

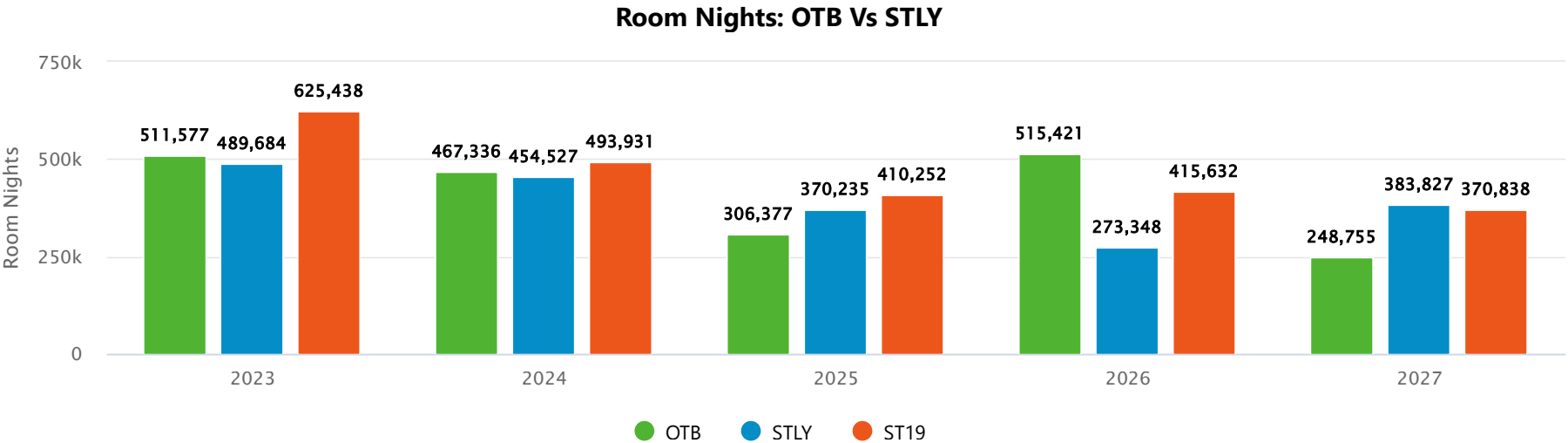
Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:10/03/2023

Event Type: All Events

User Groups: Any
Assists: Exclude Assists



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Event Type: All Events

User Groups: Any
Assists: Exclude Assists

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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	511,577	489,684 (↑4%)	625,438 (↓ -18%)	130,208	119,211 (↑9%)	122,869 (↑6%)	15,617	3,961 (↑294%)	41,615 (↓ -62%)	25.1%	23.8% (↑5%)	28.2% (↓ -11%)
2024	467,336	454,527 (↑3%)	493,931 (↓ -5%)	101,851	130,208 (↓ -22%)	46,818 (↑118%)	141,353	85,261 (↑66%)	108,371 (↑30%)	22.5%	26.0% (↓ -14%)	23.1% (↓ -3%)
2025	306,377	370,235 (↓ -17%)	410,252 (↓ -25%)	113,656	76,831 (↑48%)	52,393 (↑117%)	223,655	134,451 (↑66%)	128,656 (↑74%)	17.8%	25.8% (↓ -31%)	23.0% (↓ -22%)
2026	515,421	273,348 (↑89%)	415,632 (↑24%)	91,397	76,384 (↑20%)	80,954 (↑13%)	210,742	143,701 (↑47%)	102,812 (↑105%)	36.9%	24.2% (↑53%)	31.2% (↑18%)
2027	248,755	383,827 (↓ -35%)	370,838 (↓ -33%)	91,229	37,387 (↑144%)	93,709 (↓ -3%)	188,688	124,494 (↑52%)	98,199 (↑92%)	27.4%	43.2% (↓ -36%)	34.6% (↓ -21%)

Philadelphia Convention & Visitors Bureau

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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%)	92,479 (↓ -46%)	25,007	1,030 (↑2k%)	16,997 (↑47%)	0	0 (-)	416 (↓ -100%)	27.0%	13.0% (↑108%)	36.8% (↓ -27%)
Jun	52,502	44,287 (↑19%)	102,555 (↓ -49%)	0	5,824 (↓ -100%)	0 (-)	0	0 (-)	66 (↓ -100%)	20.4%	14.7% (↑39%)	39.9% (↓ -49%)
Q2 2023	163,413	137,098 (↑19%)	257,377 (↓ -37%)	56,552	38,452 (↑47%)	34,458 (↑64%)	0	0 (-)	4,292 (↓ -100%)	24.9%	19.4%(↑28%)	37.1% (↓ -33%)
Jul	29,845	65,367 (↓ -54%)	48,604 (↓ -39%)	34,494	4,735 (↑628%)	30,429 (↑13%)	0	0 (-)	580 (↓ -100%)	13.2%	42.4% (↓ -69%)	23.1% (↓ -43%)
Aug	30,934	14,643 (↑111%)	30,244 (↑2%)	21,855	6,116 (↑257%)	2,166 (↑909%)	0	0 (-)	21,865 (↓ -100%)	17.3%	8.6% (↑102%)	16.7% (↑4%)
Sep	52,953	64,734 (↓ -18%)	48,746 (↑9%)	2,782	0 (-)	17,622 (↓ -84%)	726	50 (↑1k%)	749 (↓ -3%)	24.6%	30.7% (↓ -20%)	16.1% (↑53%)
Q3 2023	113,732	144,744 (↓ -21%)	127,594 (↓ -11%)	59,131	10,851 (↑445%)	50,217 (↑18%)	726	50 (↑1k%)	23,194 (↓ -97%)	18.4%	27.0%(↓ -32%)	18.4% (0%)
Oct	72,276	52,818 (↑37%)	65,200 (↑11%)	14,525	51,127 (↓ -72%)	164 (↑9k%)	9,644	1,386 (↑596%)	1,726 (↑459%)	32.8%	22.2% (↑48%)	37.8% (↓ -13%)
Nov	67,090	65,436 (↑3%)	58,996 (↑14%)	0	800 (↓ -100%)	6,585 (↓ -100%)	4,397	1,250 (↑252%)	2,229 (↑97%)	35.7%	54.1% (↓ -34%)	32.6% (↑9%)
Dec	5,458	38,939 (↓ -86%)	35,595 (↓ -85%)	0	0 (-)	0 (-)	850	1,275 (↓ -33%)	1,262 (↓ -33%)	10.0%	82.2% (↓ -88%)	37.6% (↓ -73%)
Q4 2023	144,824	157,193 (↓ -8%)	159,791 (↓ -9%)	14,525	51,927 (↓ -72%)	6,749 (↑115%)	14,891	3,911 (↑281%)	5,217 (↑185%)	31.3%	38.7%(↓ -19%)	35.7% (↓ -12%)

