8% (↑ 12%)	16.1% (↑ 114%)
May	34,014	53,309 (↘ -36%)	54,668 (↘ -38%)	25,007	0 (-)	0 (-)	18,999	11,771 (↑ 61%)	15,236 (↑ 25%)	22.4%	35.4% (↘ -37%)	41.1% (↘ -46%)
Jun	45,493	38,043 (↑ 20%)	47,968 (↘ -5%)	4,666	0 (-)	0 (-)	38,430	14,257 (↑ 170%)	4,867 (↑ 690%)	22.1%	25.9% (↘ -14%)	16.9% (↑ 31%)
Q2 2025	146,391	152,690 (↘ -4%)	141,899 (↑ 3%)	30,223	34,700 (↘ -13%)	0 (-)	68,368	51,634 (↑ 32%)	29,651 (↑ 131%)	26.5%	30.7%(↘ -14%)	21.5% (↑ 23%)
Jul	29,053	64,298 (↘ -55%)	56,321 (↘ -48%)	5,876	0 (-)	0 (-)	25,519	13,524 (↑ 89%)	17,049 (↑ 50%)	23.4%	38.7% (↘ -40%)	29.9% (↘ -22%)
Aug	9,816	6,190 (↑ 59%)	40,239 (↘ -76%)	0	13,720 (↘ -100%)	0 (-)	5,720	14,360 (↘ -60%)	17,018 (↘ -66%)	10.5%	9.2% (↑ 13%)	36.3% (↘ -71%)
Sep	3,690	46,789 (↘ -92%)	28,838 (↘ -87%)	25,020	0 (-)	11,844 (↑ 111%)	16,970	13,344 (↑ 27%)	36,426 (↘ -53%)	2.8%	31.5% (↘ -91%)	17.9% (↘ -84%)
Q3 2025	42,559	117,277 (↘ -64%)	125,398 (↘ -66%)	30,896	13,720 (↑ 125%)	11,844 (↑ 161%)	48,209	41,228 (↑ 17%)	70,493 (↘ -32%)	12.2%	30.7%(↘ -60%)	27.2% (↘ -55%)
Oct	20,575	14,359 (↑ 43%)	70,072 (↘ -71%)	29,542	28,411 (↑ 4%)	0 (-)	27,587	7,515 (↑ 267%)	12,022 (↑ 129%)	8.6%	8.6% (↑ 1%)	54.4% (↘ -84%)
Nov	11,126	29,833 (↘ -63%)	35,643 (↘ -69%)	0	0 (-)	0 (-)	30,798	5,350 (↑ 476%)	5,661 (↑ 444%)	9.0%	23.1% (↘ -61%)	37.8% (↘ -76%)
Dec	21,132	4,987 (↑ 324%)	10,717 (↑ 97%)	0	0 (-)	0 (-)	3,068	2,050 (↑ 50%)	0 (-)	40.4%	12.3% (↑ 228%)	19.5% (↑ 108%)
Q4 2025	52,833	49,179 (↑ 7%)	116,432 (↘ -55%)	29,542	28,411 (↑ 4%)	0 (-)	61,453	14,915 (↑ 312%)	17,683 (↑ 248%)	12.8%	14.6%(↘ -13%)	41.9% (↘ -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 (-)	18,513	690 (↑3k%)	14,394 (↑29%)	66.9%	100.0% (↓ -33%)	15.8% (↑323%)
Feb	19,465	2,075 (↑838%)	8,060 (↑142%)	1,710	0 (-)	0 (-)	6,226	15,009 (↓ -59%)	3,964 (↑57%)	37.4%	7.8% (↑382%)	8.1% (↑363%)
Mar	30,882	19,950 (↑55%)	23,085 (↑34%)	27,280	21,285 (↑28%)	5,761 (↑374%)	18,093	39,708 (↓ -54%)	14,462 (↑25%)	36.4%	11.5% (↑216%)	12.9% (↑182%)
Q1 2026	90,100	27,682 (↑225%)	33,065 (↑172%)	28,990	21,285 (↑36%)	5,761 (↑403%)	42,832	55,407 (↓ -23%)	32,820 (↑31%)	45.9%	13.5%(↑241%)	11.4% (↑304%)
Apr	55,615	61,833 (↓ -10%)	36,842 (↑51%)	0	550 (↓ -100%)	31,598 (↓ -100%)	11,840	1,718 (↑589%)	13,039 (↓ -9%)	43.0%	41.1% (↑5%)	51.2% (↓ -16%)
May	41,480	34,014 (↑22%)	27,042 (↑53%)	28,435	25,007 (↑14%)	0 (-)	20,106	27,099 (↓ -26%)	16,823 (↑20%)	36.5%	39.3% (↓ -7%)	19.9% (↑84%)
Jun	167,197	44,516 (↑276%)	32,184 (↑420%)	0	0 (-)	0 (-)	9,053	4,200 (↑116%)	16,031 (↓ -44%)	71.4%	33.9% (↑111%)	15.5% (↑359%)
Q2 2026	264,292	140,363 (↑88%)	96,068 (↑175%)	28,435	25,557 (↑11%)	31,598 (↓ -10%)	40,999	33,017 (↑24%)	45,893 (↓ -11%)	55.4%	38.1%(↑46%)	23.2% (↑139%)
Jul	84,754	22,516 (↑276%)	66,516 (↑27%)	0	0 (-)	0 (-)	63,595	8,127 (↑683%)	2,661 (↑2k%)	53.9%	35.9% (↑50%)	60.7% (↓ -11%)
Aug	15,819	7,580 (↑109%)	13,239 (↑19%)	0	0 (-)	0 (-)	11,241	3,380 (↑233%)	13,861 (↓ -19%)	16.3%	11.2% (↑46%)	21.5% (↓ -24%)
Sep	0	26,344 (↓ -100%)	57,580 (↓ -100%)	25,020	0 (-)	0 (-)	20,738	31,950 (↓ -35%)	26,316 (↓ -21%)	0.0%	25.7% (↓ -100%)	49.3% (↓ -100%)
Q3 2026	100,573	56,440 (↑78%)	137,335 (↓ -27%)	25,020	0 (-)	0 (-)	95,574	43,457 (↑120%)	42,838 (↑123%)	31.3%	24.2%(↑29%)	47.7% (↓ -34%)
Oct	50,305	17,368 (↑190%)	55,648 (↓ -10%)	0	29,542 (↓ -100%)	43,595 (↓ -100%)	18,327	8,524 (↑115%)	7,263 (↑152%)	23.0%	11.5% (↑101%)	33.9% (↓ -32%)
Nov	2,801	9,828 (↓ -71%)	53,597 (↓ -95%)	8,952	0 (-)	0 (-)	4,137	11,654 (↓ -65%)	6,345 (↓ -35%)	2.5%	10.3% (↓ -76%)	66.8% (↓ -96%)
Dec	6,910	16,515 (↓ -58%)	35,235 (↓ -80%)	0	0 (-)	0 (-)	0	1,877 (↓ -100%)	1,914 (↓ -100%)	14.6%	35.6% (↓ -59%)	94.4% (↓ -84%)
Q4 2026	60,016	43,711 (↑37%)	144,480 (↓ -58%)	8,952	29,542 (↓ -70%)	43,595 (↓ -79%)	22,464	22,055 (↑2%)	15,522 (↑45%)	15.9%	14.9%(↑7%)	51.3% (↓ -69%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:09/07/2023

