

Ocala/Marion County Visitors & Convention Bureau Sales Report 11/21/2024 - 1/16/2025

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
Florida Council for History Education	FLCHE Annual Conference	Bryan Day 100.0%	Education	Email	7/25/2025	Local	\$0.00	120	70	120	0
					7/26/2025	new	\$0.00	140			
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
					7/31/2026	new	\$0.00	450			
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championships	Corry Locke 100.0%	Sports	Email	7/10/2025	State	\$0.00	375	250	750	0
					7/15/2025	new	\$0.00	450			
College Swimming and Diving Coaches Association of America	CSCAA National Invitational Championship	Corry Locke 100.0%	Sports	Email	3/12/2025	National	\$2,358,380.00	900	500	2,000	0
					3/15/2025	new	\$0.00	900			
FAST Florida Aquatics Swimming & Training	USA Swimming Futures Championship	Corry Locke 100.0%	Sports	Referral	7/23/2025	State	\$0.00	400	300	825	0
					7/26/2025		\$0.00	500			
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
					11/15/2025	new	\$0.00	1,500			
Florida Municipal Electric Association	FMEA Lineman Competition	Corry Locke 100.0%	Government	Referral	3/1/2025	State	\$0.00	0	0	0	0
					3/1/2025	new	\$0.00	0			
Grandview Invitational, Inc.	Grandview World Nights	Corry Locke 100.0%	Equine	Email	2/5/2025	International	\$1,222,828.00	400	400	1,000	0
					2/8/2025	repeat	\$0.00	2,200			

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Grandview Invitational, Inc.	Grandview Invitational	Corry Locke 100.0%	Equine	Email 0	1/30/2025 2/1/2025	International repeat	\$969,295.00 \$0.00	1,000 9,000	475	1,200	0
HITS, LLC	HITS Ocala Winter Circuit Weeks 6-10	Corry Locke 100.0%	Equine	Website - Sports RFP 0	2/18/2025 3/23/2025	International repeat	\$9,677,624.00 \$0.00	4,000 5,300	167	5,500	0
HITS, LLC	HITS Ocala Winter Circuit Weeks 1-5	Corry Locke 100.0%	Equine	Website - Sports RFP 0	1/14/2025 2/16/2025	International repeat	\$9,590,439.00 \$0.00	3,500 5,000	156	5,300	0
Joseph Volleyball Camps JVC	Nike First in Show Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	1/18/2025 1/20/2025	Regional repeat	\$2,105,989.00 \$0.00	3,500 4,900	596	1,786	0
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	4/12/2025 4/13/2025	Regional repeat	\$720,282.00 \$0.00	1,400 2,200	536	1,072	0
Lightning City Gymnastics	Charity Challenge Cup	Corry Locke 100.0%	Sports	Email 0	3/7/2025 3/9/2025	State new	\$756,892.00 \$0.00	3,000 3,150	120	358	0
Live Oak International	Live Oak International	Corry Locke 100.0%	Equine	Email 0	3/13/2025 3/16/2025	International repeat	\$1,586,988.00 \$0.00	5,000 15,000	400	1,000	0
Rock the Country Ocala	Rock the Country Ocala	Corry Locke 100.0%	Social	Email 150	5/9/2025 5/10/2025	National repeat	\$9,161,342.00 \$0.00	20,000 30,000	2,000	3,000	0
Sunshine State Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Website - Sports RFP 0	2/14/2025 2/16/2025	 new	\$1,240,945.00 \$0.00	1,000 1,000	275	825	0
The Sun Conference	Swimming and Diving Conference Championships	Corry Locke 100.0%	Sports	Email 149	2/5/2025 2/8/2025	Regional new	\$1,144,989.00 \$0.00	1,000 1,000	200	600	0

Status: ALL FUTURE DEFINITE

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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
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
VISIT FLORIDA	VF - Press Trip - Germany	Jessica Heller 100.0%		Email 149	1/12/2025 1/15/2025	International new	\$0.00 \$0.00	2 2	1	3	0
VISIT Florida - Germany	VISIT FLORIDA Press Trip - Canada World Traveller Magazine	Jessica Heller 100.0%		Email 149	1/18/2025 1/20/2025	International new	\$0.00 \$0.00	2 2	1	2	0
Event Count:						25	\$53,860,496.82 \$0.00	51,124 87,294	8,724	37,168	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
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 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
HITS, LLC	HITS Ocala Winter Circuit Weeks 1-5	Corry Locke 100.0%	Equine	Website - Sports RFP 0	1/14/2025 2/16/2025	International repeat	\$9,590,439.00 \$0.00	3,500 5,000	156	5,300	0
HITS, LLC	HITS Post Time Farm Premier	Corry Locke 100.0%	Equine	Email 0	1/1/2025 1/12/2025	International repeat	\$1,465,700.00 \$0.00	6,500 8,000	228	2,500	0
HITS, LLC	HITS Ocala Holiday Series	Corry Locke 100.0%	Equine	Website - Sports RFP 0	12/18/2024 12/22/2024	International repeat	\$2,616,264.00 \$0.00	1,350 1,800	120	600	0
HITS, LLC	HITS Ocala Holiday Series	Corry Locke 100.0%	Equine	Website - Sports RFP 0	12/11/2024 12/13/2024	International repeat	\$2,616,264.00 \$0.00	1,350 1,800	120	600	0
HITS, LLC	HITS Ocala Holiday Series	Corry Locke 100.0%	Equine	Website - Sports RFP 0	11/27/2024 12/1/2024	International repeat	\$2,616,264.00 \$0.00	1,350 1,800	120	586	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
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
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