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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	22,719 (↓ -24%)	31,941 (↓ -46%)	0	0 (-)	0 (-)	2,798	1,253 (↑ 123%)	3,584 (↓ -22%)	29.6%	43.4% (↓ -32%)	32.6% (↓ -9%)
Feb	16,428	3,757 (↑ 337%)	11,224 (↑ 46%)	0	0 (-)	0 (-)	6,919	25,786 (↓ -73%)	2,302 (↑ 201%)	13.3%	4.6% (↑ 191%)	11.5% (↑ 16%)
Mar	23,869	48,498 (↓ -51%)	60,220 (↓ -60%)	0	0 (-)	0 (-)	13,389	2,928 (↑ 357%)	6,096 (↑ 120%)	16.1%	40.4% (↓ -60%)	42.3% (↓ -62%)
Q1 2024	57,622	74,974 (↓ -23%)	103,385 (↓ -44%)	0	0 (-)	0 (-)	23,106	29,967 (↓ -23%)	11,982 (↑ 93%)	17.5%	29.4%(↓ -41%)	30.6% (↓ -43%)
Apr	84,715	58,535 (↑ 45%)	39,862 (↑ 113%)	34,700	31,545 (↑ 10%)	0 (-)	10,172	4,231 (↑ 140%)	6,463 (↑ 57%)	30.7%	31.0% (↓ -1%)	25.4% (↑ 21%)
May	54,465	44,875 (↑ 21%)	77,819 (↓ -30%)	0	25,007 (↓ -100%)	0 (-)	7,839	6,620 (↑ 18%)	18,962 (↓ -59%)	28.6%	30.1% (↓ -5%)	49.7% (↓ -43%)
Jun	46,746	47,602 (↓ -2%)	51,564 (↓ -9%)	0	0 (-)	0 (-)	25,719	15,062 (↑ 71%)	9,276 (↑ 177%)	23.0%	20.3% (↑ 13%)	14.1% (↑ 64%)
Q2 2024	185,926	151,012 (↑ 23%)	169,245 (↑ 10%)	34,700	56,552 (↓ -39%)	0 (-)	43,730	25,913 (↑ 69%)	34,701 (↑ 26%)	27.7%	26.4%(↑ 5%)	24.9% (↑ 12%)
Jul	73,206	24,319 (↑ 201%)	29,726 (↑ 146%)	0	34,494 (↓ -100%)	6,000 (↓ -100%)	14,657	12,378 (↑ 18%)	21,881 (↓ -33%)	35.3%	12.8% (↑ 175%)	17.9% (↑ 98%)
Aug	17,882	27,096 (↓ -34%)	18,421 (↓ -3%)	13,720	21,855 (↓ -37%)	0 (-)	11,402	3,841 (↑ 197%)	11,446 (0%)	15.4%	17.3% (↓ -11%)	8.9% (↑ 73%)
Sep	28,683	46,275 (↓ -38%)	41,237 (↓ -30%)	25,020	2,782 (↑ 799%)	12,138 (↑ 106%)	28,268	3,710 (↑ 662%)	13,038 (↑ 117%)	15.6%	26.6% (↓ -41%)	24.4% (↓ -36%)
Q3 2024	119,771	97,690 (↑ 23%)	89,384 (↑ 34%)	38,740	59,131 (↓ -34%)	18,138 (↑ 114%)	54,327	19,929 (↑ 173%)	46,365 (↑ 17%)	23.6%	18.8%(↑ 26%)	16.5% (↑ 43%)
Oct	64,443	62,736 (↑ 3%)	65,935 (↓ -2%)	28,411	14,525 (↑ 96%)	28,680 (↓ -1%)	9,902	7,258 (↑ 36%)	11,420 (↓ -13%)	20.4%	36.3% (↓ -44%)	22.5% (↓ -9%)
Nov	31,627	64,030 (↓ -51%)	26,172 (↑ 21%)	0	0 (-)	0 (-)	7,598	1,142 (↑ 565%)	2,703 (↑ 181%)	15.8%	36.1% (↓ -56%)	12.5% (↑ 27%)
Dec	7,947	4,085 (↑ 95%)	39,810 (↓ -80%)	0	0 (-)	0 (-)	2,690	1,052 (↑ 156%)	1,200 (↑ 124%)	16.0%	8.6% (↑ 85%)	55.4% (↓ -71%)
Q4 2024	104,017	130,851 (↓ -21%)	131,917 (↓ -21%)	28,411	14,525 (↑ 96%)	28,680 (↓ -1%)	20,190	9,452 (↑ 114%)	15,323 (↑ 32%)	18.4%	32.9%(↓ -44%)	22.9% (↓ -20%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:10/03/2023