Event Type: All Events
Assists: Exclude Assists

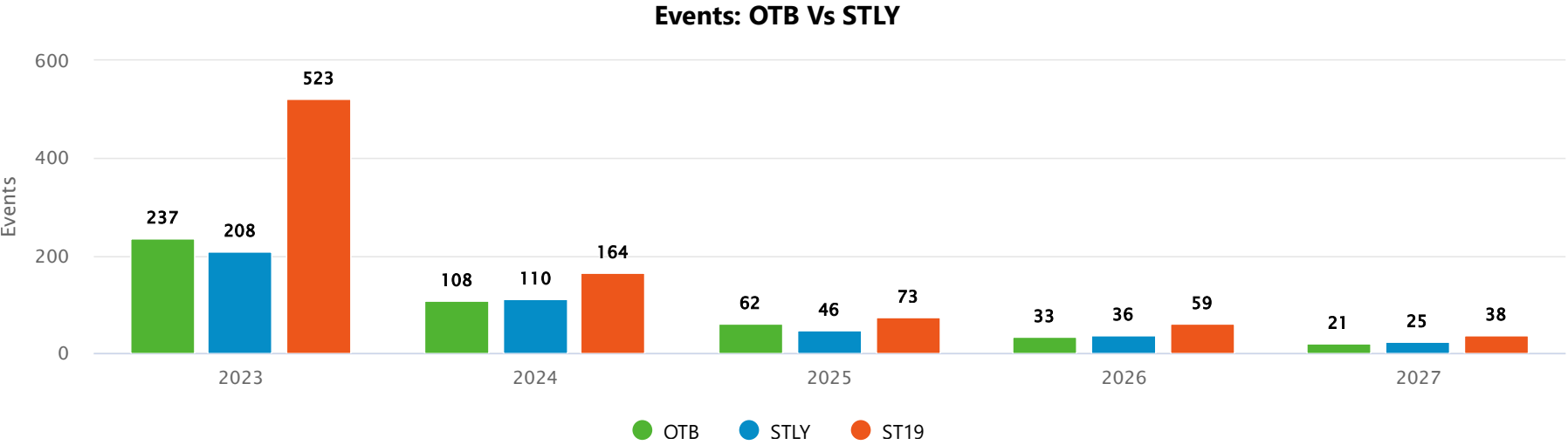
User Groups: Any
Measurements: Room Nights, Events, Attendees

