

## Ocala/Marion County Visitors & Convention Bureau Sales Report

### 6/27/2024 - 8/22/2024

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
Festivals of Speed	Festivals of Speed Presents A Salute to Veterans	Bryan Day 100.0%	Social	Website - Sports RFP 0	9/14/2024 9/14/2024	Regional new	\$325,515.00 \$0.00	3,500 6,000	100	200	0
Miss Rodeo Florida Association	Miss Rodeo Florida Pageant	Bryan Day 100.0%	Association	Email 0	9/27/2024 9/28/2024	State new	\$150,206.00 \$0.00	60 80	100	200	0
American Junior Golf Association	Bill Horschel Junior Championship	Corry Locke 100.0%	Sports	Phone 148	10/9/2024 10/13/2024	National new	\$464,468.00 \$0.00	100 125	100	450	0
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championships	Corry Locke 100.0%	Sports	Email 0	7/10/2025 7/15/2025	State new	\$0.00 \$0.00	375 450	250	750	0
College Swimming and Diving Coaches Association of America	CSCAA National Invitational Championship	Corry Locke 100.0%	Sports	Email 0	3/12/2025 3/15/2025	National new	\$2,358,380.00 \$0.00	900 900	500	2,000	0
FAST Florida Aquatics Swimming & Training	USA Swimming Futures Championship	Corry Locke 100.0%	Sports	Referral 0	7/23/2025 7/26/2025	State	\$0.00 \$0.00	400 500	300	825	0
Fiddler's Turkey Run	Fiddler's Turkey Run	Corry Locke 100.0%		Website - Sports RFP 0	11/26/2024 11/30/2024	new	\$497,306.00 \$0.00	600 800	72	360	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

**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 High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 144	11/7/2024 11/16/2024	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
Florida Swimming Pool Association	FSPA High School Invitational Swimming & Diving Meet	Corry Locke 100.0%	Sports	Email 149	9/27/2024 9/28/2024	State new	\$558,463.00 \$0.00	1,300 1,700	250	450	0
Florida Turfgrass Association	Florida Turfgrass Association Annual Conference	Corry Locke 100.0%	Association	Referral 0	12/3/2024 12/5/2024	State new	\$0.00 \$0.00	0 0	100	200	0
Grandview Invitational, Inc.	Grandview Fall Fun Draft Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP 0	10/12/2024 10/13/2024	International new	\$451,931.00 \$0.00	500 1,195	363	725	0
Lightning City Gymnastics	Charity Challenge Cup	Corry Locke 100.0%	Sports	Email 0	3/7/2025 3/9/2025	State new	\$0.00 \$0.00	0 0	0	0	0
Monster Truck Wars	Monster Truck Wars Ocala	Corry Locke 100.0%	Sports	Email 0	12/7/2024 12/8/2024	National new	\$0.00 \$0.00	500 3,000	0	0	0
National Model Railroad Association	NMRA Sunshine Region Convention	Corry Locke 100.0%	Association	Email 0	10/10/2024 10/12/2024	State new	\$93,226.00 \$0.00	70 80	25	100	0
Ocala Comic Con	Ocala Comic Con	Corry Locke 100.0%	Social	Website - Sports RFP 0	9/21/2024 9/22/2024	National repeat	\$619,849.00 \$0.00	4,500 12,500	150	300	0
Ocala/Marion County Visitors & Convention Bureau	Ocala/Marion County VCB Tourism Annual Meeting	Corry Locke 100.0%	Government	Email 0	12/12/2024 12/12/2024	Local new	\$0.00 \$0.00	0 200	0	0	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
Southeastern Fastpitch	Rip It Championship-Ocala, FL	Corry Locke 100.0%	Sports	Phone 0	11/9/2024 11/10/2024	State new	\$889,683.00 \$0.00	350 450	100	200	0
Southeastern Fastpitch	Witch's Brew Spell-A-Thon Softball Tournament	Corry Locke 100.0%	Sports	Phone 0	10/25/2024 10/27/2024	State repeat	\$1,812,922.00 \$0.00	1,320 1,650	893	800	0
Southeastern Fastpitch	Work Hard, Be Humble- Ocala, FL	Corry Locke 100.0%	Sports	Phone 0	9/14/2024 9/15/2024	State new	\$1,046,128.00 \$0.00	350 450	100	200	0
Southeastern Fastpitch	I Love Fastpitch! - Ocala, FL	Corry Locke 100.0%	Sports	Phone 0	8/17/2024 8/18/2024	State new	\$1,035,760.00 \$0.00	350 450	100	200	0
Sunshine State Conference	2025 Sun Conference Swimming and Diving Championship	Corry Locke 100.0%	Sports	Website - Sports RFP 0	2/5/2025 2/8/2025	new	\$1,240,945.00 \$0.00	1,000 1,000	150	0	0
USSSA Fastpitch	USSSA Fastpitch - Ocala Fall Frenzy	Corry Locke 100.0%	Sports	Email 0	11/23/2024 11/24/2024	State new	\$0.00 \$0.00	200 300	75	150	0
USSSA Fastpitch	USSSA Fastpitch - Ocala Breakout Tournament	Corry Locke 100.0%	Sports	Email 0	10/5/2024 10/6/2024	State new	\$0.00 \$0.00	200 300	75	150	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
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
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

