

Ocala/Marion County Visitors & Convention Bureau Sales Report

3/26/2026 - 4/23/2026

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 148	4/19/2026	State	\$0.00	30	28	82	0
					4/24/2026	new	\$0.00	30			
Florida Paddling Trails Association	Paddlefest	Bryan Day 100.0%	Sports	Phone 0	4/16/2026	Local	\$0.00	0	100	300	0
					4/19/2026	repeat	\$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			
Junior Florida Cattlemen's Association	JFCA Hottest Show on Earth	Bryan Day 100.0%	Agriculture	Email 146	7/24/2026	State	\$243,146.00	500	125	250	0
					7/26/2026	new	\$0.00	735			
Official Strongman Games	Official Strongman Games	Bryan Day 100.0%	Sports	TEAMS Conference 0	11/18/2026	International	\$2,337,041.00	1,000	295	1,790	0
					11/22/2026	new	\$0.00	1,200			
Bellevue Girls Softball Association, Inc.	Dixie Softball World Series	Corry Locke 100.0%	Sports	Email 0	7/31/2026	State	\$0.00	375	250	750	0
					8/5/2026	new	\$0.00	450			
Cal Ripken Baseball	Cal Ripken T-Ball/Rookie B State Championship	Corry Locke 100.0%	Sports	Email 0	6/11/2026	State	\$2,062,373.00	500	625	2,500	0
					6/14/2026	repeat	\$0.00	800			
Cal Ripken Baseball	Babe Ruth 13U, 14U, 13-16, and 16-18 Southeast Regional	Corry Locke 100.0%	Sports	Phone 0	7/15/2026	Regional	\$1,132,550.00	250	240	760	0
					7/19/2026	new	\$0.00	300			

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
Elite Club National League ECNL	ECNL RL Girls Florida (Ocala)	Corry Locke 100.0%	Sports	Email	12/4/2026 12/5/2026	National new	\$0.00 \$0.00	1,500 1,800	1,500	4,500	0
Fishers of Men National Tournament Trail	Fishers of Men District 12 Championship Tournament	Corry Locke 100.0%	Sports	Connect Marketplace 0	10/13/2026 10/17/2026	Regional new	\$73,834.00 \$0.00	0 40	40	200	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	4/15/2026 4/18/2026	National repeat	\$2,530,446.00 \$0.00	1,500 1,600	350	1,200	0
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone 0	4/14/2027 4/17/2027	National repeat	\$2,530,446.00 \$0.00	1,500 1,600	350	1,200	0
ProAm Senior Softball	ProAm September Showdown	Corry Locke 100.0%	Sports	Phone 0	9/26/2026 9/27/2026	State new	\$0.00 \$0.00	150 200	125	250	0
ProAm Senior Softball	Patriot Games Invitational	Corry Locke 100.0%	Sports	Phone 0	7/25/2026 7/26/2026	State new	\$233,238.00 \$0.00	350 500	125	250	0
ProAm Senior Softball	Road to the World Series Qualifier	Corry Locke 100.0%	Sports	Phone 0	5/23/2026 5/24/2026	State new	\$0.00 \$0.00	150 200	125	250	0
Rock the Country Ocala	Rock the Country Ocala	Corry Locke 100.0%	Social	Email 0	8/27/2026 8/30/2026	National repeat	\$9,468,385.00 \$0.00	20,000 30,000	2,000	3,333	0
Shocker Park Girls Softball	Shocker Park Meltdown	Corry Locke 100.0%	Sports	Phone 146	8/29/2026 8/30/2026	State	\$0.00 \$0.00	250 450	50	75	0

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	
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	
Win Big Fastpitch	June Tournament	Corry Locke 100.0%	Sports	Phone 0	6/20/2026 6/21/2026	Regional new	\$0.00 \$0.00	200 300	125	250	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	
VISIT FLORIDA	International Press Trip - Visit Florida - Pre-IPW - Brazil	Jessica Heller 100.0%		Email 146	5/8/2026 5/11/2026	International new	\$0.00 \$0.00	2 2	1	3	0	
Event Count:							22	\$23,562,766.90	29,337	6,927	20,508	0
								\$0.00	41,507			

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
Blue Knights Motorcycle Club	Blue Knights Florida III Spring Meeting	Bryan Day 100.0%	Social	Phone	4/12/2026	Local	\$238,118.00	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			
Florida Paddling Trails Association	Paddlefest	Bryan Day 100.0%	Sports	Phone	4/16/2026	Local	\$0.00	0	100	300	0
				0	4/19/2026	repeat	\$0.00	0			
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace	4/11/2026	Regional	\$3,124,259.00	5,400	1,250	2,500	0
				0	4/12/2026	repeat	\$0.00	7,700			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone	4/15/2026	National	\$2,530,446.00	1,500	350	1,200	0
				0	4/18/2026	repeat	\$0.00	1,600			
VISIT FLORIDA	International Press Trip - Visit Florida - Mexico	Jessica Heller 100.0%		Email	3/27/2026	International	\$0.00	2	2	6	0
				146	3/30/2026	new	\$0.00	2			
Event Count:						6	\$5,892,823.00	7,082	1,955	4,588	0
							\$0.00	9,532			