Event Type: All Events

User Groups: Any
Assists: Exclude Assists

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%)	615 (↑ 888%)	0	0 (-)	0 (-)	4,843	420 (↑ 1k%)	2,248 (↑ 115%)	48.8%	58.1% (↓ -16%)	0.7% (↑ 7k%)
Feb	16,332	14,310 (↑ 14%)	3,002 (↑ 444%)	1,710	0 (-)	11,894 (↓ -86%)	13,214	8,873 (↑ 49%)	12,870 (↑ 3%)	24.0%	18.8% (↑ 28%)	4.3% (↑ 465%)
Mar	42,185	18,597 (↑ 127%)	17,882 (↑ 136%)	21,285	0 (-)	28,655 (↓ -26%)	28,773	9,602 (↑ 200%)	10,705 (↑ 169%)	15.5%	18.8% (↓ -18%)	10.3% (↑ 50%)
Q1 2025	64,594	49,812 (↑ 30%)	21,499 (↑ 200%)	22,995	0 (-)	40,549 (↓ -43%)	46,830	18,895 (↑ 148%)	25,823 (↑ 81%)	18.3%	24.4%(↓ -25%)	6.4% (↑ 187%)
Apr	66,884	61,600 (↑ 9%)	41,639 (↑ 61%)	550	34,700 (↓ -98%)	0 (-)	10,690	23,046 (↓ -54%)	8,662 (↑ 23%)	33.3%	30.5% (↑ 9%)	16.8% (↑ 98%)
May	34,014	53,309 (↓ -36%)	54,768 (↓ -38%)	25,007	0 (-)	0 (-)	20,940	8,056 (↑ 160%)	14,303 (↑ 46%)	21.7%	33.6% (↓ -36%)	40.4% (↓ -46%)
Jun	45,493	38,043 (↑ 20%)	47,968 (↓ -5%)	4,666	0 (-)	0 (-)	37,508	14,027 (↑ 167%)	10,808 (↑ 247%)	21.3%	25.6% (↓ -17%)	16.9% (↑ 25%)
Q2 2025	146,391	152,952 (↓ -4%)	144,375 (↑ 1%)	30,223	34,700 (↓ -13%)	0 (-)	69,138	45,129 (↑ 53%)	33,773 (↑ 105%)	25.6%	30.0%(↓ -15%)	21.7% (↑ 18%)
Jul	29,053	64,298 (↓ -55%)	56,321 (↓ -48%)	5,876	0 (-)	0 (-)	17,444	16,020 (↑ 9%)	17,723 (↓ -2%)	21.4%	38.7% (↓ -45%)	29.9% (↓ -28%)
Aug	9,816	6,190 (↑ 59%)	40,239 (↓ -76%)	0	13,720 (↓ -100%)	0 (-)	9,761	26,471 (↓ -63%)	20,048 (↓ -51%)	10.3%	9.2% (↑ 12%)	36.3% (↓ -72%)
Sep	3,690	46,789 (↓ -92%)	30,236 (↓ -88%)	25,020	0 (-)	11,844 (↑ 111%)	17,991	13,786 (↑ 31%)	11,017 (↑ 63%)	2.8%	31.5% (↓ -91%)	15.1% (↓ -82%)
Q3 2025	42,559	117,277 (↓ -64%)	126,796 (↓ -66%)	30,896	13,720 (↑ 125%)	11,844 (↑ 161%)	45,196	56,277 (↓ -20%)	48,788 (↓ -7%)	11.7%	30.7%(↓ -62%)	25.4% (↓ -54%)
Oct	20,575	15,374 (↑ 34%)	71,222 (↓ -71%)	29,542	28,411 (↑ 4%)	0 (-)	31,755	6,500 (↑ 389%)	15,763 (↑ 101%)	8.2%	9.1% (↓ -10%)	54.8% (↓ -85%)
Nov	11,126	29,833 (↓ -63%)	35,643 (↓ -69%)	0	0 (-)	0 (-)	27,668	5,600 (↑ 394%)	4,509 (↑ 514%)	8.8%	23.1% (↓ -62%)	36.5% (↓ -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	50,194 (↑ 5%)	117,582 (↓ -55%)	29,542	28,411 (↑ 4%)	0 (-)	62,491	14,150 (↑ 342%)	20,272 (↑ 208%)	12.3%	14.8%(↓ -17%)	41.6% (↓ -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	15 (↑123k%)	16,679 (↑11%)	66.9%	89.1% (↓ -25%)	15.8% (↑323%)
Feb	19,465	2,075 (↑838%)	8,060 (↑142%)	1,710	0 (-)	0 (-)	6,226	10,831 (↓ -43%)	3,534 (↑76%)	37.4%	6.0% (↑523%)	7.9% (↑371%)
Mar	30,882	23,225 (↑33%)	23,085 (↑34%)	27,280	21,285 (↑28%)	5,761 (↑374%)	13,813	27,934 (↓ -51%)	8,543 (↑62%)	34.6%	12.6% (↑176%)	12.4% (↑180%)
Q1 2026	90,100	30,957 (↑191%)	33,065 (↑172%)	28,990	21,285 (↑36%)	5,761 (↑403%)	38,552	38,780 (↓ -1%)	28,756 (↑34%)	44.9%	13.7%(↑227%)	11.0% (↑308%)
Apr	55,615	61,833 (↓ -10%)	37,457 (↑48%)	0	550 (↓ -100%)	31,598 (↓ -100%)	15,259	1,718 (↑788%)	5,723 (↑167%)	42.8%	40.9% (↑5%)	46.8% (↓ -9%)
May	41,480	34,014 (↑22%)	28,322 (↑46%)	28,435	25,007 (↑14%)	0 (-)	21,220	27,244 (↓ -22%)	15,543 (↑37%)	32.4%	39.3% (↓ -18%)	20.6% (↑57%)
Jun	167,197	44,516 (↑276%)	32,294 (↑418%)	0	0 (-)	0 (-)	16,729	3,944 (↑324%)	18,181 (↓ -8%)	70.9%	33.3% (↑113%)	15.4% (↑360%)
Q2 2026	264,292	140,363 (↑88%)	98,073 (↑169%)	28,435	25,557 (↑11%)	31,598 (↓ -10%)	53,208	32,906 (↑62%)	39,447 (↑35%)	53.5%	37.8%(↑42%)	23.0% (↑133%)
Jul	84,754	22,516 (↑276%)	66,626 (↑27%)	0	0 (-)	0 (-)	62,729	18,923 (↑231%)	4,633 (↑1k%)	52.6%	35.9% (↑46%)	60.8% (↓ -14%)
Aug	15,819	7,580 (↑109%)	13,239 (↑19%)	0	0 (-)	0 (-)	10,662	2,385 (↑347%)	8,382 (↑27%)	16.2%	10.4% (↑56%)	19.7% (↓ -18%)
Sep	0	26,344 (↓ -100%)	58,235 (↓ -100%)	25,020	0 (-)	0 (-)	22,213	31,950 (↓ -30%)	6,136 (↑262%)	0.0%	25.7% (↓ -100%)	40.5% (↓ -100%)
Q3 2026	100,573	56,440 (↑78%)	138,100 (↓ -27%)	25,020	0 (-)	0 (-)	95,604	53,258 (↑80%)	19,151 (↑399%)	30.8%	23.7%(↑30%)	43.1% (↓ -28%)
Oct	50,745	17,368 (↑192%)	55,648 (↓ -9%)	0	29,542 (↓ -100%)	43,595 (↓ -100%)	19,241	7,308 (↑163%)	10,408 (↑85%)	23.2%	11.4% (↑104%)	33.9% (↓ -32%)
Nov	2,801	9,828 (↓ -71%)	53,597 (↓ -95%)	8,952	0 (-)	0 (-)	4,137	11,449 (↓ -64%)	5,050 (↓ -18%)	2.5%	10.3% (↓ -76%)	65.7% (↓ -96%)
Dec	6,910	18,392 (↓ -62%)	37,149 (↓ -81%)	0	0 (-)	0 (-)	0	0 (-)	0 (-)	14.6%	38.1% (↓ -62%)	94.7% (↓ -85%)
Q4 2026	60,456	45,588 (↑33%)	146,394 (↓ -59%)	8,952	29,542 (↓ -70%)	43,595 (↓ -79%)	23,378	18,757 (↑25%)	15,458 (↑51%)	16.0%	15.4%(↑4%)	51.4% (↓ -69%)

Philadelphia Convention & Visitors Bureau

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Event Type: All Events

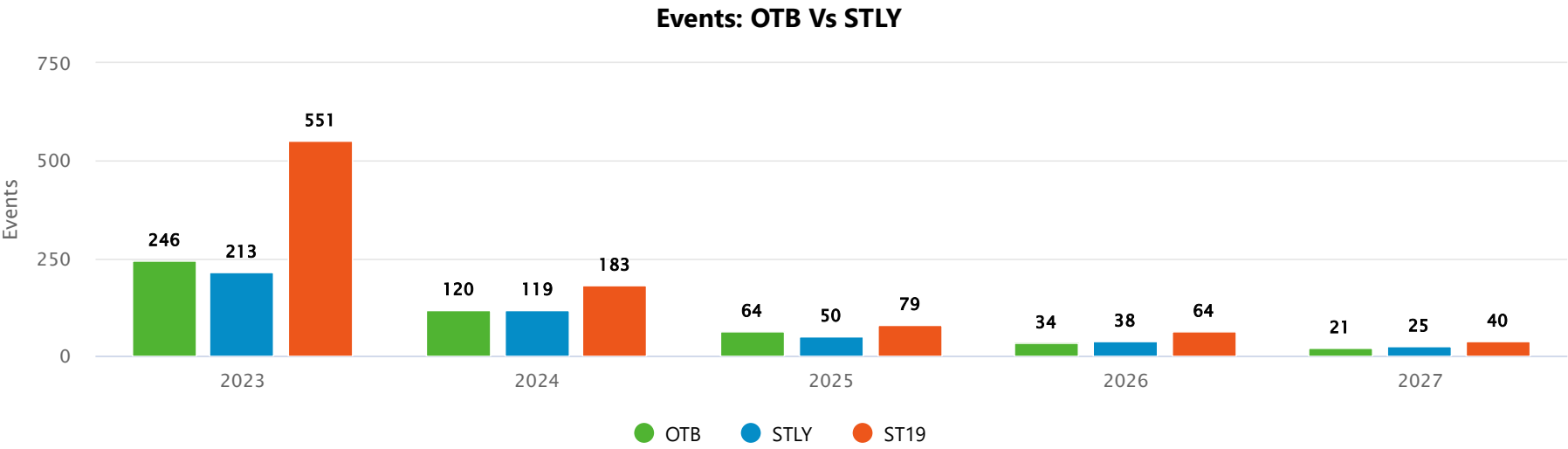
User Groups: Any
Assists: Exclude Assists