**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 - 2024-2026	Corry Locke 100.0%	Sports	Phone 148	7/27/2026 8/1/2026	National new	\$2,314,579.94 \$0.00	800 1,000	275	1,750	0	
YMCA	National Long Course Swimming Championship - 2024-2026	Corry Locke 100.0%	Sports	Phone 148	7/28/2025 8/2/2025	National new	\$2,314,579.94 \$0.00	800 1,000	275	1,750	0	
<b>Event Count:</b>							30	\$27,992,993.82	23,125	6,197	21,407	0
								\$0.00	39,730			

**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	
Cal Ripken Baseball	Cal Ripken 10B 12B State Championship	Corry Locke 100.0%	Sports	Email 0	6/27/2024 6/30/2024	State repeat	\$617,031.00 \$0.00	300 450	225	700	0	
Cal Ripken Baseball	Cal Ripken Rookie World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 0	8/1/2024 8/10/2024	National repeat	\$784,528.00 \$0.00	285 335	240	950	0	
Citrus County Kennel Club	Citrus County Kennel Club All-Breed Dog Show	Corry Locke 100.0%	Social	Email 0	7/5/2024 7/7/2024	Regional repeat	\$620,823.00 \$0.00	0 0	129	358	0	
City of Ocala: Recreation & Parks	Patriotic Skies: A Fourth of July Drone Experience	Corry Locke 100.0%	Social	Email 0	7/4/2024 7/4/2024	Regional new	\$178,635.00 \$0.00	2,000 10,000	25	30	0	
CSF Aquatics	Florida Swimming Senior Championships	Corry Locke 100.0%	Sports	Email 0	7/18/2024 7/21/2024	State repeat	\$2,071,066.00 \$0.00	2,000 2,500	730	1,500	0	
CSF Aquatics	Florida Swimming FLAGS Championships	Corry Locke 100.0%	Sports	Email 0	7/11/2024 7/14/2024	State repeat	\$2,314,698.00 \$0.00	2,300 2,900	600	2,000	0	
Southeastern Fastpitch	I Love Fastpitch! - Ocala, FL	Corry Locke 100.0%	Sports	Phone 0	8/17/2024 8/18/2024	State new	\$1,035,760.00 \$0.00	350 450	100	200	0	
YMCA	National Long Course Swimming Championship - 2024-2026	Corry Locke 100.0%	Sports	Phone 148	7/29/2024 8/2/2024	National new	\$2,314,579.94 \$0.00	800 1,000	275	1,750	0	
					<b>Event Count:</b>		8	\$9,937,120.94	8,035	2,324	7,488	0
							\$0.00	17,635				

**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	
The Sun Conference	Swimming and Diving Conference Championships	Corry Locke 100.0%	Sports	Email 149	2/5/2025 2/8/2025	Regional new	\$0.00 \$0.00	1,000 1,000	200	650	0	
<b>Event Count:</b>							1	\$0.00	1,000	200	650	0
							\$0.00	1,000				

**Status: TURNED CANCELLED**

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	
USSSA Fastpitch	USSSA Fastpitch - November 9	Corry Locke 100.0%	Sports	Email	11/9/2024 11/10/2024	State new	\$0.00 \$0.00	200 300	75	150	0	
<b>Event Count:</b>							1	\$0.00	200	75	150	0
							\$0.00	300				

**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
Festivals of Speed	Festivals of Speed Presents A Salute to Veterans	Bryan Day 100.0%	Social	Website - Sports RFP 0	9/14/2024 9/14/2024	Regional new	\$325,515.00 \$0.00	3,500 6,000	100	200	0
Florida Association of Community Health Centers	FACHC Billing Certification Training Event	Bryan Day 100.0%	Medical	146	4/23/2024 4/24/2024	Local new	\$0.00 \$0.00	25 110	25	75	0
Florida Association of Early Learning Coalitions	AELC Board Mtg Q2 2024	Bryan Day 100.0%	Education	Email 144	6/4/2024 6/7/2024	State new	\$0.00 \$0.00	30 30	30	70	0
IDEX Health & Science	IDEX National Sales Meeting	Bryan Day 100.0%	Corporate	Website - Events RFP 145	2/27/2024 3/1/2024	National new	\$0.00 \$0.00	95 0	160	160	0
Miss Rodeo Florida Association	Miss Rodeo Florida Pageant	Bryan Day 100.0%	Association	Email 0	9/27/2024 9/28/2024	State new	\$150,206.00 \$0.00	60 80	100	200	0
Rock the Country Ocala 2024	Rock the Country Ocala 2024 Room Block	Bryan Day 100.0%	Social	Email 147	6/8/2024 6/11/2024	National new	\$0.00 \$0.00	10 10	104	121	0
FAST Florida Aquatics Swimming & Training	USA Swimming Futures Championship	Corry Locke 100.0%	Sports	Referral 0	7/23/2025 7/26/2025	State	\$0.00 \$0.00	400 500	300	825	0
Florida Advisory Committee on Arson Prevention	Annual Training	Corry Locke 100.0%	Government	Email 146	2/27/2024 3/1/2024	State repeat	\$46,272.71 \$0.00	35 40	65	175	0
Florida College System Activities Association	FCSSAA SGA February Meeting	Corry Locke 100.0%	Education	Email 144	2/22/2024 2/24/2024	State new	\$0.00 \$0.00	25 25	75	105	0
Florida Quarter Horse Association	Florida Quarter Horse Association : Last Chance	Corry Locke 100.0%	Equine	144	11/30/2023 12/3/2023	State new	\$95,645.00 \$0.00	50 50	23	69	0



