

Ocala/Marion County Visitors & Convention Bureau Sales Report
10/23/2025 - 11/20/2025

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
Blue Knights Motorcycle Club	Blue Knights Florida III Spring Meeting	Bryan Day 100.0%	Social	Phone	4/12/2026	Local	\$0.00	150	225	500	0
				0	4/15/2026	new	\$0.00	200			
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT	4/19/2026	State	\$0.00	30	28	82	0
				148	4/24/2026	new	\$0.00	30			
American Youth Football	Southeast Regional Championship	Corry Locke 100.0%	Sports	Website	11/14/2025	Regional	\$530,633.00	1,500	300	650	0
				0	11/16/2025	new	\$0.00	1,750			
Arabian Horse Association of Florida	AHAF Holiday Festival Arabian Horse Show	Corry Locke 100.0%	Equine	Email	11/26/2025	Regional	\$355,856.00	800	88	350	0
				0	11/29/2025	repeat	\$0.00	2,300			
Babe Ruth League	13U, 14U, 13-16 & 16-18 Southeast Regional	Corry Locke 100.0%	Sports	Phone	7/15/2026	Regional	\$0.00	500	150	750	0
				0	7/18/2026	new	\$0.00	600			
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
				0	7/31/2026	new	\$0.00	450			
Big East Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Email	2/18/2026	National	\$0.00	0	250	1,010	0
				0	2/21/2026	new	\$0.00	0			
Fiddler's Turkey Run	Fiddler's Turkey Run	Corry Locke 100.0%	Equine	Website - Sports RFP	11/25/2025	National	\$531,742.00	600	126	613	0
				0	11/29/2025	new	\$0.00	800			

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HITS, LLC	HITS Ocala Winter Circuit, Event III, Weeks 8-10	Corry Locke 100.0%	Equine	Website - Sports RFP 0	3/4/2026 3/22/2026	International repeat	\$4,953,943.00 \$0.00	2,112 3,060	156	2,000	0
HITS, LLC	HITS Ocala Winter Circuit, Event II, Weeks 4-7	Corry Locke 100.0%	Equine	Website - Sports RFP 0	2/4/2026 3/1/2026	International repeat	\$8,283,188.00 \$0.00	2,112 3,060	156	2,000	0
HITS, LLC	HITS Post Time Farm Premier I & II	Corry Locke 100.0%	Equine	Email 0	12/31/2025 1/12/2026	International repeat	\$2,035,783.00 \$0.00	660 1,085	228	2,500	0
HITS, LLC	HITS Ocala Winter Circuit, Event I, Weeks 1-3	Corry Locke 100.0%	Equine	Website - Sports RFP 0	1/14/2026 2/1/2026	International repeat	\$3,189,512.00 \$0.00	2,112 3,060	156	2,000	0
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	4/11/2026 4/12/2026	Regional repeat	\$3,124,259.00 \$0.00	5,400 7,700	1,250	2,500	0
Joseph Volleyball Camps JVC	Nike First in Show Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	1/17/2026 1/19/2026	Regional repeat	\$3,544,580.00 \$0.00	5,400 9,300	1,000	3,000	0
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
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
South Florida Soul Rodeo	South Florida Soul Rodeo	Corry Locke 100.0%	Sports	Email 0	6/26/2026 6/27/2026	Regional new	\$0.00 \$0.00	0 0	100	200	0

Status:

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Sun Country Sports	USA Gymnastics Men’s State Championship	Corry Locke 100.0%	Sports	Email	3/6/2026	State	\$0.00	2,000	165	330	0
				0	3/8/2026	new	\$0.00	2,000			
World Equestrian Center	Winter Series Week #12 - National Show & Longines League of Nations	Corry Locke 100.0%	Equine	Website	3/18/2026	National	\$2,276,251.00	2,458	429	2,145	0
				0	3/22/2026	repeat	\$0.00	4,096			
World Equestrian Center	Winter Series Week #11 - National & FEI	Corry Locke 100.0%	Equine	Website	3/11/2026	National	\$2,164,855.00	2,458	411	2,052	0
				0	3/15/2026	repeat	\$0.00	4,096			
World Equestrian Center	Winter Series Week #10 - National & FEI	Corry Locke 100.0%	Equine	Website	3/4/2026	National	\$2,293,686.00	3,988	429	2,145	0
				0	3/8/2026	repeat	\$0.00	6,647			
World Equestrian Center	Winter Series Week #9 - National & FEI	Corry Locke 100.0%	Equine	Website	2/25/2026	National	\$1,825,770.00	4,172	369	1,674	0
				0	3/1/2026	repeat	\$0.00	6,953			
World Equestrian Center	Winter Series Week #8 - National & FEI	Corry Locke 100.0%	Equine	Website	2/18/2026	National	\$2,347,373.00	4,248	459	2,249	0
				0	2/22/2026	repeat	\$0.00	7,080			
World Equestrian Center	Winter Series Week 7 - National & FEI	Corry Locke 100.0%	Equine	Website	2/11/2026	National	\$2,383,429.00	4,500	454	2,267	0
				0	2/15/2026	repeat	\$0.00	7,501			
World Equestrian Center	Winter Series Week 6 - National & FEI	Corry Locke 100.0%	Equine	Website	2/4/2026	National	\$2,224,815.00	4,691	415	2,074	0
				0	2/8/2026	repeat	\$0.00	7,818			
World Equestrian Center	Winter Series Week #5- National & FEI	Corry Locke 100.0%	Equine	Website	1/28/2026	National	\$1,829,679.00	4,280	369	1,669	0
				0	2/1/2026	repeat	\$0.00	7,133			
World Equestrian Center	Winter Series Week #4 - National & FEI	Corry Locke 100.0%	Equine	Website	1/21/2026	National	\$1,601,623.00	3,516	369	1,481	0
				0	1/25/2026	repeat	\$0.00	5,860			