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	200	39,753 (↓ -99%)	18,626 (↓ -99%)	21,020	0 (-)	0 (-)	0	4,595 (↓ -100%)	16,215 (↓ -100%)	1.6%	81.6% (↓ -98%)	87.0% (↓ -98%)
Feb	36,989	20,778 (↑78%)	1,710 (↑2k%)	0	0 (-)	0 (-)	24,831	0 (-)	425 (↑6k%)	58.6%	76.0% (↓ -23%)	6.7% (↑770%)
Mar	24,086	56,487 (↓ -57%)	32,073 (↓ -25%)	0	0 (-)	0 (-)	15,443	16,586 (↓ -7%)	5,746 (↑169%)	41.7%	65.0% (↓ -36%)	42.8% (↓ -3%)
Q1 2027	61,275	117,018 (↓ -48%)	52,409 (↑17%)	21,020	0 (-)	0 (-)	40,274	21,181 (↑90%)	22,386 (↑80%)	45.8%	71.8%(↓ -36%)	43.1% (↑6%)
Apr	32,154	54,685 (↓ -41%)	49,137 (↓ -35%)	400	0 (-)	31,545 (↓ -99%)	12,934	3,995 (↑224%)	11,508 (↑12%)	26.6%	66.1% (↓ -60%)	40.1% (↓ -34%)
May	30,492	31,314 (↓ -3%)	46,986 (↓ -35%)	24,607	28,435 (↓ -13%)	0 (-)	12,995	1,320 (↑884%)	295 (↑4k%)	36.8%	53.9% (↓ -32%)	61.6% (↓ -40%)
Jun	33,496	40,093 (↓ -16%)	28,915 (↑16%)	20,182	0 (-)	0 (-)	11,889	14,555 (↓ -18%)	20,551 (↓ -42%)	28.7%	57.0% (↓ -50%)	17.8% (↑62%)
Q2 2027	96,142	126,092 (↓ -24%)	125,038 (↓ -23%)	45,189	28,435 (↑59%)	31,545 (↑43%)	37,818	19,870 (↑90%)	32,354 (↑17%)	30.0%	59.7%(↓ -50%)	34.6% (↓ -13%)
Jul	4,497	48,023 (↓ -91%)	16,528 (↓ -73%)	0	0 (-)	30,534 (↓ -100%)	33,440	42,307 (↓ -21%)	35,399 (↓ -6%)	5.3%	51.6% (↓ -90%)	23.1% (↓ -77%)
Aug	3,252	15,639 (↓ -79%)	17,250 (↓ -81%)	0	0 (-)	17,105 (↓ -100%)	22,491	24,783 (↓ -9%)	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	8,175 (↑39%)	1,275 (↑789%)	1.4%	32.0% (↓ -96%)	35.3% (↓ -96%)
Q3 2027	8,408	88,682 (↓ -91%)	76,821 (↓ -89%)	25,020	0 (-)	47,639 (↓ -47%)	67,262	75,265 (↓ -11%)	38,299 (↑76%)	4.0%	38.8%(↓ -90%)	25.7% (↓ -84%)
Oct	18,149	47,185 (↓ -62%)	56,252 (↓ -68%)	0	0 (-)	14,525 (↓ -100%)	30,324	2,677 (↑1k%)	435 (↑7k%)	21.4%	24.5% (↓ -13%)	44.3% (↓ -52%)
Nov	23,086	0 (-)	56,718 (↓ -59%)	0	8,952 (↓ -100%)	0 (-)	13,010	3,441 (↑278%)	4,725 (↑175%)	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%)	116,570 (↓ -29%)	0	8,952 (↓ -100%)	14,525 (↓ -100%)	43,334	8,178 (↑430%)	5,160 (↑740%)	34.0%	18.2%(↑87%)	40.1% (↓ -15%)

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User Groups: Any
Assists: Exclude Assists

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	246	213 (↑15%)	551 (↓ -55%)	7	15 (↓ -53%)	9 (↓ -22%)	18	13 (↑38%)	73 (↓ -75%)	28.9%	27.0% (↑7%)	35.5% (↓ -18%)
2024	120	119 (↑1%)	183 (↓ -34%)	6	7 (↓ -14%)	3 (↑100%)	113	98 (↑15%)	155 (↓ -27%)	20.7%	26.9% (↓ -23%)	23.7% (↓ -13%)
2025	64	50 (↑28%)	79 (↓ -19%)	8	5 (↑60%)	3 (↑167%)	94	63 (↑49%)	111 (↓ -15%)	19.9%	20.9% (↓ -5%)	21.1% (↓ -6%)
2026	34	38 (↓ -11%)	64 (↓ -47%)	5	4 (↑25%)	2 (↑150%)	57	45 (↑27%)	56 (↑2%)	21.0%	27.9% (↓ -25%)	30.8% (↓ -32%)
2027	21	25 (↓ -16%)	40 (↓ -47%)	4	2 (↑100%)	4 (0%)	28	25 (↑12%)	24 (↑17%)	21.6%	29.1% (↓ -26%)	29.0% (↓ -25%)

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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%)	53 (↓ -49%)	0	1 (↓ -100%)	0 (-)	0	0 (-)	2 (↓ -100%)	32.9%	27.7% (↑19%)	31.4% (↑5%)
Q2 2023	71	67 (↑6%)	165 (↓ -57%)	2	3 (↓ -33%)	1 (↑100%)	0	0 (-)	17 (↓ -100%)	29.2%	26.6% (↑10%)	34.8% (↓ -16%)
Jul	23	17 (↑35%)	81 (↓ -72%)	2	2 (0%)	1 (↑100%)	0	0 (-)	4 (↓ -100%)	25.8%	28.3% (↓ -9%)	49.1% (↓ -47%)
Aug	15	17 (↓ -12%)	40 (↓ -62%)	2	2 (0%)	1 (↑100%)	0	0 (-)	6 (↓ -100%)	25.0%	27.0% (↓ -7%)	43.0% (↓ -42%)
Sep	29	27 (↑7%)	71 (↓ -59%)	0	0 (-)	2 (↓ -100%)	2	1 (↑100%)	8 (↓ -75%)	25.2%	26.0% (↓ -3%)	28.6% (↓ -12%)
Q3 2023	67	61 (↑10%)	192 (↓ -65%)	4	4 (0%)	4 (0%)	2	1 (↑100%)	18 (↓ -89%)	25.4%	26.9% (↓ -6%)	37.9% (↓ -33%)
Oct	40	20 (↑100%)	62 (↓ -35%)	1	2 (↓ -50%)	1 (0%)	10	5 (↑100%)	12 (↓ -17%)	26.8%	18.7% (↑44%)	32.6% (↓ -18%)
Nov	17	17 (0%)	36 (↓ -53%)	0	1 (↓ -100%)	1 (↓ -100%)	4	3 (↑33%)	13 (↓ -69%)	32.7%	35.4% (↓ -8%)	36.7% (↓ -11%)
Dec	5	10 (↓ -50%)	15 (↓ -67%)	0	0 (-)	0 (-)	2	4 (↓ -50%)	7 (↓ -71%)	41.7%	58.8% (↓ -29%)	51.7% (↓ -19%)
Q4 2023	62	47 (↑32%)	113 (↓ -45%)	1	3 (↓ -67%)	2 (↓ -50%)	16	12 (↑33%)	32 (↓ -50%)	29.1%	27.3% (↑7%)	35.6% (↓ -18%)