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%)	62.7%	81.6% (↓ -23%)	87.0% (↓ -28%)
Feb	31,813	20,778 (↑ 53%)	1,710 (↑ 2k%)	0	0 (-)	0 (-)	27,929	0 (-)	425 (↑ 6k%)	54.9%	76.0% (↓ -28%)	6.7% (↑ 715%)
Mar	16,025	56,487 (↓ -72%)	32,073 (↓ -50%)	0	0 (-)	0 (-)	23,504	16,586 (↑ 42%)	5,927 (↑ 297%)	32.2%	65.0% (↓ -50%)	48.5% (↓ -34%)
Q1 2027	69,058	117,018 (↓ -41%)	52,409 (↑ 32%)	0	0 (-)	0 (-)	51,433	21,181 (↑ 143%)	22,567 (↑ 128%)	48.8%	71.8%(↓ -32%)	46.4% (↑ 5%)
Apr	32,154	54,685 (↓ -41%)	48,354 (↓ -34%)	400	0 (-)	31,545 (↓ -99%)	4,305	5,492 (↓ -22%)	11,108 (↓ -61%)	26.6%	67.4% (↓ -60%)	39.8% (↓ -33%)
May	30,492	31,314 (↓ -3%)	46,986 (↓ -35%)	24,607	28,435 (↓ -13%)	0 (-)	11,578	1,320 (↑ 777%)	1,274 (↑ 809%)	36.8%	53.9% (↓ -32%)	62.4% (↓ -41%)
Jun	33,496	40,093 (↓ -16%)	28,915 (↑ 16%)	20,182	0 (-)	0 (-)	11,889	10,270 (↑ 16%)	17,126 (↓ -31%)	28.7%	57.0% (↓ -50%)	18.0% (↑ 60%)
Q2 2027	96,142	126,092 (↓ -24%)	124,255 (↓ -23%)	45,189	28,435 (↑ 59%)	31,545 (↑ 43%)	27,772	17,082 (↑ 63%)	29,508 (↓ -6%)	30.0%	60.1%(↓ -50%)	34.7% (↓ -14%)
Jul	4,497	48,023 (↓ -91%)	16,528 (↓ -73%)	0	0 (-)	30,534 (↓ -100%)	35,662	40,051 (↓ -11%)	35,399 (↑ 1%)	5.5%	51.6% (↓ -89%)	23.1% (↓ -76%)
Aug	3,252	15,639 (↓ -79%)	17,250 (↓ -81%)	0	0 (-)	17,105 (↓ -100%)	18,766	24,383 (↓ -23%)	1,625 (↑ 1k%)	4.3%	27.2% (↓ -84%)	16.4% (↓ -74%)
Sep	659	25,020 (↓ -97%)	43,043 (↓ -98%)	25,020	0 (-)	0 (-)	11,331	0 (-)	0 (-)	1.4%	32.0% (↓ -96%)	35.3% (↓ -96%)
Q3 2027	8,408	88,682 (↓ -91%)	76,821 (↓ -89%)	25,020	0 (-)	47,639 (↓ -47%)	65,759	64,434 (↑ 2%)	37,024 (↑ 78%)	4.1%	38.8%(↓ -90%)	25.7% (↓ -84%)
Oct	18,149	47,185 (↓ -62%)	55,102 (↓ -67%)	0	0 (-)	14,525 (↓ -100%)	19,874	2,562 (↑ 676%)	1,585 (↑ 1k%)	21.8%	24.5% (↓ -11%)	43.7% (↓ -50%)
Nov	23,086	0 (-)	56,718 (↓ -59%)	0	8,952 (↓ -100%)	0 (-)	11,210	3,191 (↑ 251%)	3,474 (↑ 223%)	19.7%	0.0% (-)	39.8% (↓ -51%)
Dec	41,695	4,850 (↑ 760%)	3,600 (↑ 1k%)	0	0 (-)	0 (-)	0	2,060 (↓ -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%)	31,084	7,813 (↑ 298%)	5,059 (↑ 514%)	34.2%	18.2%(↑ 88%)	39.8% (↓ -14%)

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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	237	208 (↑14%)	523 (↓ -55%)	7	15 (↓ -53%)	9 (↓ -22%)	37	21 (↑76%)	100 (↓ -63%)	28.6%	26.7% (↑7%)	34.7% (↓ -18%)
2024	108	110 (↓ -2%)	164 (↓ -34%)	6	7 (↓ -14%)	3 (↑100%)	134	107 (↑25%)	172 (↓ -22%)	20.1%	26.6% (↓ -24%)	23.2% (↓ -13%)
2025	62	46 (↑35%)	73 (↓ -15%)	8	5 (↑60%)	3 (↑167%)	96	66 (↑45%)	98 (↓ -2%)	20.7%	20.4% (↑1%)	20.6% (↑1%)
2026	33	36 (↓ -8%)	59 (↓ -44%)	5	4 (↑25%)	2 (↑150%)	54	49 (↑10%)	60 (↓ -10%)	21.2%	28.6% (↓ -26%)	30.9% (↓ -32%)
2027	21	25 (↓ -16%)	38 (↓ -45%)	3	2 (↑50%)	4 (↓ -25%)	27	21 (↑29%)	24 (↑13%)	22.1%	29.4% (↓ -25%)	28.8% (↓ -23%)

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%)	56 (↓-61%)	1	1 (0%)	1 (0%)	0	0 (-)	5 (↓-100%)	27.5%	19.5% (↑41%)	38.6% (↓-29%)
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%)	164 (↓-57%)	2	3 (↓-33%)	1 (↑100%)	0	0 (-)	18 (↓-100%)	29.2%	26.6% (↑10%)	34.7% (↓-16%)
Jul	23	17 (↑35%)	80 (↓-71%)	2	2 (0%)	1 (↑100%)	1	0 (-)	5 (↓-80%)	25.8%	28.3% (↓-9%)	48.8% (↓-47%)
Aug	15	17 (↓-12%)	39 (↓-62%)	2	2 (0%)	1 (↑100%)	1	0 (-)	8 (↓-87%)	25.4%	27.0% (↓-6%)	43.3% (↓-41%)
Sep	27	25 (↑8%)	62 (↓-56%)	0	0 (-)	2 (↓-100%)	6	4 (↑50%)	21 (↓-71%)	24.1%	24.8% (↓-3%)	26.6% (↓-9%)
Q3 2023	65	59 (↑10%)	181 (↓-64%)	4	4 (0%)	4 (0%)	8	4 (↑100%)	34 (↓-76%)	25.0%	26.3% (↓-5%)	37.2% (↓-33%)
Oct	35	18 (↑94%)	55 (↓-36%)	1	2 (↓-50%)	1 (0%)	22	7 (↑214%)	24 (↓-8%)	25.5%	17.3% (↑48%)	31.4% (↓-19%)
Nov	15	16 (↓-6%)	30 (↓-50%)	0	1 (↓-100%)	1 (↓-100%)	5	6 (↓-17%)	14 (↓-64%)	31.3%	37.2% (↓-16%)	33.3% (↓-6%)
Dec	5	10 (↓-50%)	12 (↓-58%)	0	0 (-)	0 (-)	2	4 (↓-50%)	4 (↓-50%)	45.5%	58.8% (↓-23%)	46.2% (↓-2%)
Q4 2023	55	44 (↑25%)	97 (↓-43%)	1	3 (↓-67%)	2 (↓-50%)	29	17 (↑71%)	42 (↓-31%)	28.1%	26.8% (↑5%)	33.3% (↓-16%)

