

Ocala/Marion County Visitors & Convention Bureau Sales Report

3/28/2024 - 4/25/2024

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
American Junior Golf Association	Bill Horschel Junior Championship	Corry Locke 100.0%	Sports	Phone 148	10/9/2024 10/13/2024	National new	\$464,468.00 \$0.00	100 125	100	450	0
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championships	Corry Locke 100.0%	Sports	Email 0	7/10/2025 7/15/2025	State new	\$0.00 \$0.00	375 450	250	750	0
Cal Ripken Baseball	Cal Ripken Rookie World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 0	8/1/2024 8/10/2024	National repeat	\$784,528.00 \$0.00	285 335	240	950	0
City of Ocala: Recreation & Parks	Patriotic Skies: A Fourth of July Drone Experience	Corry Locke 100.0%	Social	Email 0	7/4/2024 7/4/2024	Regional new	\$178,635.00 \$0.00	2,000 10,000	25	30	0
College Swimming and Diving Coaches Association of America	CSCAA National Invitational Championship	Corry Locke 100.0%	Sports	Email 0	3/12/2025 3/15/2025	National new	\$2,358,380.00 \$0.00	900 900	500	2,000	0
CSF Aquatics	USA Swimming Speedo Sectionals	Corry Locke 100.0%	Sports	Email 0	5/23/2024 5/26/2024	National new	\$2,135,751.00 \$0.00	2,000 2,300	1,000	2,900	0
Florida AAU Gymnastics	Team Florida AAU Gymnastics Championships	Corry Locke 100.0%	Sports	Email 145	5/17/2024 5/19/2024	State new	\$1,136,492.93 \$0.00	1,400 1,600	245	400	0
Florida Attractions Association	FAA Annual Conference	Corry Locke 100.0%	Social	Email 0	6/9/2024 6/12/2024	State new	\$430,418.00 \$0.00	160 180	225	465	0

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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 High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 144	11/6/2025	State	\$3,123,708.00	1,400	367	2,220	0
					11/15/2025	new	\$0.00	1,500			
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 144	11/7/2024	State	\$3,123,708.00	1,400	367	2,220	0
					11/16/2024	new	\$0.00	1,500			
Florida Swimming Pool Association	FSPA High School Invitational Swimming & Diving Meet	Corry Locke 100.0%	Sports	Email 149	9/27/2024	State	\$558,463.00	1,300	250	450	0
					9/28/2024	new	\$0.00	1,700			
Monster Truck Wars	Monster Truck Wars Ocala	Corry Locke 100.0%	Sports	Email 0	12/7/2024	National	\$0.00	500	0	0	0
					12/8/2024	new	\$0.00	3,000			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone 0	4/15/2024	National	\$1,448,448.32	1,500	350	1,600	0
					4/20/2024	repeat	\$0.00	1,600			
ProAm Senior Softball	ProAm Softball Tournament	Corry Locke 100.0%	Sports	Phone 0	4/27/2024	State	\$0.00	150	20	40	0
					4/28/2024	new	\$0.00	200			
Southeastern Fastpitch	Rip It Championship-Ocala, FL	Corry Locke 100.0%	Sports	Phone 0	11/9/2024	State	\$889,683.00	350	100	200	0
					11/10/2024	new	\$0.00	450			
Southeastern Fastpitch	Witch's Brew Spell-A-Thon Softball Tournament	Corry Locke 100.0%	Sports	Phone 0	10/18/2024	State	\$1,812,922.00	1,320	893	1,786	0
					10/20/2024	repeat	\$0.00	1,650			
Southeastern Fastpitch	Work Hard, Be Humble- Ocala, FL	Corry Locke 100.0%	Sports	Phone 0	9/14/2024	State	\$1,046,128.00	350	100	200	0
					9/15/2024	new	\$0.00	450			
Southeastern Fastpitch	I Love Fastpitch! - Ocala, FL	Corry Locke 100.0%	Sports	Phone 0	8/17/2024	State	\$1,035,760.00	350	100	200	0
					8/18/2024	new	\$0.00	450			

