

Ocala/Marion County Visitors & Convention Bureau Sales Report
6/26/2025 - 8/20/2025

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
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			
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			
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			
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			
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			
Florida Swimming Pool Association	Florida Swims High School Swim Meet	Corry Locke 100.0%	Sports	Email	10/3/2025	State	\$341,945.00	1,000	250	250	0
				0	10/4/2025	new	\$0.00	1,650			
Major League Fishing	MLF Heavy Hitters presented by Bass Pro Shops	Corry Locke 100.0%	Sports	TEAMS Conference	5/9/2026	National	\$564,610.00	250	70	560	0
				0	5/15/2026	new	\$0.00	300			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone	4/14/2027	National	\$0.00	1,500	350	1,200	0
				0	4/17/2027	repeat	\$0.00	1,600			

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	
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone	4/15/2026	National	\$0.00	1,500	350	1,200	0	
				0	4/18/2026	repeat	\$0.00	1,600				
Ocala International Horse Show, Inc	Ocala International Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP	10/21/2025	International	\$1,312,495.00	1,500	380	1,400	0	
				0	10/25/2025	repeat	\$0.00	1,700				
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				
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				
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone	7/27/2026	National	\$2,386,697.90	800	275	1,750	0	
				0	7/31/2026		\$0.00	1,000				
Ocala/Marion County Visitors & Convention Bureau	Press Trip - 904 Happy Hour FAM	Jessica Heller 100.0%		Email	8/15/2025	Regional	\$0.00	5	5	5	0	
				150	8/16/2025	new	\$0.00	5				
						Event Count:	14	\$9,845,945.90	13,110	3,597	12,360	0
							\$0.00	16,435				

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
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championship	Bryan Day 100.0%	Sports	Website - Sports RFP 148	6/26/2025	Local	\$1,697,760.00	2,160	171	855	0
					6/30/2025	repeat	\$0.00	0			
Florida Council for History Education	FLCHE Annual Conference	Bryan Day 100.0%	Education	Email 149	7/25/2025	Local	\$0.00	120	70	120	0
					7/26/2025	new	\$0.00	140			
Babe Ruth League	Babe Ruth 16-18 World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 148	8/1/2025	International	\$1,814,844.00	900	300	2,116	0
					8/9/2025	new	\$0.00	1,000			
Cal Ripken Baseball	Cal Ripken Rookie World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 0	8/1/2025	International	\$898,265.00	285	240	800	0
					8/9/2025	repeat	\$0.00	335			
Citrus County Kennel Club	Citrus County Kennel Club All-Breed Dog Show	Corry Locke 100.0%	Social	Email 148	7/4/2025	Regional	\$0.00	2,000	129	358	0
					7/6/2025	repeat	\$0.00	2,500			
CSF Aquatics	USA Swimming Futures Championships	Corry Locke 100.0%	Sports	Email 0	7/23/2025	National	\$2,140,397.00	2,000	1,000	2,900	0
					7/26/2025	new	\$0.00	2,300			
CSF Aquatics	Florida Swimming Senior Championships	Corry Locke 100.0%	Sports	Email 0	7/17/2025	State	\$2,071,066.00	2,000	730	1,500	0
					7/20/2025	repeat	\$0.00	2,500			
CSF Aquatics	Florida Swimming FLAGS Championships	Corry Locke 100.0%	Sports	Email 0	7/10/2025	State	\$2,314,698.00	2,300	600	2,000	0
					7/13/2025	repeat	\$0.00	2,900			
CSF Aquatics	USA Swimming Speedo Sectionals	Corry Locke 100.0%	Sports	Email 0	6/26/2025	National	\$2,232,888.00	2,000	1,000	2,900	0
					6/29/2025	new	\$0.00	2,300			
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone 0	7/28/2025	National	\$2,350,187.58	800	275	1,750	0
					8/1/2025		\$0.00	1,000			

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	
Ocala/Marion County Visitors & Convention Bureau	Press Trip - 904 Happy Hour FAM	Jessica Heller 100.0%		Email	8/15/2025	Regional	\$0.00	5	5	5	0	
				150	8/16/2025	new	\$0.00	5				
VISIT FLORIDA	International Press Trip - Visit Florida - Brazil	Jessica Heller 100.0%		Email	7/14/2025	International	\$0.00	2	1	0	0	
				150	7/16/2025	new	\$0.00	2				
					Event Count:		12	\$15,520,105.58	14,572	4,521	15,304	0
								\$0.00	14,982			

