



## Monthly Sales Update November 21, 2024

- **New Business**
  - Updog Florida Championship
    - November 9-10, 2024
    - Estimated Room Nights: 100
  - Florida Council for History Education (FLCHE) Annual Conference
    - July 25-26, 2025
    - Estimated Room Nights: 120
  
- **Tentative New Business**
  - USA Roller Sports National Championship
    - July 18 – August 10, 2025
    - Estimated room nights: 12,500
  
- **Leads**
  - Florida Tourist Development Tax Association Annual Conference
    - July 22-25, 2025
    - Estimated Room Nights: 165
  - UpDog International Finals
    - March/April 2026
    - Estimated Room Nights: 966
  
- **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
  
- **Lost Business**
  - Florida Environmental Health Association Annual Education Meeting
    - June 1-6, 2025
    - Estimated Room Nights: 975
    - Lost to Gainesville