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	
Junior Florida Cattlemen's Association	JFCA Hottest Show on Earth	Bryan Day 100.0%	Agriculture	Email 146	7/24/2026	State	\$243,146.00	500	125	250	0	
					7/26/2026	new	\$0.00	735				
Elite Club National League ECNL	ECNL RL Girls Florida (Ocala)	Corry Locke 100.0%	Sports	Email 146	12/4/2026	National	\$0.00	1,500	1,500	4,500	0	
					12/5/2026	new	\$0.00	1,800				
Shocker Park Girls Softball	Shocker Park Meltdown	Corry Locke 100.0%	Sports	Phone 146	8/29/2026	State	\$0.00	250	50	75	0	
					8/30/2026		\$0.00	450				
VISIT FLORIDA	International Press Trip - Visit Florida - Pre-IPW - Brazil	Jessica Heller 100.0%		Email 146	5/8/2026	International	\$0.00	2	1	3	0	
					5/11/2026	new	\$0.00	2				
Event Count:							4	\$243,146.00	2,252	1,676	4,828	0
								\$0.00	2,987			

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	
Junior Florida Cattlemen's Association	JFCA Hottest Show on Earth	Bryan Day 100.0%	Agriculture	Email 146	7/24/2026	State	\$243,146.00	500	125	250	0	
					7/26/2026	new	\$0.00	735				
Official Strongman Games	Official Strongman Games	Bryan Day 100.0%	Sports	TEAMS Conference 0	11/18/2026	International	\$2,337,041.00	1,000	295	1,790	0	
					11/22/2026	new	\$0.00	1,200				
Elite Club National League ECNL	ECNL RL Girls Florida (Ocala)	Corry Locke 100.0%	Sports	Email 146	12/4/2026	National	\$0.00	1,500	1,500	4,500	0	
					12/5/2026	new	\$0.00	1,800				
Shocker Park Girls Softball	Shocker Park Meltdown	Corry Locke 100.0%	Sports	Phone 146	8/29/2026	State	\$0.00	250	50	75	0	
					8/30/2026		\$0.00	450				
VISIT FLORIDA	International Press Trip - Visit Florida - Pre-IPW - Brazil	Jessica Heller 100.0%		Email 146	5/8/2026	International	\$0.00	2	1	3	0	
					5/11/2026	new	\$0.00	2				
Event Count:							5	\$2,580,187.00	3,252	1,971	6,618	0
								\$0.00	4,187			

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 Association of Equine Practitioners	2027 AAEP Colic Symposium	Bryan Day 100.0%	Equine	CVENT	3/1/2027	National	\$0.00	100	113	377	0	
				0	3/1/2027	new	\$0.00	125				
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				
Junior Florida Cattlemen's Association	JFCA Hottest Show on Earth	Bryan Day 100.0%	Agriculture	Email	7/24/2026	State	\$243,146.00	500	125	250	0	
				146	7/26/2026	new	\$0.00	735				
USA Wrestling	Kid's National Championship 2030	Bryan Day 100.0%	Sports	Email	6/20/2030	National	\$0.00	1,225	415	1,660	0	
				0	6/23/2030	new	\$0.00	1,515				
USA Wrestling	Kid's National Championship 2029	Bryan Day 100.0%	Sports	Email	6/21/2029		\$0.00	1,225	415	1,660	0	
				0	6/24/2029	new	\$0.00	1,515				
USA Wrestling	Kid's National Championship 2028	Bryan Day 100.0%	Sports	Email	6/21/2028	Regional	\$0.00	1,225	415	1,660	0	
				0	6/25/2028		\$0.00	1,515				
USA Wrestling	Kid's National Championship 2027	Bryan Day 100.0%	Sports	Email	6/23/2027	National	\$0.00	1,225	415	1,660	0	
				0	6/23/2027	new	\$0.00	1,515				
Event Count:							7	\$243,146.00	5,500	2,073	7,792	0
								\$0.00	6,920			

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	
Ragnar Events, LLC	Ragnar Trail Race	No Percentage Rep 100.0%	Sports	TEAMS Conference 0	4/2/2027 4/3/2027	Local new	\$0.00 \$0.00	0 0	1,000	0	0	
Celebrity Championships	Celebrity Championships RFP	Bryan Day 100.0%	Sports	TEAMS Conference 0	4/17/2026 4/18/2026	Local new	\$0.00 \$0.00	0 0	350	0	0	
Florida Lions Club	Florida Lions Multiple District 35 State Convention	Bryan Day 100.0%	Association	Phone 148	5/6/2027 5/9/2027	Local new	\$0.00 \$0.00	0 0	175	525	0	
Pro Watercross	Pro Watercross National Events	Bryan Day 100.0%	Sports	TEAMS Conference 0	6/5/2026 6/6/2026	Local new	\$0.00 \$0.00	0 0	20	0	0	
Event Count:							4	\$0.00	0	1,545	525	0
								\$0.00	0			