

Ocala/Marion County Visitors & Convention Bureau Sales Report
4/24/2025 - 5/21/2025

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
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championship	Bryan Day 100.0%	Sports	Website - Sports RFP 148	6/26/2025	Local	\$1,697,760.00	2,160	171	855	0
					6/30/2025	repeat	\$0.00	0			
Florida Council for History Education	FLCHE Annual Conference	Bryan Day 100.0%	Education	Email 149	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 0	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 World Series	Corry Locke 100.0%	Sports	Email 0	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 0	8/1/2025	International	\$898,265.00	285	240	800	0
					8/9/2025	repeat	\$0.00	335			
Cal Ripken Baseball	Cal Ripken T-Ball/Rookie B State Championship	Corry Locke 100.0%	Sports	Email 0	6/5/2025	State	\$1,078,606.00	500	225	750	0
					6/8/2025	repeat	\$0.00	800			
Citrus County Kennel Club	Citrus County Kennel Club All-Breed Dog Show	Corry Locke 100.0%	Social	Email 148	7/4/2025	Regional	\$0.00	2,000	129	358	0
					7/6/2025	repeat	\$0.00	2,500			
CSF Aquatics	USA Swimming Futures Championships	Corry Locke 100.0%	Sports	Email 0	7/23/2025	National	\$2,140,397.00	2,000	1,000	2,900	0
					7/26/2025	new	\$0.00	2,300			

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
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
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
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone 0	4/14/2027 4/17/2027	National repeat	\$0.00 \$0.00	1,500 1,600	350	1,200	0
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone 0	4/15/2026 4/18/2026	National repeat	\$0.00 \$0.00	1,500 1,600	350	1,200	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
					Event Count:	16	\$22,109,117.48 \$0.00	19,875 23,060	6,207	22,603	0

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					
Rock the Country Ocala	Rock the Country Ocala	Corry Locke 100.0%	Social	Email 150	5/9/2025	National	\$9,161,342.00	20,000	2,000	3,000	0					
					5/10/2025	repeat	\$0.00	30,000								
										Event Count: 1		\$9,161,342.00	20,000	2,000	3,000	0
												\$0.00	30,000			

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
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	1/24/2027	National	\$0.00	25	25	75	0
				147	1/26/2027	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	2/27/2028	National	\$0.00	25	25	75	0
				147	2/29/2028	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	2/6/2028	National	\$0.00	25	25	75	0
				147	2/8/2028	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	1/30/2028	National	\$0.00	25	25	75	0
				147	2/1/2028	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	1/23/2028	National	\$0.00	25	25	75	0
				147	1/25/2028	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	2/21/2027	National	\$0.00	25	25	75	0
				147	2/23/2027	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	2/7/2027	National	\$0.00	25	25	75	0
				147	2/9/2027	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	1/31/2027	National	\$0.00	25	25	75	0
				147	2/2/2027	new	\$0.00	25			
Event Count:						8	\$0.00	200	200	600	0
							\$0.00	200			

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
JLC Airshow Management	Wings Over Ocala Florida Airshow	Corry Locke 100.0%	Sports	Email 0	5/16/2025	National	\$4,449,098.00	40,000	135	400	0
					5/18/2025	new	\$0.00	70,000			
					Event Count:	1	\$4,449,098.00	40,000	135	400	0
							\$0.00	70,000			

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					
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championship	Bryan Day 100.0%	Sports	Website - Sports RFP 148	6/26/2025	Local	\$1,697,760.00	2,160	171	855	0					
					6/30/2025	repeat	\$0.00	0								
										Event Count:	1	\$1,697,760.00	2,160	171	855	0
												\$0.00	0			

Status:

TURNED LEAD

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
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	1/24/2027	National	\$0.00	25	25	75	0
				147	1/26/2027	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	1/31/2027	National	\$0.00	25	25	75	0
				147	2/2/2027	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	2/7/2027	National	\$0.00	25	25	75	0
				147	2/9/2027	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	2/21/2027	National	\$0.00	25	25	75	0
				147	2/23/2027	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	1/23/2028	National	\$0.00	25	25	75	0
				147	1/25/2028	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	1/30/2028	National	\$0.00	25	25	75	0
				147	2/1/2028	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	2/6/2028	National	\$0.00	25	25	75	0
				147	2/8/2028	new	\$0.00	25			
Association Societies Alliance	ASA Winter Meeting	Bryan Day 100.0%	Association	Referral	2/27/2028	National	\$0.00	25	25	75	0
				147	2/29/2028	new	\$0.00	25			
Florida Chamber of Commerce	Learners to Earners Workforce Solution Summit	Bryan Day 100.0%	Association	XSite	6/23/2027	State	\$0.00	200	117	187	0
				0	6/23/2027	new	\$0.00	250			
Florida Fire Chief's Association	Executive Development Conference	Bryan Day 100.0%	Association	XSite	7/12/2030	State	\$0.00	325	280	1,206	0
				0	7/16/2030	new	\$0.00	350			

Status:

TURNED LEAD

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 Fire Chief's Association	Executive Development Conference	Bryan Day 100.0%	Association	XSite	7/13/2029	State	\$0.00	325	280	1,206	0
				0	7/17/2029	new	\$0.00	350			
American Youth Football	Southeast Regional Championship	Corry Locke 100.0%	Sports	Website	11/14/2025	Regional	\$1,113,038.67	1,500	300	650	0
				0	11/16/2025	new	\$0.00	1,750			
Florida Senior Games	FSG Softball Tournament	Corry Locke 100.0%	Sports	Phone	9/27/2025	State	\$149,368.61	250	25	50	0
				0	9/27/2025	new	\$0.00	300			
					Event Count:	13	\$1,262,407.28	2,800	1,202	3,899	0
							\$0.00	3,200			

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
Meetings Unlimited	Pet Food Co.	Bryan Day 100.0%	Corporate	Florida Encounter/Huddle	6/11/2025	National	\$0.00	95	93	372	0
					6/14/2025	new	\$0.00	100			
					Event Count: 1		\$0.00	95	93	372	0
							\$0.00	100			