

Ocala/Marion County Visitors & Convention Bureau Sales Report

1/16/2025 - 2/28/2025

Event Type: All

Status: ALL FUTURE DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Florida Council for History Education	FLCHE Annual Conference	Bryan Day 100.0%	Education	Email	7/25/2025	Local	\$0.00	120	70	120	0
					7/26/2025	new	\$0.00	140			
Babe Ruth League	Babe Ruth 16-18 World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium	8/1/2025	National	\$1,814,844.00	135	175	1,400	0
					8/9/2025	new	\$0.00	2,135			
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championships	Corry Locke 100.0%	Sports	Email	7/10/2025	State	\$0.00	375	250	750	0
					7/15/2025	new	\$0.00	450			
Bellevue Girls Softball Association, Inc.	Dixie Softball World Series	Corry Locke 100.0%	Sports	Email	7/24/2026	State	\$0.00	375	250	900	0
					7/31/2026	new	\$0.00	450			
Cal Ripken Baseball	Cal Ripken Rookie World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium	8/1/2025	International	\$898,265.00	285	240	800	0
					8/9/2025	repeat	\$0.00	335			
College Swimming and Diving Coaches Association of America	CSCAA National Invitational Championship	Corry Locke 100.0%	Sports	Email	3/12/2025	National	\$2,358,380.00	900	500	2,000	0
					3/15/2025	new	\$0.00	900			
CSF Aquatics	USA Swimming Futures Championships	Corry Locke 100.0%	Sports	Email	7/23/2025	National	\$2,140,397.00	2,000	1,000	2,900	0
					7/26/2025	new	\$0.00	2,300			
CSF Aquatics	Florida Swimming Senior Championships	Corry Locke 100.0%	Sports	Email	7/17/2025	State	\$2,071,066.00	2,000	730	1,500	0
					7/20/2025	repeat	\$0.00	2,500			

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CSF Aquatics	Florida Swimming FLAGS Spring Championships	Corry Locke 100.0%	Sports	Email 0	3/6/2025 3/9/2025	State new	\$1,399,205.00 \$0.00	1,500 1,700	600	1,530	0
CSF Aquatics	Florida Swimming FLAGS Championships	Corry Locke 100.0%	Sports	Email 0	7/10/2025 7/13/2025	State repeat	\$2,314,698.00 \$0.00	2,300 2,900	600	2,000	0
CSF Aquatics	USA Swimming Speedo Sectionals	Corry Locke 100.0%	Sports	Email 0	6/26/2025 6/29/2025	National new	\$2,232,888.00 \$0.00	2,000 2,300	1,000	2,900	0
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 144	11/6/2025 11/15/2025	State new	\$3,123,708.00 \$0.00	1,400 1,500	367	2,220	0
Florida Municipal Electric Association	FMEA Lineman Competition	Corry Locke 100.0%	Government	Referral 0	3/1/2025 3/1/2025	State new	\$0.00 \$0.00	0 0	0	0	0
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	4/12/2025 4/13/2025	Regional repeat	\$720,282.00 \$0.00	1,400 2,200	536	1,072	0
Lightning City Gymnastics	Charity Challenge Cup	Corry Locke 100.0%	Sports	Email 0	3/7/2025 3/9/2025	State new	\$756,892.00 \$0.00	3,000 3,150	120	358	0
Live Oak International	Live Oak International	Corry Locke 100.0%	Equine	Email 0	3/13/2025 3/16/2025	International repeat	\$1,586,988.00 \$0.00	5,000 15,000	400	1,000	0
Rock the Country Ocala	Rock the Country Ocala	Corry Locke 100.0%	Social	Email 150	5/9/2025 5/10/2025	National repeat	\$9,161,342.00 \$0.00	20,000 30,000	2,000	3,000	0
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone 0	7/27/2026 7/31/2026	National	\$2,386,697.90 \$0.00	800 1,000	275	1,750	0

Status: ALL FUTURE DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone 0	7/28/2025 8/1/2025	National	\$2,350,187.58 \$0.00	800 1,000	275	1,750	0	
Event Count:							19	\$35,315,840.48	44,390	9,388	27,950	0
								\$0.00	69,960			