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 Propane Gas Association	Florida Propane Gas Association	Bryan Day 100.0%	Association	Phone	3/31/2026	Local	\$0.00	0	30	60	0	
				150	4/2/2026		\$0.00	45				
Ocala/Marion County Visitors & Convention Bureau	Press Trip - 904 Happy Hour FAM	Jessica Heller 100.0%		Email	8/15/2025	Regional	\$0.00	5	5	5	0	
				150	8/16/2025	new	\$0.00	5				
VISIT FLORIDA	International Press Trip - Visit Florida - Brazil	Jessica Heller 100.0%		Email	7/14/2025	International	\$0.00	2	1	0	0	
				150	7/16/2025	new	\$0.00	2				
					Event Count:		3	\$0.00	7	36	65	0
								\$0.00	52			

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					
Varsity Spirit LLC	Varsity Spirit Camp FLGA	Bryan Day 100.0%	Sports	CVENT 150	7/8/2025	Regional	\$0.00	100	45	140	0					
					7/11/2025	new	\$0.00	135								
										Event Count: 1		\$0.00	100	45	140	0
												\$0.00	135			

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
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			
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			
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			
Florida Swimming Pool Association	Florida Swims High School Swim Meet	Corry Locke 100.0%	Sports	Email	10/3/2025	State	\$341,945.00	1,000	250	250	0
				0	10/4/2025	new	\$0.00	1,650			
Major League Fishing	MLF Heavy Hitters presented by Bass Pro Shops	Corry Locke 100.0%	Sports	TEAMS Conference	5/9/2026	National	\$564,610.00	250	70	560	0
				0	5/15/2026	new	\$0.00	300			
Ocala International Horse Show, Inc	Ocala International Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP	10/21/2025	International	\$1,312,495.00	1,500	380	1,400	0
				0	10/25/2025	repeat	\$0.00	1,700			
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			
Ocala/Marion County Visitors & Convention Bureau	Press Trip - 904 Happy Hour FAM	Jessica Heller 100.0%		Email	8/15/2025	Regional	\$0.00	5	5	5	0
				150	8/16/2025	new	\$0.00	5			
VISIT FLORIDA	International Press Trip - Visit Florida - Brazil	Jessica Heller 100.0%		Email	7/14/2025	International	\$0.00	2	1	0	0
				150	7/16/2025	new	\$0.00	2			

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
Florida Propane Gas Association	Florida Propane Gas Association	Bryan Day 100.0%	Association	Phone	3/31/2026	Local	\$0.00	0	30	60	0
				150	4/2/2026		\$0.00	45			
National Association of Intercollegiate Athletics	Swimming and Diving National Championships	Corry Locke 100.0%	Sports	Email	2/28/2029	National new	\$0.00	300	200	800	0
				0	3/3/2029		\$0.00	350			
National Association of Intercollegiate Athletics	Swimming and Diving National Championships	Corry Locke 100.0%	Sports	Email	3/1/2028	National new	\$0.00	300	200	800	0
				0	3/4/2028		\$0.00	350			
National Association of Intercollegiate Athletics	Swimming and Diving National Championships	Corry Locke 100.0%	Sports	Email	3/3/2027	National new	\$0.00	300	200	800	0
				0	3/6/2027		\$0.00	350			
Event Count:						4	\$0.00	900	630	2,460	0
							\$0.00	1,095			

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
Florida Association of Community Health Centers	FACHC Annual Conference	Bryan Day 100.0%	Association	Florida Encounter/Hud dly	7/27/2025	State	\$0.00	400	400	1,200	0
					7/29/2025	new	\$0.00	500			
HelmsBriscoe	FSCAR State Conference 2026	Bryan Day 100.0%	Association	CVENT 148	2/13/2026	State	\$0.00	0	40	80	0
					2/14/2026	new	\$0.00	130			
Omega Psi Phi Fraternity	Florida State Convention of Omega Psi Phi Fraternity	Bryan Day 100.0%	Education	0	9/18/2025		\$0.00	0	0	0	0
					9/22/2025	new	\$0.00	0			
UF Global Food Systems Institute	XX International Silage Conference	Corry Locke 100.0%	Agriculture	Email 0	7/21/2025	International	\$878,328.63	300	350	1,750	0
					7/24/2025		\$0.00	350			
					Event Count:	4	\$878,328.63	700	790	3,030	0
							\$0.00	980			

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					
The Florida Interscholastic Cycling League	FL NICA Mountan Biking Event	Corry Locke 100.0%	Sports	Florida Sports Foundation Summit	2/20/2026	State	\$0.00	350	100	200	0					
					2/22/2026	new	\$0.00	500								
										Event Count: 1		\$0.00	350	100	200	0
												\$0.00	500			