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User Groups: Any
Assists: Exclude Assists

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	8 (↓ -75%)	10 (↓ -80%)	0	0 (-)	0 (-)	7	7 (0%)	9 (↓ -22%)	9.5%	44.4% (↓ -79%)	29.4% (↓ -68%)
Feb	10	6 (↑67%)	10 (0%)	0	0 (-)	0 (-)	2	4 (↓ -50%)	12 (↓ -83%)	25.6%	26.1% (↓ -2%)	27.0% (↓ -5%)
Mar	14	16 (↓ -12%)	19 (↓ -26%)	0	0 (-)	0 (-)	6	9 (↓ -33%)	17 (↓ -65%)	26.9%	37.2% (↓ -28%)	26.4% (↑2%)
Q1 2024	26	30 (↓ -13%)	39 (↓ -33%)	0	0 (-)	0 (-)	15	20 (↓ -25%)	38 (↓ -61%)	23.2%	35.7%(↓ -35%)	27.3% (↓ -15%)
Apr	18	15 (↑20%)	25 (↓ -28%)	1	1 (0%)	0 (-)	16	8 (↑100%)	15 (↑7%)	22.0%	30.0% (↓ -27%)	25.5% (↓ -14%)
May	9	9 (0%)	18 (↓ -50%)	0	1 (↓ -100%)	0 (-)	13	14 (↓ -7%)	18 (↓ -28%)	18.0%	20.5% (↓ -12%)	26.9% (↓ -33%)
Jun	12	12 (0%)	25 (↓ -52%)	0	0 (-)	0 (-)	17	15 (↑13%)	16 (↑6%)	18.8%	26.1% (↓ -28%)	22.9% (↓ -18%)
Q2 2024	39	36 (↑8%)	68 (↓ -43%)	1	2 (↓ -50%)	0 (-)	46	37 (↑24%)	49 (↓ -6%)	19.9%	25.7%(↓ -23%)	24.8% (↓ -20%)
Jul	16	14 (↑14%)	13 (↑23%)	0	2 (↓ -100%)	1 (↓ -100%)	11	13 (↓ -15%)	15 (↓ -27%)	28.1%	24.6% (↑14%)	20.0% (↑40%)
Aug	6	7 (↓ -14%)	6 (0%)	1	2 (↓ -50%)	0 (-)	7	5 (↑40%)	15 (↓ -53%)	21.4%	21.2% (↑1%)	14.3% (↑50%)
Sep	10	9 (↑11%)	16 (↓ -37%)	1	0 (-)	1 (0%)	15	8 (↑88%)	17 (↓ -12%)	15.4%	20.5% (↓ -25%)	21.6% (↓ -29%)
Q3 2024	32	30 (↑7%)	35 (↓ -9%)	2	4 (↓ -50%)	2 (0%)	33	26 (↑27%)	47 (↓ -30%)	21.3%	22.4%(↓ -5%)	19.3% (↑10%)
Oct	12	14 (↓ -14%)	26 (↓ -54%)	3	1 (↑200%)	1 (↑200%)	12	12 (0%)	15 (↓ -20%)	15.4%	24.6% (↓ -37%)	25.5% (↓ -40%)
Nov	8	7 (↑14%)	10 (↓ -20%)	0	0 (-)	0 (-)	6	2 (↑200%)	5 (↑20%)	21.6%	30.4% (↓ -29%)	16.9% (↑28%)
Dec	3	2 (↑50%)	5 (↓ -40%)	0	0 (-)	0 (-)	1	1 (0%)	1 (0%)	37.5%	50.0% (↓ -25%)	38.5% (↓ -3%)
Q4 2024	23	23 (0%)	41 (↓ -44%)	3	1 (↑200%)	1 (↑200%)	19	15 (↑27%)	21 (↓ -10%)	18.7%	27.4%(↓ -32%)	23.6% (↓ -21%)

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STLY - 2025 Events

	OTB			Cancelled			Tentative			Conversion Rate		
Month	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19	Events	vs STLY	vs ST19
Jan	3	1 (↑200%)	1 (↑200%)	0	0 (-)	0 (-)	2	1 (↑100%)	2 (0%)	42.9%	20.0% (↑114%)	6.3% (↑586%)
Feb	6	4 (↑50%)	2 (↑200%)	1	0 (-)	1 (0%)	7	2 (↑250%)	6 (↑17%)	37.5%	25.0% (↑50%)	14.3% (↑163%)
Mar	13	5 (↑160%)	5 (↑160%)	1	0 (-)	1 (0%)	13	4 (↑225%)	11 (↑18%)	26.0%	23.8% (↑9%)	15.6% (↑66%)
Q1 2025	22	10 (↑120%)	8 (↑175%)	2	0 (-)	2 (0%)	22	7 (↑214%)	19 (↑16%)	30.1%	23.8%(↑27%)	12.9% (↑134%)
Apr	6	6 (0%)	10 (↓-40%)	0	1 (↓-100%)	0 (-)	8	7 (↑14%)	12 (↓-33%)	24.0%	15.8% (↑52%)	20.4% (↑18%)
May	5	5 (0%)	8 (↓-37%)	1	0 (-)	0 (-)	6	6 (0%)	15 (↓-60%)	16.7%	23.8% (↓-30%)	23.5% (↓-29%)
Jun	3	6 (↓-50%)	8 (↓-62%)	1	0 (-)	0 (-)	12	6 (↑100%)	10 (↑20%)	10.3%	20.7% (↓-50%)	17.0% (↓-39%)
Q2 2025	14	17 (↓-18%)	26 (↓-46%)	2	1 (↑100%)	0 (-)	26	19 (↑37%)	37 (↓-30%)	16.7%	19.3%(↓-14%)	20.0% (↓-17%)
Jul	6	7 (↓-14%)	12 (↓-50%)	1	0 (-)	0 (-)	12	10 (↑20%)	15 (↓-20%)	19.4%	26.9% (↓-28%)	30.8% (↓-37%)
Aug	4	3 (↑33%)	9 (↓-56%)	0	1 (↓-100%)	0 (-)	4	7 (↓-43%)	12 (↓-67%)	16.0%	25.0% (↓-36%)	37.5% (↓-57%)
Sep	3	4 (↓-25%)	4 (↓-25%)	1	0 (-)	1 (0%)	9	13 (↓-31%)	9 (0%)	10.7%	19.0% (↓-44%)	8.9% (↑21%)
Q3 2025	13	14 (↓-7%)	25 (↓-48%)	2	1 (↑100%)	1 (↑100%)	25	30 (↓-17%)	36 (↓-31%)	15.5%	23.7%(↓-35%)	23.1% (↓-33%)
Oct	7	3 (↑133%)	10 (↓-30%)	2	3 (↓-33%)	0 (-)	10	4 (↑150%)	10 (0%)	13.7%	9.7% (↑42%)	24.4% (↓-44%)
Nov	4	5 (↓-20%)	7 (↓-43%)	0	0 (-)	0 (-)	9	2 (↑350%)	9 (0%)	18.2%	31.3% (↓-42%)	25.0% (↓-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	9 (↑67%)	20 (↓-25%)	2	3 (↓-33%)	0 (-)	21	7 (↑200%)	19 (↑11%)	18.5%	18.0%(↑3%)	26.7% (↓-31%)