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	
World Equestrian Center	Winter Series Week 3 - National Show and FEI	Corry Locke 100.0%	Equine	Website 0	1/14/2026 1/18/2026	National repeat	\$1,682,399.00 \$0.00	3,745 6,242	311	1,551	0	
World Equestrian Center	Winter Series Week 2 - National Show and FEI	Corry Locke 100.0%	Equine	Website 0	1/7/2026 1/11/2026	National repeat	\$1,526,529.00 \$0.00	3,736 6,227	369	1,152	0	
World Equestrian Center	Winter Series Week 1 - National	Corry Locke 100.0%	Equine	Website 0	1/1/2026 1/4/2026	National repeat	\$1,630,098.00 \$0.00	2,458 4,096	369	1,476	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	
						Event Count:	32	\$53,287,310.90 \$0.00	72,051 113,644	10,426	46,030	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	
American Youth Football	Southeast Regional Championship	Corry Locke 100.0%	Sports	Website	11/14/2025	Regional	\$530,633.00	1,500	300	650	0	
				0	11/16/2025	new	\$0.00	1,750				
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email	11/6/2025	State	\$3,123,708.00	1,400	367	2,220	0	
				144	11/15/2025	new	\$0.00	1,500				
Southeastern Fastpitch	Witch's Brew Spell-A-Thon Softball Tournament	Corry Locke 100.0%	Sports	Email	10/24/2025	Regional	\$1,228,892.00	1,350	893	1,500	0	
				0	10/26/2025	repeat	\$0.00	1,500				
VISIT FLORIDA	VISIT FLORIDA - International Press Trip - Columbia	Jessica Heller 100.0%		Email	11/4/2025	International	\$0.00	3	2	6	0	
				148	11/7/2025	repeat	\$0.00	3				
					Event Count:		4	\$4,883,233.00	4,253	1,562	4,376	0
							\$0.00	4,753				

