



## Monthly Sales Update January 16, 2025

- **Leads**

- Major League Fishing Heavy Hitters presented by Bass Pro Shops
  - May 2026 (7 days)
  - Site-visit planned in February
- American Darter's Association National Championship
  - July 2026 (5 days)
  - Estimated Room Nights: 600

- **Ongoing Leads**

- Lady Bass Anglers Pro Bass Tour
  - October 11-16, 2026
  - Estimated Room Nights: 500
- World Fishing Tour
  - October 17-24, 2026
  - Estimated Room Nights: 600
- UpDog International Finals
  - March/April 2026
  - Estimated Room Nights: 966
- USA Roller Sports National Championship
  - July 18 – August 10, 2026
  - Estimated room nights: 12,500

- **Lost Business**

- Florida Tourist Development Tax Association Annual Conference
  - July 17-19, 2025
  - Estimated Room Nights: 165
  - Tampa was awarded the conference