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Assists: Exclude Assists

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 (-)	3	0 (-)	3 (0%)	33.3%	66.7% (↓ -50%)	25.0% (↑33%)
Feb	4	2 (↑100%)	2 (↑100%)	1	0 (-)	0 (-)	2	4 (↓ -50%)	2 (0%)	50.0%	25.0% (↑100%)	25.0% (↑100%)
Mar	4	8 (↓ -50%)	4 (0%)	1	1 (0%)	0 (-)	4	11 (↓ -64%)	10 (↓ -60%)	30.8%	32.0% (↓ -4%)	13.3% (↑131%)
Q1 2026	10	12 (↓ -17%)	7 (↑43%)	2	1 (↑100%)	0 (-)	9	15 (↓ -40%)	15 (↓ -40%)	37.0%	33.3%(↑11%)	16.7% (↑122%)
Apr	5	3 (↑67%)	6 (↓ -17%)	0	0 (-)	1 (↓ -100%)	8	2 (↑300%)	8 (0%)	27.8%	33.3% (↓ -17%)	31.6% (↓ -12%)
May	4	5 (↓ -20%)	7 (↓ -43%)	1	1 (0%)	0 (-)	8	5 (↑60%)	2 (↑300%)	25.0%	45.5% (↓ -45%)	33.3% (↓ -25%)
Jun	3	2 (↑50%)	8 (↓ -62%)	0	0 (-)	0 (-)	4	1 (↑300%)	7 (↓ -43%)	16.7%	16.7% (0%)	26.7% (↓ -37%)
Q2 2026	12	10 (↑20%)	21 (↓ -43%)	1	1 (0%)	1 (0%)	20	8 (↑150%)	17 (↑18%)	23.1%	31.3%(↓ -26%)	30.0% (↓ -23%)
Jul	3	4 (↓ -25%)	10 (↓ -70%)	0	0 (-)	0 (-)	3	5 (↓ -40%)	5 (↓ -40%)	15.0%	50.0% (↓ -70%)	47.6% (↓ -68%)
Aug	2	2 (0%)	6 (↓ -67%)	0	0 (-)	0 (-)	3	3 (0%)	4 (↓ -25%)	15.4%	14.3% (↑8%)	35.3% (↓ -56%)
Sep	0	2 (↓ -100%)	6 (↓ -100%)	1	0 (-)	0 (-)	7	6 (↑17%)	6 (↑17%)	0.0%	16.7% (↓ -100%)	33.3% (↓ -100%)
Q3 2026	5	8 (↓ -37%)	22 (↓ -77%)	1	0 (-)	0 (-)	13	14 (↓ -7%)	15 (↓ -13%)	11.6%	23.5%(↓ -51%)	39.3% (↓ -70%)
Oct	4	3 (↑33%)	7 (↓ -43%)	0	2 (↓ -100%)	1 (↓ -100%)	11	4 (↑175%)	6 (↑83%)	19.0%	16.7% (↑14%)	26.9% (↓ -29%)
Nov	1	3 (↓ -67%)	3 (↓ -67%)	1	0 (-)	0 (-)	4	4 (0%)	3 (↑33%)	7.1%	27.3% (↓ -74%)	33.3% (↓ -79%)
Dec	2	2 (0%)	4 (↓ -50%)	0	0 (-)	0 (-)	0	0 (-)	0 (-)	40.0%	40.0% (0%)	80.0% (↓ -50%)
Q4 2026	7	8 (↓ -12%)	14 (↓ -50%)	1	2 (↓ -50%)	1 (0%)	15	8 (↑88%)	9 (↑67%)	17.5%	23.5%(↓ -26%)	35.0% (↓ -50%)

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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	0	2 (↓ -100%)	2 (↓ -100%)	1	0 (-)	0 (-)	0	2 (↓ -100%)	2 (↓ -100%)	0.0%	50.0% (↓ -100%)	50.0% (↓ -100%)
Feb	3	4 (↓ -25%)	1 (↑200%)	0	0 (-)	0 (-)	3	0 (-)	1 (↑200%)	37.5%	80.0% (↓ -53%)	20.0% (↑88%)
Mar	3	4 (↓ -25%)	1 (↑200%)	0	0 (-)	0 (-)	4	5 (↓ -20%)	2 (↑100%)	33.3%	44.4% (↓ -25%)	11.1% (↑200%)
Q1 2027	6	10 (↓ -40%)	4 (↑50%)	1	0 (-)	0 (-)	7	7 (0%)	5 (↑40%)	31.6%	55.6%(↓ -43%)	22.2% (↑42%)
Apr	1	4 (↓ -75%)	8 (↓ -87%)	0	0 (-)	1 (↓ -100%)	0	1 (↓ -100%)	2 (↓ -100%)	10.0%	44.4% (↓ -77%)	44.4% (↓ -77%)
May	2	1 (↑100%)	3 (↓ -33%)	1	1 (0%)	0 (-)	3	1 (↑200%)	0 (-)	20.0%	16.7% (↑20%)	27.3% (↓ -27%)
Jun	2	2 (0%)	1 (↑100%)	1	0 (-)	0 (-)	3	2 (↑50%)	5 (↓ -40%)	33.3%	22.2% (↑50%)	7.7% (↑333%)
Q2 2027	5	7 (↓ -29%)	12 (↓ -58%)	2	1 (↑100%)	1 (↑100%)	6	4 (↑50%)	7 (↓ -14%)	19.2%	29.2%(↓ -34%)	28.6% (↓ -33%)
Jul	2	2 (0%)	6 (↓ -67%)	0	0 (-)	1 (↓ -100%)	5	4 (↑25%)	5 (0%)	22.2%	18.2% (↑22%)	31.6% (↓ -30%)
Aug	1	2 (↓ -50%)	3 (↓ -67%)	0	0 (-)	1 (↓ -100%)	3	4 (↓ -25%)	3 (0%)	10.0%	33.3% (↓ -70%)	23.1% (↓ -57%)
Sep	1	1 (0%)	4 (↓ -75%)	1	0 (-)	0 (-)	3	1 (↑200%)	1 (↑200%)	12.5%	12.5% (0%)	30.8% (↓ -59%)
Q3 2027	4	5 (↓ -20%)	13 (↓ -69%)	1	0 (-)	2 (↓ -50%)	11	9 (↑22%)	9 (↑22%)	14.8%	20.0%(↓ -26%)	28.9% (↓ -49%)
Oct	2	2 (0%)	6 (↓ -67%)	0	0 (-)	1 (↓ -100%)	3	1 (↑200%)	1 (↑200%)	18.2%	16.7% (↑9%)	33.3% (↓ -45%)
Nov	2	0 (-)	4 (↓ -50%)	0	1 (↓ -100%)	0 (-)	1	3 (↓ -67%)	2 (↓ -50%)	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%)	11 (↓ -45%)	0	1 (↓ -100%)	1 (↓ -100%)	4	5 (↓ -20%)	3 (↑33%)	24.0%	15.8%(↑52%)	33.3% (↓ -28%)