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				
Florida Lions Club	Florida Lions Multiple District 35 State Convention	Bryan Day 100.0%	Association	Phone	5/6/2027	Local	\$0.00	0	175	525	0				
				148	5/9/2027	new	\$0.00	0							
Fort King Heritage Foundation	Convocation of Seminole War Historians	Bryan Day 100.0%	Education	Email	4/24/2026	Local	\$0.00	30	28	55	0				
				148	4/26/2026	new	\$0.00	0							
									Event Count:	2	\$0.00	30	203	580	0
											\$0.00	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
South Florida Soul Rodeo	South Florida Soul Rodeo	Corry Locke 100.0%	Sports	Email 0	6/26/2026	Regional	\$0.00	0	100	200	0
					6/27/2026	new	\$0.00	0			
					Event Count: 1		\$0.00	0	100	200	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
Ragnar Events, LLC	Ragnar Trail Race	No Percentage Rep 100.0%	Sports	TEAMS Conference 0	4/2/2027	Local	\$0.00	0	1,000	0	0
					4/3/2027	new	\$0.00	0			
Celebrity Championships	Celebrity Championships RFP	Bryan Day 100.0%	Sports	TEAMS Conference 0	4/17/2026	Local	\$0.00	0	350	0	0
					4/18/2026	new	\$0.00	0			
Florida Lions Club	Florida Lions Multiple District 35 State Convention	Bryan Day 100.0%	Association	Phone 148	5/6/2027	Local	\$0.00	0	175	525	0
					5/9/2027	new	\$0.00	0			
Fort King Heritage Foundation	Convocation of Seminole War Historians	Bryan Day 100.0%	Education	Email 148	4/24/2026	Local	\$0.00	30	28	55	0
					4/26/2026	new	\$0.00	0			
Great Race	Great Race- Evening Stop	Bryan Day 100.0%	Social	TEAMS Conference 0	6/18/2027	State	\$0.00	0	325	0	0
					6/19/2027	new	\$0.00	0			
Hype Nation Volleyball	Destination RFP	Bryan Day 100.0%	Sports	TEAMS Conference 0	4/9/2027	Local	\$0.00	0	1,100	0	0
					4/10/2027	new	\$0.00	0			
King Hammer SBD Events	North American Champions Cup	Bryan Day 100.0%	Sports	TEAMS Conference 0	11/6/2026	State	\$0.00	0	1,000	0	0
					11/8/2026	new	\$0.00	0			
Official Strongman Games	Official Strongman Games 2026	Bryan Day 100.0%	Sports	TEAMS Conference 0	12/4/2026	new	\$0.00	0	150	0	0
					12/6/2026		\$0.00	0			
Pitch Direct (City Mountainbike, GFNY, Clipper, Afronation)	City Mountainbike RFP	Bryan Day 100.0%	Sports	TEAMS Conference 0	6/11/2027	Local	\$0.00	0	300	0	0
					6/12/2027	new	\$0.00	0			
Pro Watercross	Pro Watercross National Events	Bryan Day 100.0%	Sports	TEAMS Conference 0	6/5/2026	Local	\$0.00	0	20	0	0
					6/6/2026	new	\$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	
Royal Events	Royal Cheer Event	Bryan Day 100.0%	Sports	TEAMS Conference 0	4/3/2027	new	\$0.00	0	450	0	0	
					4/4/2027		\$0.00	0				
United Soccer League (USL)	USL Pathway Classic	Bryan Day 100.0%	Sports	TEAMS Conference 0	10/7/2027	State new	\$0.00	0	850	0	0	
					10/10/2027		\$0.00	0				
USA Cycling	USA Cycling Gravel National Championships 2027 and 2028	Bryan Day 100.0%	Sports	TEAMS Conference 0	9/9/2027	Local new	\$0.00	0	200	0	0	
					9/11/2027		\$0.00	0				
USA Fencing	2028 Junior Olympic Fencing Championships	Bryan Day 100.0%	Sports	TEAMS Conference 0	2/18/2028	Local new	\$0.00	0	525	0	0	
					2/21/2028		\$0.00	0				
3Step Sports	3 Step Sports Volletball Tournament	Corry Locke 100.0%	Sports	Connect Marketplace 0	5/16/2026	State new	\$0.00	800	250	500	0	
					5/17/2026		\$0.00	1,000				
United States Dog Agility Association	Cynosport Dog Agility World Games	Corry Locke 100.0%	Sports	Referral 0	11/3/2027	International new	\$0.00	0	73	500	0	
					11/7/2027		\$0.00	0				
					Event Count:		16	\$0.00	830	6,796	1,580	0
								\$0.00	1,000			

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	
State Emergency Response Team	State Emergency Response Commission – SERC Meeting	Bryan Day 100.0%	Education	Email	11/5/2025	State	\$0.00	0	60	120	0	
				147	11/6/2025	new	\$0.00	60				
Southeastern Fastpitch	College Spring Games Softball	Corry Locke 100.0%	Sports	Phone	3/12/2023	National	\$0.00	300	115	805	0	
				0	3/18/2023	new	\$0.00	300				
Southeastern Fastpitch	College Spring Games Softball	Corry Locke 100.0%	Sports	Phone	3/5/2023	National	\$0.00	300	115	805	0	
				0	3/11/2023	new	\$0.00	300				
Southeastern Fastpitch	College Spring Games Softball	Corry Locke 100.0%	Sports	Phone	2/19/2023	National	\$0.00	300	115	805	0	
				0	2/25/2023	new	\$0.00	300				
Southeastern Fastpitch	College Spring Games Softball	Corry Locke 100.0%	Sports	Phone	2/12/2023	National	\$0.00	300	115	805	0	
				0	2/18/2023	new	\$0.00	300				
Southeastern Fastpitch	College Spring Games Softball	Corry Locke 100.0%	Sports	Phone	2/26/2023	National	\$0.00	300	115	805	0	
				0	3/4/2023	new	\$0.00	300				
United States Fastpitch Association	Goodbye Summer Softball Tournament	Corry Locke 100.0%	Sports	Florida Sports Foundation Summit	9/14/2024	State	\$0.00	0	75	150	0	
					9/15/2024	new	\$0.00	0				
					Event Count:		7	\$0.00	1,500	710	4,295	0
								\$0.00	1,560			