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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	
Southeastern Fastpitch	Rip It to Win It Ocala Super Series May	Corry Locke 100.0%	Sports	Phone 0	5/18/2024 5/19/2024	State new	\$638,793.00 \$0.00	500 800	275	550	0	
Southeastern Fastpitch	Queen of the Diamond - Ocala	Corry Locke 100.0%	Sports	Phone 0	4/20/2024 4/21/2024	State new	\$0.00 \$0.00	350 450	100	200	0	
United States Specialty Sports Association	Cinco De Mayo NIT	Corry Locke 100.0%	Sports	Email 0	5/4/2024 5/5/2024	State new	\$1,319,208.11 \$0.00	480 720	300	500	0	
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	
YMCA	National Long Course Swimming Championship - 2024-2026	Corry Locke 100.0%	Sports	Phone 148	7/29/2024 8/2/2024	National new	\$2,314,579.94 \$0.00	800 1,000	275	1,750	0	
						Event Count:	27	\$35,000,870.12	21,720	7,742	28,568	0
								\$0.00	35,960			

Status: CURRENT DEFINITE

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GenZHomes, Inc. DBA Alpha Win	Alpha Win Ocala Triathlon	Corry Locke 100.0%		Website - Sports RFP 0	3/29/2024 3/30/2024	National new	\$394,163.00 \$0.00	300 600	268	500	0	
Joseph Volleyball Camps JVC	JVC Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	4/13/2024 4/14/2024	Regional new	\$1,080,488.00 \$0.00	2,000 2,400	536	1,072	0	
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone 0	4/15/2024 4/20/2024	National repeat	\$1,448,448.32 \$0.00	1,500 1,600	350	1,600	0	
Southeastern Fastpitch	Rip It to Win It Ocala Super Series April	Corry Locke 100.0%	Sports	Phone 0	4/13/2024 4/14/2024	State new	\$657,430.00 \$0.00	500 800	275	550	0	
Southeastern Fastpitch	Queen of the Diamond - Ocala	Corry Locke 100.0%	Sports	Phone 0	4/20/2024 4/21/2024	State new	\$0.00 \$0.00	350 450	100	200	0	
Event Count:							5	\$3,580,529.32	4,650	1,529	3,922	0
								\$0.00	5,850			

Status: CURRENT 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 Association of Community Health Centers	FACHC Billing Certification Training Event	Bryan Day 100.0%	Medical	146	4/23/2024 4/24/2024	Local new	\$0.00 \$0.00	25 110	25	75	0	
Event Count:							1	\$0.00	25	25	75	0
								\$0.00	110			

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 Swimming Pool Association	FSPA High School Invitational Swimming & Diving Meet	Corry Locke 100.0%	Sports	Email 149	9/27/2024 9/28/2024	State new	\$558,463.00 \$0.00	1,300 1,700	250	450	0	
WoodmenLife Insurance	WoodmenLife Florida Jurisdictional Convention	Corry Locke 100.0%	Corporate	Website - Events RFP 149	4/11/2025 4/13/2025	State new	\$271,214.56 \$0.00	350 400	200	420	0	
Event Count:							2	\$829,677.56	1,650	450	870	0
								\$0.00	2,100			

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 Championships	Corry Locke 100.0%	Sports	Email	7/10/2025	State	\$0.00	375	250	750	0	
				0	7/15/2025	new	\$0.00	450				
Florida Swimming Pool Association	FSPA High School Invitational Swimming & Diving Meet	Corry Locke 100.0%	Sports	Email	9/27/2024	State	\$558,463.00	1,300	250	450	0	
				149	9/28/2024	new	\$0.00	1,700				
ProAm Senior Softball	ProAm Softball Tournament	Corry Locke 100.0%	Sports	Phone	4/27/2024	State	\$0.00	150	20	40	0	
				0	4/28/2024	new	\$0.00	200				
United States Specialty Sports Association	Cinco De Mayo NIT	Corry Locke 100.0%	Sports	Email	5/4/2024	State	\$1,319,208.11	480	300	500	0	
				0	5/5/2024	new	\$0.00	720				
Event Count:							4	\$1,877,671.11	2,305	820	1,740	0
								\$0.00	3,070			

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	
Big East Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Email 0	2/25/2025 3/1/2025	National new	\$0.00 \$0.00	0 0	250	1,110	0	
WoodmenLife Insurance	WoodmenLife Florida Jurisdictional Convention	Corry Locke 100.0%	Corporate	Website - Events RFP 149	4/11/2025 4/13/2025	State new	\$271,214.56 \$0.00	350 400	200	420	0	
Event Count:							2	\$271,214.56	350	450	1,530	0
								\$0.00	400			