**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
Grandview Invitational, Inc.	Grandview Fall Fun Draft Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP 0	10/12/2024 10/13/2024	International new	\$451,931.00 \$0.00	500 1,195	363	725	0
Institute for Tribal Environmental Professionals	Southeast Climate Adaptation Workshop	Corry Locke 100.0%		Website - Events RFP 144	3/8/2023 3/12/2023	new	\$0.00 \$0.00	45 50	45	130	0
Ocala Comic Con	Ocala Comic Con	Corry Locke 100.0%	Social	Website - Sports RFP 0	9/21/2024 9/22/2024	National repeat	\$619,849.00 \$0.00	4,500 12,500	150	300	0
USSSA Fastpitch	USSSA Fastpitch - Ocala Fall Frenzy	Corry Locke 100.0%	Sports	Email 0	11/23/2024 11/24/2024	State new	\$0.00 \$0.00	200 300	75	150	0
USSSA Fastpitch	USSSA Fastpitch - Ocala Breakout Tournament	Corry Locke 100.0%	Sports	Email 0	10/5/2024 10/6/2024	State new	\$0.00 \$0.00	200 300	75	150	0
Andreza Dica e Indica	Press Trip - Family-Friendly Travel in Florida	Jessica Heller 100.0%		IPW 144	10/6/2022 10/8/2022	International new	\$0.00 \$0.00	3 3	1	2	0
Andreza Dica e Indica	Press Trip - Family-Friendly Travel	Jessica Heller 100.0%		0	10/6/2022 10/8/2022	State new	\$0.00 \$0.00	3 3	1	3	0
Ocala/Marion County Visitors & Convention Bureau	Press Trip - Brazilian Content Creator	Jessica Heller 100.0%		Email 145	3/28/2023 3/30/2023	International repeat	\$0.00 \$0.00	3 3	2	4	0
VISIT FLORIDA	VISIT FLORIDA Columbian Press Trip - Date Change	Jessica Heller 100.0%		Email 146	2/25/2022 2/28/2022	International new	\$0.00 \$0.00	3 3	1	3	0
VISIT FLORIDA	VISIT FLORIDA Brazil Press Trip - Family, Adventure, Nature	Jessica Heller 100.0%		Email 143	1/21/2022 1/24/2022	International new	\$0.00 \$0.00	4 4	2	6	0

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<b>Event Count:</b>	20	\$1,689,418.71	9,691	1,697	3,473	0
		\$0.00	21,206			

**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	
Big East Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Email	2/25/2025	National	\$0.00	0	250	1,110	0	
				0	3/1/2025	new	\$0.00	0				
US Fastpitch	USFA December	Corry Locke 100.0%	Sports	Florida Sports Foundation Summit	12/14/2024	State	\$0.00	200	75	150	0	
					12/15/2024	new	\$0.00	300				
US Fastpitch	USFA October	Corry Locke 100.0%	Sports	Florida Sports Foundation Summit	10/5/2024	State	\$0.00	200	75	150	0	
					10/6/2024	new	\$0.00	300				
US Fastpitch	USFA September	Corry Locke 100.0%	Sports	Florida Sports Foundation Summit	9/14/2024	State	\$0.00	200	75	150	0	
					9/15/2024	new	\$0.00	300				
US Fastpitch	USFA November	Corry Locke 100.0%	Sports	Florida Sports Foundation Summit	11/23/2024	State	\$0.00	200	75	150	0	
					11/24/2024	new	\$0.00	300				
<b>Event Count:</b>							5	\$0.00	800	550	1,710	0
								\$0.00	1,200			

**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	
USSSA Fastpitch	USSSA Fastpitch - Ocala Breakout Tournament	Corry Locke 100.0%	Sports	Email 0	10/5/2024 10/6/2024	State new	\$0.00 \$0.00	200 300	75	150	0	
USSSA Fastpitch	USSSA Fastpitch - Ocala Fall Frenzy	Corry Locke 100.0%	Sports	Email 0	11/23/2024 11/24/2024	State new	\$0.00 \$0.00	200 300	75	150	0	
USSSA Fastpitch	USSSA Fastpitch - November 9	Corry Locke 100.0%	Sports	Email 0	11/9/2024 11/10/2024	State new	\$0.00 \$0.00	200 300	75	150	0	
<b>Event Count:</b>							3	\$0.00	600	225	450	0
								\$0.00	900			