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	
VISIT FLORIDA	VF - Press Trip - Germany	Jessica Heller 100.0%		Email 149	1/12/2025 1/15/2025	International new	\$0.00 \$0.00	2 2	1	3	0	
Event Count:							11	\$19,402,237.00	15,352	992	10,299	0
							\$0.00	22,702				

Status: CURRENT 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	
Ocala/Marion County Visitors & Convention Bureau	Press Trip - Florida Today/USA Today	Jessica Heller 100.0%		Email	12/10/2024	National	\$0.00	3	1	3	0	
				149	12/13/2024	new	\$0.00	3				
Ocala/Marion County Visitors & Convention Bureau	Press Trip - Lifestyles After Fifty - Freelance	Jessica Heller 100.0%		Phone	12/9/2024		\$0.00	1	1	3	0	
				149	12/11/2024	repeat	\$0.00	1				
Event Count:							2	\$0.00	4	2	6	0
								\$0.00	4			

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	
Ocala/Marion County Visitors & Convention Bureau	Press Trip - Florida Today/USA Today	Jessica Heller 100.0%		Email	12/10/2024	National	\$0.00	3	1	3	0	
				149	12/13/2024	new	\$0.00	3				
Ocala/Marion County Visitors & Convention Bureau	Press Trip - Lifestyles After Fifty - Freelance	Jessica Heller 100.0%		Phone	12/9/2024		\$0.00	1	1	3	0	
				149	12/11/2024	repeat	\$0.00	1				
VISIT FLORIDA	VF - Press Trip - Germany	Jessica Heller 100.0%		Email	1/12/2025	International	\$0.00	2	1	3	0	
				149	1/15/2025	new	\$0.00	2				
VISIT Florida - Germany	VISIT FLORIDA Press Trip - Canada World Traveller Magazine	Jessica Heller 100.0%		Email	1/18/2025	International	\$0.00	2	1	2	0	
				149	1/20/2025	new	\$0.00	2				
Event Count:							4	\$0.00	8	4	11	0
								\$0.00	8			

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	
Legacy Baseball	Legacy Baseball Winter Nationals	Corry Locke 100.0%	Sports	Email 0	1/9/2025 1/12/2025	Regional new	\$0.00 \$0.00	1,600 1,800	600	1,600	0	
Event Count:							1	\$0.00	1,600	600	1,600	0
							\$0.00	1,800				

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	
VISIT FLORIDA	VF - Press Trip - Germany	Jessica Heller 100.0%		Email 149	1/12/2025 1/15/2025	International new	\$0.00 \$0.00	2 2	1	3	0	
VISIT Florida - Germany	VISIT FLORIDA Press Trip - Canada World Traveller Magazine	Jessica Heller 100.0%		Email 149	1/18/2025 1/20/2025	International new	\$0.00 \$0.00	2 2	1	2	0	
Event Count:							2	\$0.00	4	2	5	0
								\$0.00	4			

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	
American Darter's Association	ADA National Championship	Corry Locke 100.0%	Sports	PlayEasy 0	7/8/2026 7/12/2026	National new	\$0.00 \$0.00	500 550	120	600	0	
Major League Fishing	MLF Heavy Hitters presented by Bass Pro Shops	Corry Locke 100.0%	Sports	TEAMS Conference 0	5/10/2026 5/16/2026	National new	\$0.00 \$0.00	250 300	0	0	0	
Event Count:							2	\$0.00	750	120	600	0
								\$0.00	850			

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	
Ocala/Marion County Visitors & Convention Bureau	Press Trip - Lifestyles After Fifty - Freelance	Jessica Heller 100.0%		Phone	12/9/2024		\$0.00	1	1	3	0	
				149	12/11/2024	repeat	\$0.00	1				
Ocala/Marion County Visitors & Convention Bureau	Press Trip - Florida Today/USA Today	Jessica Heller 100.0%		Email	12/10/2024	National	\$0.00	3	1	3	0	
				149	12/13/2024	new	\$0.00	3				
Event Count:							2	\$0.00	4	2	6	0
								\$0.00	4			