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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	7 (↓ -71%)	10 (↓ -80%)	0	0 (-)	0 (-)	9	7 (↑ 29%)	6 (↑ 50%)	10.5%	43.8% (↓ -76%)	29.4% (↓ -64%)
Feb	10	6 (↑ 67%)	7 (↑ 43%)	0	0 (-)	0 (-)	4	3 (↑ 33%)	8 (↓ -50%)	27.8%	26.1% (↑ 6%)	21.9% (↑ 27%)
Mar	14	14 (0%)	17 (↓ -18%)	0	0 (-)	0 (-)	7	12 (↓ -42%)	15 (↓ -53%)	28.0%	35.9% (↓ -22%)	25.8% (↑ 9%)
Q1 2024	26	27 (↓ -4%)	34 (↓ -24%)	0	0 (-)	0 (-)	20	22 (↓ -9%)	29 (↓ -31%)	24.8%	34.6%(↓ -28%)	25.8% (↓ -4%)
Apr	15	11 (↑ 36%)	22 (↓ -32%)	1	1 (0%)	0 (-)	21	10 (↑ 110%)	19 (↑ 11%)	20.8%	25.0% (↓ -17%)	25.0% (↓ -17%)
May	6	9 (↓ -33%)	17 (↓ -65%)	0	1 (↓ -100%)	0 (-)	16	9 (↑ 78%)	20 (↓ -20%)	13.0%	20.5% (↓ -36%)	27.9% (↓ -53%)
Jun	12	12 (0%)	22 (↓ -45%)	0	0 (-)	0 (-)	18	15 (↑ 20%)	18 (0%)	19.4%	27.9% (↓ -31%)	21.2% (↓ -9%)
Q2 2024	33	32 (↑ 3%)	61 (↓ -46%)	1	2 (↓ -50%)	0 (-)	55	34 (↑ 62%)	57 (↓ -4%)	18.3%	24.4%(↓ -25%)	24.1% (↓ -24%)
Jul	12	13 (↓ -8%)	13 (↓ -8%)	0	2 (↓ -100%)	1 (↓ -100%)	14	17 (↓ -18%)	23 (↓ -39%)	23.1%	25.0% (↓ -8%)	23.6% (↓ -2%)
Aug	6	7 (↓ -14%)	4 (↑ 50%)	1	2 (↓ -50%)	0 (-)	8	5 (↑ 60%)	14 (↓ -43%)	21.4%	21.9% (↓ -2%)	10.3% (↑ 109%)
Sep	10	9 (↑ 11%)	16 (↓ -37%)	1	0 (-)	1 (0%)	13	9 (↑ 44%)	18 (↓ -28%)	15.9%	20.9% (↓ -24%)	22.9% (↓ -31%)
Q3 2024	28	29 (↓ -3%)	33 (↓ -15%)	2	4 (↓ -50%)	2 (0%)	35	31 (↑ 13%)	55 (↓ -36%)	19.6%	22.8%(↓ -14%)	20.1% (↓ -3%)
Oct	11	13 (↓ -15%)	24 (↓ -54%)	3	1 (↑ 200%)	1 (↑ 200%)	16	16 (0%)	16 (0%)	15.9%	25.0% (↓ -36%)	24.7% (↓ -36%)
Nov	7	7 (0%)	8 (↓ -12%)	0	0 (-)	0 (-)	7	3 (↑ 133%)	12 (↓ -42%)	21.2%	31.8% (↓ -33%)	15.7% (↑ 35%)
Dec	3	2 (↑ 50%)	4 (↓ -25%)	0	0 (-)	0 (-)	1	1 (0%)	3 (↓ -67%)	37.5%	50.0% (↓ -25%)	36.4% (↑ 3%)
Q4 2024	21	22 (↓ -5%)	36 (↓ -42%)	3	1 (↑ 200%)	1 (↑ 200%)	24	20 (↑ 20%)	31 (↓ -23%)	19.1%	28.2%(↓ -32%)	22.6% (↓ -16%)

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%)	4 (↓ -50%)	42.9%	25.0% (↑71%)	0.0% (-)
Feb	4	4 (0%)	2 (↑100%)	1	0 (-)	1 (0%)	7	2 (↑250%)	6 (↑17%)	28.6%	25.0% (↑14%)	15.4% (↑86%)
Mar	13	3 (↑333%)	5 (↑160%)	1	0 (-)	1 (0%)	13	6 (↑117%)	11 (↑18%)	27.1%	16.7% (↑63%)	16.1% (↑68%)
Q1 2025	20	8 (↑150%)	7 (↑186%)	2	0 (-)	2 (0%)	22	10 (↑120%)	21 (↑5%)	29.0%	21.1%(↑38%)	12.5% (↑132%)
Apr	6	5 (↑20%)	7 (↓ -14%)	0	1 (↓ -100%)	0 (-)	6	10 (↓ -40%)	12 (↓ -50%)	25.0%	14.7% (↑70%)	15.6% (↑61%)
May	5	5 (0%)	8 (↓ -37%)	1	0 (-)	0 (-)	8	9 (↓ -11%)	14 (↓ -43%)	18.5%	29.4% (↓ -37%)	25.0% (↓ -26%)
Jun	3	6 (↓ -50%)	8 (↓ -62%)	1	0 (-)	0 (-)	13	6 (↑117%)	7 (↑86%)	11.1%	21.4% (↓ -48%)	17.0% (↓ -35%)
Q2 2025	14	16 (↓ -12%)	23 (↓ -39%)	2	1 (↑100%)	0 (-)	27	25 (↑8%)	33 (↓ -18%)	17.9%	20.3%(↓ -11%)	18.5% (↓ -3%)
Jul	6	7 (↓ -14%)	12 (↓ -50%)	1	0 (-)	0 (-)	12	7 (↑71%)	13 (↓ -8%)	22.2%	26.9% (↓ -17%)	30.8% (↓ -28%)
Aug	4	3 (↑33%)	9 (↓ -56%)	0	1 (↓ -100%)	0 (-)	3	5 (↓ -40%)	6 (↓ -50%)	16.7%	25.0% (↓ -33%)	37.5% (↓ -56%)
Sep	3	4 (↓ -25%)	3 (0%)	1	0 (-)	1 (0%)	8	12 (↓ -33%)	12 (↓ -33%)	12.0%	19.0% (↓ -37%)	7.7% (↑56%)
Q3 2025	13	14 (↓ -7%)	24 (↓ -46%)	2	1 (↑100%)	1 (↑100%)	23	24 (↓ -4%)	31 (↓ -26%)	17.1%	23.7%(↓ -28%)	23.5% (↓ -27%)
Oct	7	2 (↑250%)	9 (↓ -22%)	2	3 (↓ -33%)	0 (-)	12	5 (↑140%)	7 (↑71%)	14.6%	6.7% (↑119%)	22.5% (↓ -35%)
Nov	4	5 (↓ -20%)	7 (↓ -43%)	0	0 (-)	0 (-)	10	1 (↑900%)	6 (↑67%)	19.0%	31.3% (↓ -39%)	25.9% (↓ -27%)
Dec	4	1 (↑300%)	3 (↑33%)	0	0 (-)	0 (-)	2	1 (↑100%)	0 (-)	50.0%	33.3% (↑50%)	50.0% (0%)
Q4 2025	15	8 (↑88%)	19 (↓ -21%)	2	3 (↓ -33%)	0 (-)	24	7 (↑243%)	13 (↑85%)	19.5%	16.3%(↑19%)	26.0% (↓ -25%)