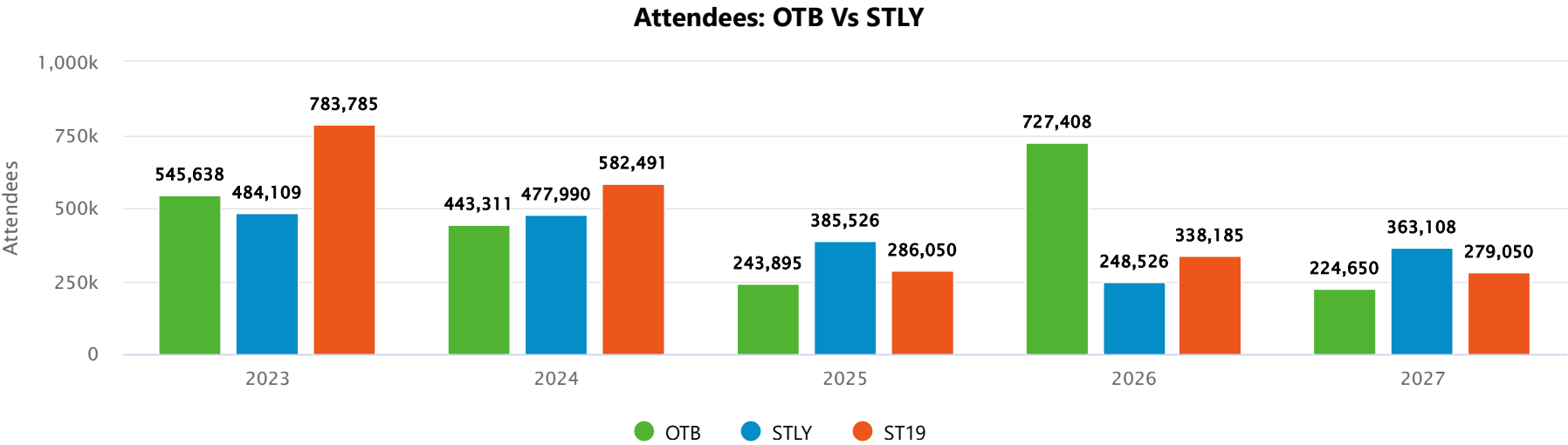
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Event Type: All Events

User Groups: Any
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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	545,638	484,109 (↑13%)	783,785 (↓ -30%)	82,800	72,976 (↑13%)	71,300 (↑16%)	3,982	12,205 (↓ -67%)	22,100 (↓ -82%)	37.1%	33.9% (↑10%)	43.0% (↓ -14%)
2024	443,311	477,990 (↓ -7%)	582,491 (↓ -24%)	77,900	82,800 (↓ -6%)	32,000 (↑143%)	167,136	79,833 (↑109%)	94,671 (↑77%)	32.4%	38.1% (↓ -15%)	37.9% (↓ -14%)
2025	243,895	385,526 (↓ -37%)	286,050 (↓ -15%)	86,500	45,900 (↑88%)	29,500 (↑193%)	127,970	180,007 (↓ -29%)	100,894 (↑27%)	21.5%	36.8% (↓ -42%)	25.2% (↓ -15%)
2026	727,408	248,526 (↑193%)	338,185 (↑115%)	62,000	45,500 (↑36%)	44,000 (↑41%)	487,942	101,370 (↑381%)	100,415 (↑386%)	59.3%	29.0% (↑104%)	38.8% (↑53%)
2027	224,650	363,108 (↓ -38%)	279,050 (↓ -19%)	74,000	10,000 (↑640%)	55,000 (↑35%)	108,501	76,227 (↑42%)	116,379 (↓ -7%)	38.0%	54.8% (↓ -31%)	42.8% (↓ -11%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:10/03/2023

Event Type: All Events

User Groups: Any
Assists: Exclude Assists

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%)	91,790 (↓ -55%)	0	3,800 (↓ -100%)	0 (-)	0	0 (-)	52 (↓ -100%)	31.0%	14.4% (↑116%)	41.3% (↓ -25%)
Q2 2023	225,202	160,396 (↑40%)	361,106 (↓ -38%)	35,000	17,450 (↑101%)	5,000 (↑600%)	0	0 (-)	1,957 (↓ -100%)	48.5%	35.5%(↑37%)	56.4% (↓ -14%)
Jul	17,458	27,100 (↓ -36%)	40,926 (↓ -57%)	21,800	5,800 (↑276%)	20,000 (↑9%)	0	0 (-)	591 (↓ -100%)	12.1%	26.8% (↓ -55%)	24.1% (↓ -50%)
Aug	17,616	5,645 (↑212%)	35,442 (↓ -50%)	18,000	7,900 (↑128%)	1,500 (↑1k%)	0	0 (-)	10,220 (↓ -100%)	17.0%	4.0% (↑326%)	29.2% (↓ -42%)
Sep	57,552	57,510 (0%)	72,548 (↓ -21%)	0	0 (-)	15,100 (↓ -100%)	692	70 (↑889%)	445 (↑56%)	35.2%	37.5% (↓ -6%)	28.9% (↑22%)
Q3 2023	92,626	90,255 (↑3%)	148,916 (↓ -38%)	39,800	13,700 (↑191%)	36,600 (↑9%)	692	70 (↑889%)	11,256 (↓ -94%)	22.5%	22.8%(↓ -1%)	27.4% (↓ -18%)
Oct	37,803	25,644 (↑47%)	40,797 (↓ -7%)	8,000	34,000 (↓ -76%)	5,000 (↑60%)	2,510	11,230 (↓ -78%)	637 (↑294%)	32.1%	19.3% (↑67%)	34.5% (↓ -7%)
Nov	74,234	51,040 (↑45%)	70,558 (↑5%)	0	1,000 (↓ -100%)	1,700 (↓ -100%)	405	210 (↑93%)	1,720 (↓ -76%)	49.2%	64.7% (↓ -24%)	51.4% (↓ -4%)
Dec	5,600	80,795 (↓ -93%)	78,858 (↓ -93%)	0	0 (-)	0 (-)	375	695 (↓ -46%)	2,039 (↓ -82%)	6.3%	94.6% (↓ -93%)	73.4% (↓ -91%)
Q4 2023	117,637	157,479 (↓ -25%)	190,213 (↓ -38%)	8,000	35,000 (↓ -77%)	6,700 (↑19%)	3,290	12,135 (↓ -73%)	4,396 (↓ -25%)	32.9%	52.9%(↓ -38%)	52.4% (↓ -37%)

