

Ocala/Marion County Visitors & Convention Bureau Sales Report

4/23/2026 - 5/21/2026

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
Junior Florida Cattlemen's Association	JFCA Hottest Show on Earth	Bryan Day 100.0%	Agriculture	Email 146	7/24/2026 7/26/2026	State new	\$243,146.00 \$0.00	500 735	125	250	0
Official Strongman Games	Official Strongman Games	Bryan Day 100.0%	Sports	TEAMS Conference 0	11/18/2026 11/22/2026	International new	\$2,337,041.00 \$0.00	1,000 1,200	295	1,790	0
Belleview Girls Softball Association, Inc.	Dixie Softball World Series	Corry Locke 100.0%	Sports	Email 0	7/31/2026 8/5/2026	State new	\$0.00 \$0.00	375 450	250	750	0
Cal Ripken Baseball	Cal Ripken T-Ball/Rookie B State Championship	Corry Locke 100.0%	Sports	Email 0	6/11/2026 6/14/2026	State repeat	\$2,062,373.00 \$0.00	500 800	625	2,500	0
Cal Ripken Baseball	Babe Ruth 13U, 14U, 13-16, and 16-18 Southeast Regional	Corry Locke 100.0%	Sports	Phone 0	7/15/2026 7/19/2026	Regional new	\$1,132,550.00 \$0.00	250 300	240	760	0
Elite Club National League ECNL	ECNL RL Girls Florida (Ocala)	Corry Locke 100.0%	Sports	Email 146	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
JLC Airshow Management	Wings Over Ocala Florida Airshow	Corry Locke 100.0%	Sports	Email 0	5/7/2027 5/9/2027	National new	\$4,449,098.00 \$0.00	40,000 70,000	135	0	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
Major League Fishing	MLF Heavy Hitters presented by Kubota	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	4/14/2027 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
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
Uncle Charlie's Tournaments	Softball Tournament	Corry Locke 100.0%	Sports	Phone 145	8/8/2026 8/9/2026	Regional new	\$0.00 \$0.00	420 540	100	150	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

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	
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	5/28/2026 5/31/2026	International new	\$0.00 \$0.00	2 2	1	3	0	
Event Count:							20	\$25,481,418.90	68,197	6,656	19,021	0
							\$0.00	110,417				

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	
Fort King Heritage Foundation	Convocation of Seminole War Historians	Bryan Day 100.0%	Education	Email 148	4/24/2026 4/26/2026	Local new	\$0.00 \$0.00	30 0	28	55	0	
Major League Fishing	MLF Heavy Hitters presented by Kubota	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	
Event Count:							2	\$564,610.00	280	98	615	0
								\$0.00	300			

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
Making Memories Tours	Faith Based Senior Tour	Bryan Day 100.0%	Social	Email	1/16/2027 1/16/2027	Local new	\$0.00 \$0.00	0 55	30	30	0
					Event Count:	1	\$0.00	0	30	30	0
							\$0.00	55			

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
Florida Association of Community Health Centers	Staff Retreat/Team Building	No Percentage Rep 100.0%	Education	FSAE Education Expo	5/6/2026	Local	\$0.00	0	12	24	0
					5/8/2026	new	\$0.00	12			
3Step Sports	3 Step Sports Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Marketplace 0	5/16/2026	State	\$0.00	800	250	500	0
					5/17/2026	new	\$0.00	1,000			
JLC Airshow Management	Wings Over Ocala Florida Airshow	Corry Locke 100.0%	Sports	Email 0	5/15/2026	National	\$4,449,098.00	40,000	135	400	0
					5/17/2026	new	\$0.00	70,000			
					Event Count:	3	\$4,449,098.00	40,800	397	924	0
							\$0.00	71,012			

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	
JLC Airshow Management	Wings Over Ocala Florida Airshow	Corry Locke 100.0%	Sports	Email 0	5/7/2027 5/9/2027	National new	\$4,449,098.00 \$0.00	40,000 70,000	135	0	0	
Event Count:							1	\$4,449,098.00	40,000	135	0	0
							\$0.00	70,000				

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 Baptist Association	American Baptist Association Annual 2030	Bryan Day 100.0%	Religious	Connect Marketplace 0	6/17/2030 6/20/2030	National new	\$0.00 \$0.00	0 1,000	400	1,430	0	
Florida Association of Community Health Centers	FACHC Annual Conference	Bryan Day 100.0%	Association	Florida Encounter/Hud dle	7/18/2027 7/21/2027	State new	\$0.00 \$0.00	400 500	400	1,200	0	
Florida Association of Early Learning Coalitions	AELC 2029 Training Camp Annual Conference	Bryan Day 100.0%	Education	CVENT 0	9/30/2029 10/4/2029	Regional repeat	\$0.00 \$0.00	0 400	400	1,280	0	
Florida Association of Orthodontists	FAO Florida Association of Orthodontists 2029 Annual Meeting	Bryan Day 100.0%	Medical	CVENT 0	3/1/2029 3/4/2029	State new	\$0.00 \$0.00	120 160	65	128	0	
Florida Sports Foundation	Florida Sports Summit 2027	Bryan Day 100.0%	Sports	Florida Sports Foundation Summit	6/15/2027 6/18/2027	State repeat	\$0.00 \$0.00	0 250	75	300	0	
Investment Adviser Association	Investment Adviser Association 2027 Policy and Leadership Forum	Bryan Day 100.0%	Association	Connect Marketplace 0	3/3/2027 3/5/2027	National new	\$0.00 \$0.00	0 75	50	148	0	
Making Memories Tours	Faith Based Senior Tour	Bryan Day 100.0%	Social	Email 126	1/16/2027 1/16/2027	Local new	\$0.00 \$0.00	0 55	30	30	0	
Outdoor Writers Association of America	OWAA Annual Conference 2027	Bryan Day 100.0%	Association	Connect Marketplace 0	8/15/2027 8/22/2027	National new	\$0.00 \$0.00	0 250	150	759	0	
The Florida Academy of Dental Practice Administration (FADPA)	FADPA 2028 Annual Conference	Bryan Day 100.0%	Medical	CVENT 0	4/6/2028 4/9/2028	State new	\$0.00 \$0.00	75 100	60	180	0	
Event Count:							9	\$0.00	595	1,630	5,455	0
								\$0.00	2,790			

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 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	
Event Count:							1	\$0.00	0	175	525	0
							\$0.00	0				