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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%)	25.0% (↑33%)
Feb	4	2 (↑100%)	2 (↑100%)	1	0 (-)	0 (-)	2	4 (↓ -50%)	3 (↓ -33%)	50.0%	33.3% (↑50%)	28.6% (↑75%)
Mar	4	7 (↓ -43%)	4 (0%)	1	1 (0%)	0 (-)	5	13 (↓ -62%)	10 (↓ -50%)	33.3%	29.2% (↑14%)	13.8% (↑142%)
Q1 2026	10	11 (↓ -9%)	7 (↑43%)	2	1 (↑100%)	0 (-)	9	18 (↓ -50%)	15 (↓ -40%)	38.5%	34.4%(↑12%)	17.5% (↑120%)
Apr	5	3 (↑67%)	5 (0%)	0	0 (-)	1 (↓ -100%)	5	2 (↑150%)	12 (↓ -58%)	27.8%	33.3% (↓ -17%)	38.5% (↓ -28%)
May	4	5 (↓ -20%)	6 (↓ -33%)	1	1 (0%)	0 (-)	8	4 (↑100%)	3 (↑167%)	26.7%	45.5% (↓ -41%)	30.0% (↓ -11%)
Jun	3	2 (↑50%)	7 (↓ -57%)	0	0 (-)	0 (-)	4	2 (↑100%)	7 (↓ -43%)	17.6%	18.2% (↓ -3%)	25.0% (↓ -29%)
Q2 2026	12	10 (↑20%)	18 (↓ -33%)	1	1 (0%)	1 (0%)	17	8 (↑113%)	22 (↓ -23%)	24.0%	32.3%(↓ -26%)	29.5% (↓ -19%)
Jul	3	4 (↓ -25%)	10 (↓ -70%)	0	0 (-)	0 (-)	4	3 (↑33%)	3 (↑33%)	16.7%	50.0% (↓ -67%)	47.6% (↓ -65%)
Aug	2	2 (0%)	6 (↓ -67%)	0	0 (-)	0 (-)	3	3 (0%)	5 (↓ -40%)	15.4%	16.7% (↓ -8%)	37.5% (↓ -59%)
Sep	0	2 (↓ -100%)	5 (↓ -100%)	1	0 (-)	0 (-)	6	6 (0%)	6 (0%)	0.0%	16.7% (↓ -100%)	33.3% (↓ -100%)
Q3 2026	5	8 (↓ -37%)	21 (↓ -76%)	1	0 (-)	0 (-)	13	12 (↑8%)	14 (↓ -7%)	12.2%	25.0%(↓ -51%)	40.4% (↓ -70%)
Oct	3	3 (0%)	7 (↓ -57%)	0	2 (↓ -100%)	1 (↓ -100%)	11	5 (↑120%)	4 (↑175%)	15.0%	17.6% (↓ -15%)	26.9% (↓ -44%)
Nov	1	3 (↓ -67%)	3 (↓ -67%)	1	0 (-)	0 (-)	4	5 (↓ -20%)	4 (0%)	7.1%	30.0% (↓ -76%)	37.5% (↓ -81%)
Dec	2	1 (↑100%)	3 (↓ -33%)	0	0 (-)	0 (-)	0	1 (↓ -100%)	1 (↓ -100%)	40.0%	25.0% (↑60%)	75.0% (↓ -47%)
Q4 2026	6	7 (↓ -14%)	13 (↓ -54%)	1	2 (↓ -50%)	1 (0%)	15	11 (↑36%)	9 (↑67%)	15.4%	22.6%(↓ -32%)	34.2% (↓ -55%)