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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	17,315 (↓ -57%)	23,905 (↓ -69%)	0	0 (-)	0 (-)	1,677	1,580 (↑6%)	1,598 (↑5%)	25.5%	41.6% (↓ -39%)	35.5% (↓ -28%)
Feb	13,475	6,078 (↑122%)	6,872 (↑96%)	0	0 (-)	0 (-)	1,550	28,781 (↓ -95%)	2,523 (↓ -39%)	19.2%	11.5% (↑67%)	18.0% (↑7%)
Mar	32,216	64,875 (↓ -50%)	41,071 (↓ -22%)	0	0 (-)	0 (-)	4,376	4,770 (↓ -8%)	5,947 (↓ -26%)	24.9%	64.5% (↓ -61%)	47.4% (↓ -47%)
Q1 2024	53,141	88,268 (↓ -40%)	71,848 (↓ -26%)	0	0 (-)	0 (-)	7,603	35,131 (↓ -78%)	10,068 (↓ -24%)	23.2%	45.2%(↓ -49%)	37.4% (↓ -38%)
Apr	136,346	92,850 (↑47%)	26,279 (↑419%)	18,000	12,000 (↑50%)	0 (-)	4,410	3,680 (↑20%)	3,798 (↑16%)	58.8%	59.4% (↓ -1%)	28.0% (↑110%)
May	87,074	85,141 (↑2%)	106,526 (↓ -18%)	0	23,000 (↓ -100%)	0 (-)	44,115	6,565 (↑572%)	16,129 (↑174%)	58.6%	61.3% (↓ -4%)	77.3% (↓ -24%)
Jun	22,190	25,008 (↓ -11%)	42,132 (↓ -47%)	0	0 (-)	0 (-)	21,273	20,286 (↑5%)	6,175 (↑245%)	21.8%	22.5% (↓ -3%)	20.0% (↑9%)
Q2 2024	245,610	202,999 (↑21%)	174,937 (↑40%)	18,000	35,000 (↓ -49%)	0 (-)	69,798	30,531 (↑129%)	26,102 (↑167%)	50.9%	50.0%(↑2%)	39.6% (↑29%)
Jul	31,043	13,196 (↑135%)	17,796 (↑74%)	0	21,800 (↓ -100%)	3,000 (↓ -100%)	15,300	5,071 (↑202%)	29,751 (↓ -49%)	35.1%	11.3% (↑210%)	14.7% (↑139%)
Aug	20,500	15,500 (↑32%)	24,975 (↓ -18%)	10,000	18,000 (↓ -44%)	0 (-)	28,460	1,510 (↑2k%)	4,632 (↑514%)	22.9%	16.7% (↑38%)	18.0% (↑27%)
Sep	14,707	52,647 (↓ -72%)	67,870 (↓ -78%)	32,000	0 (-)	15,000 (↑113%)	6,125	2,690 (↑128%)	12,080 (↓ -49%)	12.4%	39.7% (↓ -69%)	41.8% (↓ -70%)
Q3 2024	66,250	81,343 (↓ -19%)	110,641 (↓ -40%)	42,000	39,800 (↑6%)	18,000 (↑133%)	49,885	9,271 (↑438%)	46,463 (↑7%)	22.3%	23.8%(↓ -6%)	26.2% (↓ -15%)
Oct	33,030	28,081 (↑18%)	92,890 (↓ -64%)	17,900	8,000 (↑124%)	14,000 (↑28%)	4,325	3,725 (↑16%)	6,783 (↓ -36%)	21.6%	31.6% (↓ -32%)	43.1% (↓ -50%)
Nov	38,180	72,099 (↓ -47%)	50,375 (↓ -24%)	0	0 (-)	0 (-)	32,025	575 (↑5k%)	4,255 (↑653%)	30.4%	51.9% (↓ -41%)	33.0% (↓ -8%)
Dec	7,100	5,200 (↑37%)	81,800 (↓ -91%)	0	0 (-)	0 (-)	3,500	600 (↑483%)	1,000 (↑250%)	8.7%	6.2% (↑40%)	72.5% (↓ -88%)
Q4 2024	78,310	105,380 (↓ -26%)	225,065 (↓ -65%)	17,900	8,000 (↑124%)	14,000 (↑28%)	39,850	4,900 (↑713%)	12,038 (↑231%)	21.7%	33.8%(↓ -36%)	46.8% (↓ -54%)

Philadelphia Convention & Visitors Bureau

FuturePace: STLY Report

Prepared on:10/03/2023

Event Type: All Events

User Groups: Any
Assists: Exclude Assists

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%)	700 (↑ 507%)	0	0 (-)	0 (-)	2,000	250 (↑ 700%)	1,550 (↑ 29%)	72.4%	59.5% (↑ 22%)	1.5% (↑ 5k%)
Feb	10,950	11,675 (↘ -6%)	5,283 (↑ 107%)	5,000	0 (-)	5,000 (0%)	6,995	3,200 (↑ 119%)	8,175 (↘ -14%)	34.7%	22.0% (↑ 57%)	17.3% (↑ 101%)
Mar	52,647	24,426 (↑ 116%)	13,610 (↑ 287%)	7,000	0 (-)	14,000 (↘ -50%)	11,181	3,115 (↑ 259%)	4,672 (↑ 139%)	26.5%	22.9% (↑ 16%)	12.1% (↑ 118%)
Q1 2025	67,847	43,301 (↑ 57%)	19,593 (↑ 246%)	12,000	0 (-)	19,000 (↘ -37%)	20,176	6,565 (↑ 207%)	14,397 (↑ 40%)	28.7%	25.2%(↑ 14%)	10.4% (↑ 176%)
Apr	65,250	111,036 (↘ -41%)	25,857 (↑ 152%)	0	18,000 (↘ -100%)	0 (-)	4,500	19,340 (↘ -77%)	10,795 (↘ -58%)	34.8%	60.4% (↘ -42%)	19.9% (↑ 75%)
May	17,380	86,564 (↘ -80%)	39,400 (↘ -56%)	23,000	0 (-)	0 (-)	12,950	43,325 (↘ -70%)	9,041 (↑ 43%)	21.0%	64.8% (↘ -68%)	45.7% (↘ -54%)
Jun	30,875	19,350 (↑ 60%)	26,990 (↑ 14%)	2,000	0 (-)	0 (-)	16,715	7,400 (↑ 126%)	7,230 (↑ 131%)	26.1%	24.8% (↑ 5%)	21.7% (↑ 21%)
Q2 2025	113,505	216,950 (↘ -48%)	92,247 (↑ 23%)	25,000	18,000 (↑ 39%)	0 (-)	34,165	70,065 (↘ -51%)	27,066 (↑ 26%)	29.2%	54.8%(↘ -47%)	27.1% (↑ 8%)
Jul	11,443	29,300 (↘ -61%)	20,760 (↘ -45%)	2,000	0 (-)	0 (-)	9,025	5,557 (↑ 62%)	7,681 (↑ 17%)	14.3%	40.9% (↘ -65%)	20.6% (↘ -30%)
Aug	3,800	4,500 (↘ -16%)	45,600 (↘ -92%)	0	10,000 (↘ -100%)	0 (-)	4,722	54,200 (↘ -91%)	6,195 (↘ -24%)	8.1%	9.8% (↘ -17%)	49.9% (↘ -84%)
Sep	1,760	44,000 (↘ -96%)	32,000 (↘ -94%)	32,000	0 (-)	10,500 (↑ 205%)	8,145	8,520 (↘ -4%)	24,630 (↘ -67%)	2.1%	38.0% (↘ -94%)	16.7% (↘ -87%)
Q3 2025	17,003	77,800 (↘ -78%)	98,360 (↘ -83%)	34,000	10,000 (↑ 240%)	10,500 (↑ 224%)	21,892	68,277 (↘ -68%)	38,506 (↘ -43%)	8.1%	33.3%(↘ -76%)	25.7% (↘ -68%)
Oct	24,240	5,075 (↑ 378%)	31,400 (↘ -23%)	15,500	17,900 (↘ -13%)	0 (-)	9,687	3,300 (↑ 194%)	13,025 (↘ -26%)	18.7%	6.6% (↑ 184%)	50.9% (↘ -63%)
Nov	7,800	37,400 (↘ -79%)	36,350 (↘ -79%)	0	0 (-)	0 (-)	40,850	30,200 (↑ 35%)	7,900 (↑ 417%)	9.3%	40.2% (↘ -77%)	48.0% (↘ -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	47,475 (↘ -4%)	75,850 (↘ -40%)	15,500	17,900 (↘ -13%)	0 (-)	51,737	35,100 (↑ 47%)	20,925 (↑ 147%)	15.1%	19.2%(↘ -21%)	34.1% (↘ -56%)

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