



Monthly Sales Update May 21, 2026

- **New Business**

- Uncle Charlies Softball Back to School Bash
 - August 8-9, 2026
 - Estimated Toom Nights: 150
- American Early Learning Coalition Annual Conference
 - August 2027, 2028, and 2029
 - Estimated Room Nights: 1,280

- **Leads**

- Making Memories Tours
 - January 16, 2027
 - Estimated Room Nights: 30
- Investment Advisors Association Policy and Leadership Forum
 - March 3-5, 2027
 - Estimated Room Nights: 150
- Florida Association of Community Health Centers Annual Conference
 - July 18-21, 2027
 - Estimated Room Nights: 1,200
- Outdoor Writers Association of America Annual Conference
 - August 15-22, 2027
 - Estimated Room Nights: 750
- American Baptist Association Annual Conference
 - June 17-20, 2030
 - Estimated Room Nights: 1,430

- **Ongoing Leads**

- FHSAA Swimming and Diving State Championships
 - November 7-8, 2026 & November 14-15, 2026
 - Estimated Room Nights: 1,854
- Florida BASS Nation Youth Tournament
 - February 19-21, 2027
 - Estimated Room Nights: 250
- American Association of Equine Practitioners Colic Symposium
 - March 8-12, 2027
 - Estimated Room Nights: 410
- Florida and Alabama RV Park and Campground Association Convention and Expo
 - May 4-7, 2027
 - Estimated Room Nights: 2,000
- Connect South/Connect Faith
 - October 19-17, 2027
 - Estimated Room Nights: 895
- National Folk Festival
 - 2028-2030
 - Estimated Room Nights: TBD

- **Lost Business**

- Florida Lions Club Statewide Convention
 - April 30 – May 2, 2027
 - Estimated Room Nights: 525
 - Lost to Orlando

- **Conferences/Tradeshows**

- Florida Sports Foundation Sports Summit
 - June 15-18, 2026
 - Bradenton, FL