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%)	33.3%	50.0% (↓ -33%)	50.0% (↓ -33%)
Feb	3	4 (↓ -25%)	1 (↑ 200%)	0	0 (-)	0 (-)	3	0 (-)	1 (↑ 200%)	37.5%	80.0% (↓ -53%)	20.0% (↑ 88%)
Mar	2	4 (↓ -50%)	1 (↑ 100%)	0	0 (-)	0 (-)	5	5 (0%)	2 (↑ 150%)	25.0%	44.4% (↓ -44%)	14.3% (↑ 75%)
Q1 2027	6	10 (↓ -40%)	4 (↑ 50%)	0	0 (-)	0 (-)	8	7 (↑ 14%)	5 (↑ 60%)	31.6%	55.6%(↓ -43%)	25.0% (↑ 26%)
Apr	1	4 (↓ -75%)	7 (↓ -86%)	0	0 (-)	1 (↓ -100%)	0	2 (↓ -100%)	2 (↓ -100%)	10.0%	50.0% (↓ -80%)	41.2% (↓ -76%)
May	2	1 (↑ 100%)	3 (↓ -33%)	1	1 (0%)	0 (-)	2	1 (↑ 100%)	1 (↑ 100%)	20.0%	16.7% (↑ 20%)	30.0% (↓ -33%)
Jun	2	2 (0%)	1 (↑ 100%)	1	0 (-)	0 (-)	3	1 (↑ 200%)	5 (↓ -40%)	33.3%	22.2% (↑ 50%)	8.3% (↑ 300%)
Q2 2027	5	7 (↓ -29%)	11 (↓ -55%)	2	1 (↑ 100%)	1 (↑ 100%)	5	4 (↑ 25%)	8 (↓ -37%)	19.2%	30.4%(↓ -37%)	28.2% (↓ -32%)
Jul	2	2 (0%)	6 (↓ -67%)	0	0 (-)	1 (↓ -100%)	5	3 (↑ 67%)	5 (0%)	25.0%	18.2% (↑ 38%)	31.6% (↓ -21%)
Aug	1	2 (↓ -50%)	3 (↓ -67%)	0	0 (-)	1 (↓ -100%)	2	3 (↓ -33%)	3 (↓ -33%)	10.0%	33.3% (↓ -70%)	23.1% (↓ -57%)
Sep	1	1 (0%)	4 (↓ -75%)	1	0 (-)	0 (-)	3	0 (-)	0 (-)	12.5%	12.5% (0%)	30.8% (↓ -59%)
Q3 2027	4	5 (↓ -20%)	13 (↓ -69%)	1	0 (-)	2 (↓ -50%)	10	6 (↑ 67%)	8 (↑ 25%)	15.4%	20.0%(↓ -23%)	28.9% (↓ -47%)
Oct	2	2 (0%)	5 (↓ -60%)	0	0 (-)	1 (↓ -100%)	3	1 (↑ 200%)	2 (↑ 50%)	20.0%	16.7% (↑ 20%)	29.4% (↓ -32%)
Nov	2	0 (-)	4 (↓ -50%)	0	1 (↓ -100%)	0 (-)	1	2 (↓ -50%)	1 (0%)	16.7%	0.0% (-)	30.8% (↓ -46%)
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	4 (0%)	3 (↑ 33%)	25.0%	15.8%(↑ 58%)	31.3% (↓ -20%)

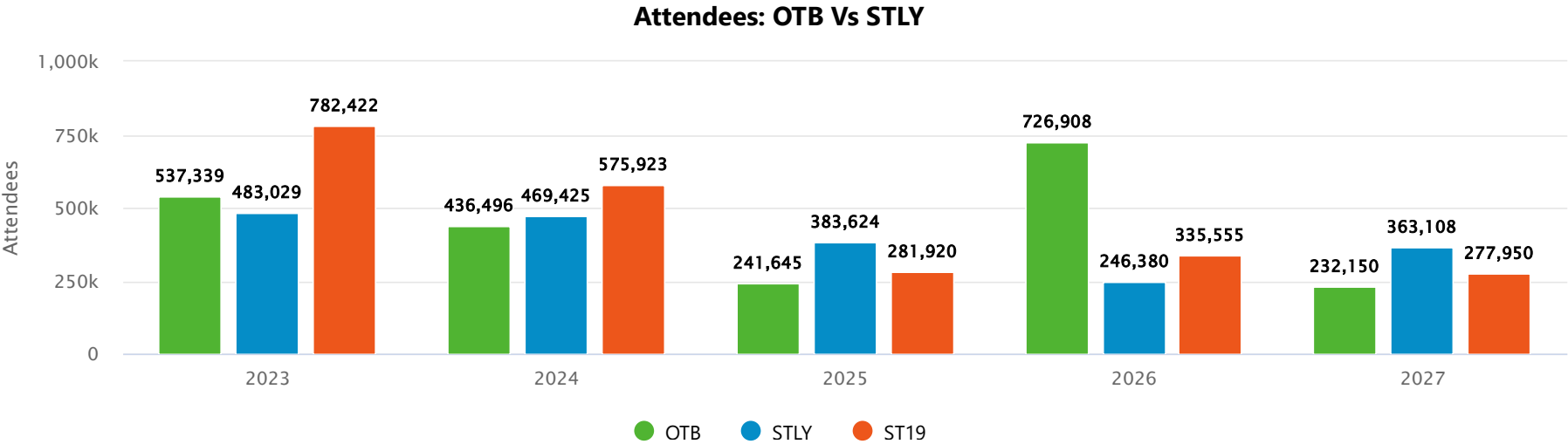
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STLY - Attendees

	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	537,339	483,029 (↑11%)	782,422 (↓ -31%)	82,800	72,976 (↑13%)	71,300 (↑16%)	18,495	14,075 (↑31%)	24,580 (↓ -25%)	36.9%	33.8% (↑9%)	43.1% (↓ -14%)
2024	436,496	469,425 (↓ -7%)	575,923 (↓ -24%)	77,900	82,800 (↓ -6%)	32,000 (↑143%)	183,534	67,261 (↑173%)	113,568 (↑62%)	32.4%	37.9% (↓ -15%)	38.1% (↓ -15%)
2025	241,645	383,624 (↓ -37%)	281,920 (↓ -14%)	86,500	45,900 (↑88%)	29,500 (↑193%)	137,913	180,443 (↓ -24%)	112,481 (↑23%)	21.8%	36.9% (↓ -41%)	25.5% (↓ -14%)
2026	726,908	246,380 (↑195%)	335,555 (↑117%)	62,000	45,500 (↑36%)	44,000 (↑41%)	481,873	113,991 (↑323%)	102,981 (↑368%)	59.5%	29.5% (↑102%)	39.5% (↑50%)
2027	232,150	363,108 (↓ -36%)	277,950 (↓ -16%)	60,000	10,000 (↑500%)	55,000 (↑9%)	111,401	71,002 (↑57%)	114,205 (↓ -2%)	38.9%	54.9% (↓ -29%)	43.0% (↓ -9%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:09/07/2023