Status: CURRENT DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Grandview Invitational, Inc.	Grandview World Nights	Corry Locke 100.0%	Equine	Email 0	2/5/2025 2/8/2025	International repeat	\$1,222,828.00 \$0.00	400 2,200	400	1,000	0
Grandview Invitational, Inc.	Grandview Invitational	Corry Locke 100.0%	Equine	Email 0	1/30/2025 2/1/2025	International repeat	\$969,295.00 \$0.00	1,000 9,000	475	1,200	0
HITS, LLC	HITS Ocala Winter Circuit Weeks 6-10	Corry Locke 100.0%	Equine	Website - Sports RFP 0	2/18/2025 3/23/2025	International repeat	\$9,677,624.00 \$0.00	4,000 5,300	167	5,500	0
Joseph Volleyball Camps JVC	Nike First in Show Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	1/18/2025 1/20/2025	Regional repeat	\$2,105,989.00 \$0.00	3,500 4,900	596	1,786	0
Kayak Adventure Series	Kayak Adventure Series Ocalapalooza	Corry Locke 100.0%	Sports	Phone 0	2/16/2025 2/22/2025	Regional new	\$836,140.00 \$0.00	200 250	250	1,250	0
Sunshine State Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Website - Sports RFP 0	2/14/2025 2/16/2025	new	\$1,240,945.00 \$0.00	1,000 1,000	275	825	0
The Sun Conference	Swimming and Diving Conference Championships	Corry Locke 100.0%	Sports	Email 149	2/5/2025 2/8/2025	Regional new	\$1,144,989.00 \$0.00	1,000 1,000	200	600	0
VISIT FLORIDA	Florida Encounter/Florida Huddle	Corry Locke 100.0%	Association	Email 0	2/2/2025 2/5/2025	International new	\$834,750.46 \$0.00	550 600	560	1,707	0
VISIT Florida - Germany	VISIT FLORIDA Press Trip - Canada World Traveller Magazine	Jessica Heller 100.0%		Email 149	1/18/2025 1/20/2025	International new	\$0.00 \$0.00	2 2	1	2	0
Event Count:						9	\$18,032,560.46	11,652	2,924	13,870	0
							\$0.00	24,252			

Status: LEADS SENT

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
Meetings Unlimited	Pet Food Co.	Bryan Day 100.0%	Corporate	Florida Encounter/Hud dlp	6/11/2025 6/14/2025	National new	\$0.00 \$0.00	95 100	93	372	0	
Event Count:							1	\$0.00	95	93	372	0
								\$0.00	100			

Status: TURNED DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
Babe Ruth League	Babe Ruth 16-18 World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 0	8/1/2025 8/9/2025	National new	\$1,814,844.00 \$0.00	135 2,135	175	1,400	0	
Cal Ripken Baseball	Cal Ripken Rookie World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 0	8/1/2025 8/9/2025	International repeat	\$898,265.00 \$0.00	285 335	240	800	0	
CSF Aquatics	Florida Swimming FLAGS Spring Championships	Corry Locke 100.0%	Sports	Email 0	3/6/2025 3/9/2025	State new	\$1,399,205.00 \$0.00	1,500 1,700	600	1,530	0	
CSF Aquatics	USA Swimming Speedo Sectionals	Corry Locke 100.0%	Sports	Email 0	6/26/2025 6/29/2025	National new	\$2,232,888.00 \$0.00	2,000 2,300	1,000	2,900	0	
CSF Aquatics	USA Swimming Futures Championships	Corry Locke 100.0%	Sports	Email 0	7/23/2025 7/26/2025	National new	\$2,140,397.00 \$0.00	2,000 2,300	1,000	2,900	0	
CSF Aquatics	Florida Swimming FLAGS Championships	Corry Locke 100.0%	Sports	Email 0	7/10/2025 7/13/2025	State repeat	\$2,314,698.00 \$0.00	2,300 2,900	600	2,000	0	
CSF Aquatics	Florida Swimming Senior Championships	Corry Locke 100.0%	Sports	Email 0	7/17/2025 7/20/2025	State repeat	\$2,071,066.00 \$0.00	2,000 2,500	730	1,500	0	
Kayak Adventure Series	Kayak Adventure Series Ocalapalooza	Corry Locke 100.0%	Sports	Phone 0	2/16/2025 2/22/2025	Regional new	\$836,140.00 \$0.00	200 250	250	1,250	0	
Event Count:							8	\$13,707,503.00	10,420	4,595	14,280	0
								\$0.00	14,420			

Status: TURNED LOST

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Florida Swimming Pool Association	Board of Directors Meeting	Corry Locke 100.0%	Association	Tradeshow 149	1/17/2025 1/19/2025	State new	\$76,067.00 \$0.00	65 70	61	127	0
					Event Count:	1	\$76,067.00 \$0.00	65 70	61	127	0

Status: TURNED TENTATIVE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
Major League Fishing	MLF Heavy Hitters presented by Bass Pro Shops	Corry Locke 100.0%	Sports	TEAMS Conference 0	5/9/2026 5/15/2026	National new	\$564,610.00 \$0.00	250 300	70	560	0	
Event Count:							1	\$564,610.00	250	70	560	0
							\$0.00	300				