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%)	201,180 (↓ -55%)	23,000	650 (↑3k%)	5,000 (↑360%)	0	0 (-)	143 (↓ -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%)	361,000 (↓ -38%)	35,000	17,450 (↑101%)	5,000 (↑600%)	0	0 (-)	2,957 (↓ -100%)	48.5%	35.5%(↑37%)	56.5% (↓ -14%)
Jul	17,458	27,100 (↓ -36%)	40,896 (↓ -57%)	21,800	5,800 (↑276%)	20,000 (↑9%)	650	0 (-)	621 (↑5%)	12.1%	26.8% (↓ -55%)	24.1% (↓ -50%)
Aug	17,616	5,645 (↑212%)	35,417 (↓ -50%)	18,000	7,900 (↑128%)	1,500 (↑1k%)	70	0 (-)	10,445 (↓ -99%)	17.0%	4.0% (↑326%)	29.3% (↓ -42%)
Sep	55,249	56,885 (↓ -3%)	72,233 (↓ -24%)	0	0 (-)	15,100 (↓ -100%)	2,688	810 (↑232%)	1,122 (↑140%)	34.3%	37.2% (↓ -8%)	28.8% (↑19%)
Q3 2023	90,323	89,630 (↑1%)	148,546 (↓ -39%)	39,800	13,700 (↑191%)	36,600 (↑9%)	3,408	810 (↑321%)	12,188 (↓ -72%)	22.1%	22.7%(↓ -2%)	27.4% (↓ -19%)
Oct	32,207	25,224 (↑28%)	40,249 (↓ -20%)	8,000	34,000 (↓ -76%)	5,000 (↑60%)	10,687	11,435 (↓ -7%)	2,299 (↑365%)	29.5%	19.0% (↑55%)	34.6% (↓ -15%)
Nov	73,834	51,005 (↑45%)	70,355 (↑5%)	0	1,000 (↓ -100%)	1,700 (↓ -100%)	725	1,135 (↓ -36%)	790 (↓ -8%)	49.2%	65.5% (↓ -25%)	51.4% (↓ -4%)
Dec	5,600	80,795 (↓ -93%)	78,722 (↓ -93%)	0	0 (-)	0 (-)	3,675	695 (↑429%)	1,855 (↑98%)	6.5%	94.6% (↓ -93%)	73.4% (↓ -91%)
Q4 2023	111,641	157,024 (↓ -29%)	189,326 (↓ -41%)	8,000	35,000 (↓ -77%)	6,700 (↑19%)	15,087	13,265 (↑14%)	4,944 (↑205%)	32.3%	53.1%(↓ -39%)	52.5% (↓ -38%)

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	17,020 (↓ -56%)	23,905 (↓ -69%)	0	0 (-)	0 (-)	2,048	2,325 (↓ -12%)	1,194 (↑72%)	25.7%	42.0% (↓ -39%)	35.5% (↓ -28%)
Feb	13,475	6,078 (↑122%)	6,317 (↑113%)	0	0 (-)	0 (-)	3,015	8,781 (↓ -66%)	2,484 (↑21%)	18.6%	11.5% (↑61%)	16.9% (↑10%)
Mar	32,216	64,655 (↓ -50%)	40,841 (↓ -21%)	0	0 (-)	0 (-)	5,196	5,150 (↑1%)	6,335 (↓ -18%)	25.1%	64.5% (↓ -61%)	48.4% (↓ -48%)
Q1 2024	53,141	87,753 (↓ -39%)	71,063 (↓ -25%)	0	0 (-)	0 (-)	10,259	16,256 (↓ -37%)	10,013 (↑2%)	23.1%	45.3%(↓ -49%)	37.6% (↓ -39%)
Apr	132,716	88,250 (↑50%)	25,661 (↑417%)	18,000	12,000 (↑50%)	0 (-)	8,557	7,325 (↑17%)	4,152 (↑106%)	58.7%	58.2% (↑1%)	27.8% (↑111%)
May	86,714	85,141 (↑2%)	105,426 (↓ -18%)	0	23,000 (↓ -100%)	0 (-)	44,525	2,290 (↑2k%)	18,152 (↑145%)	58.6%	61.3% (↓ -4%)	77.8% (↓ -25%)
Jun	22,190	25,008 (↓ -11%)	41,817 (↓ -47%)	0	0 (-)	0 (-)	21,748	20,091 (↑8%)	12,515 (↑74%)	21.9%	22.6% (↓ -3%)	20.5% (↑7%)
Q2 2024	241,620	198,399 (↑22%)	172,904 (↑40%)	18,000	35,000 (↓ -49%)	0 (-)	74,830	29,706 (↑152%)	34,819 (↑115%)	50.8%	49.5%(↑3%)	40.0% (↑27%)
Jul	30,318	10,796 (↑181%)	17,796 (↑70%)	0	21,800 (↓ -100%)	3,000 (↓ -100%)	15,100	9,921 (↑52%)	32,887 (↓ -54%)	34.7%	9.7% (↑259%)	15.2% (↑129%)
Aug	20,500	15,500 (↑32%)	24,700 (↓ -17%)	10,000	18,000 (↓ -44%)	0 (-)	29,660	1,435 (↑2k%)	4,365 (↑579%)	22.9%	16.7% (↑37%)	17.9% (↑28%)
Sep	14,707	51,922 (↓ -72%)	67,870 (↓ -78%)	32,000	0 (-)	15,000 (↑113%)	6,510	2,940 (↑121%)	12,222 (↓ -47%)	12.6%	39.5% (↓ -68%)	42.0% (↓ -70%)
Q3 2024	65,525	78,218 (↓ -16%)	110,366 (↓ -41%)	42,000	39,800 (↑6%)	18,000 (↑133%)	51,270	14,296 (↑259%)	49,474 (↑4%)	22.3%	23.3%(↓ -4%)	26.4% (↓ -16%)
Oct	31,030	27,756 (↑12%)	91,790 (↓ -66%)	17,900	8,000 (↑124%)	14,000 (↑28%)	7,900	5,728 (↑38%)	7,701 (↑3%)	21.1%	32.2% (↓ -34%)	42.9% (↓ -51%)
Nov	38,080	72,099 (↓ -47%)	49,000 (↓ -22%)	0	0 (-)	0 (-)	35,775	675 (↑5k%)	9,161 (↑291%)	31.6%	52.9% (↓ -40%)	33.2% (↓ -5%)
Dec	7,100	5,200 (↑37%)	80,800 (↓ -91%)	0	0 (-)	0 (-)	3,500	600 (↑483%)	2,400 (↑46%)	8.7%	6.2% (↑40%)	72.5% (↓ -88%)
Q4 2024	76,210	105,055 (↓ -27%)	221,590 (↓ -66%)	17,900	8,000 (↑124%)	14,000 (↑28%)	47,175	7,003 (↑574%)	19,262 (↑145%)	21.8%	34.3%(↓ -36%)	46.8% (↓ -53%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:09/07/2023

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 (-)	2,000	650 (↑208%)	9,297 (↘ -78%)	72.4%	61.5% (↑18%)	0.0% (-)
Feb	8,700	11,675 (↘ -25%)	5,283 (↑65%)	5,000	0 (-)	5,000 (0%)	5,995	3,200 (↑87%)	8,050 (↘ -26%)	29.6%	22.0% (↑35%)	17.5% (↑69%)
Mar	52,647	23,100 (↑128%)	13,610 (↑287%)	7,000	0 (-)	14,000 (↘ -50%)	17,160	5,126 (↑235%)	4,722 (↑263%)	27.6%	22.1% (↑25%)	12.2% (↑127%)
Q1 2025	65,597	41,975 (↑56%)	18,893 (↑247%)	12,000	0 (-)	19,000 (↘ -37%)	25,155	8,976 (↑180%)	22,069 (↑14%)	29.1%	24.8%(↑17%)	10.6% (↑174%)
Apr	65,250	110,935 (↘ -41%)	24,027 (↑172%)	0	18,000 (↘ -100%)	0 (-)	2,850	21,140 (↘ -87%)	11,705 (↘ -76%)	35.2%	60.9% (↘ -42%)	18.9% (↑87%)
May	17,380	86,564 (↘ -80%)	39,400 (↘ -56%)	23,000	0 (-)	0 (-)	14,625	44,610 (↘ -67%)	9,216 (↑59%)	21.5%	66.0% (↘ -67%)	46.2% (↘ -53%)
Jun	30,875	19,350 (↑60%)	26,990 (↑14%)	2,000	0 (-)	0 (-)	19,715	8,050 (↑145%)	4,700 (↑319%)	27.2%	25.0% (↑8%)	21.7% (↑25%)
Q2 2025	113,505	216,849 (↘ -48%)	90,417 (↑26%)	25,000	18,000 (↑39%)	0 (-)	37,190	73,800 (↘ -50%)	25,621 (↑45%)	29.9%	55.5%(↘ -46%)	26.8% (↑11%)
Jul	11,443	29,300 (↘ -61%)	20,760 (↘ -45%)	2,000	0 (-)	0 (-)	10,386	4,232 (↑145%)	7,381 (↑41%)	14.9%	40.9% (↘ -63%)	20.6% (↘ -27%)
Aug	3,800	4,500 (↘ -16%)	45,600 (↘ -92%)	0	10,000 (↘ -100%)	0 (-)	4,000	49,700 (↘ -92%)	4,170 (↘ -4%)	8.4%	9.8% (↘ -14%)	49.9% (↘ -83%)
Sep	1,760	44,000 (↘ -96%)	31,000 (↘ -94%)	32,000	0 (-)	10,500 (↑205%)	4,920	8,360 (↘ -41%)	31,685 (↘ -84%)	2.1%	38.0% (↘ -94%)	17.3% (↘ -88%)
Q3 2025	17,003	77,800 (↘ -78%)	97,360 (↘ -83%)	34,000	10,000 (↑240%)	10,500 (↑224%)	19,306	62,292 (↘ -69%)	43,236 (↘ -55%)	8.3%	33.3%(↘ -75%)	26.2% (↘ -68%)
Oct	24,240	4,600 (↑427%)	30,800 (↘ -21%)	15,500	17,900 (↘ -13%)	0 (-)	11,712	3,775 (↑210%)	11,755 (0%)	19.0%	6.0% (↑217%)	50.4% (↘ -62%)
Nov	7,800	37,400 (↘ -79%)	36,350 (↘ -79%)	0	0 (-)	0 (-)	43,350	30,000 (↑45%)	9,800 (↑342%)	9.6%	40.2% (↘ -76%)	49.9% (↘ -81%)
Dec	13,500	5,000 (↑170%)	8,100 (↑67%)	0	0 (-)	0 (-)	1,200	1,600 (↘ -25%)	0 (-)	15.2%	6.5% (↑135%)	9.6% (↑59%)
Q4 2025	45,540	47,000 (↘ -3%)	75,250 (↘ -39%)	15,500	17,900 (↘ -13%)	0 (-)	56,262	35,375 (↑59%)	21,555 (↑161%)	15.3%	19.0%(↘ -20%)	34.4% (↘ -55%)

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