

Ocala/Marion County Visitors & Convention Bureau Sales Report

1/15/2026 - 2/26/2026

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
Blue Knights Motorcycle Club	Blue Knights Florida III Spring Meeting	Bryan Day 100.0%	Social	Phone 0	4/12/2026 4/15/2026	Local new	\$238,118.00 \$0.00	150 200	225	500	0
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT 148	4/19/2026 4/24/2026	State new	\$0.00 \$0.00	30 30	28	82	0
Florida Paddling Trails Association	Paddlefest	Bryan Day 100.0%	Sports	Phone 0	4/16/2026 4/19/2026	Local repeat	\$0.00 \$0.00	0 0	100	300	0
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
Babe Ruth League	13U, 14U, 13-16 & 16-18 Southeast Regional	Corry Locke 100.0%	Sports	Phone 0	7/15/2026 7/18/2026	Regional new	\$0.00 \$0.00	500 600	150	750	0
Bellevue Girls Softball Association, Inc.	Dixie Softball World Series	Corry Locke 100.0%	Sports	Email 0	7/24/2026 7/31/2026	State new	\$0.00 \$0.00	375 450	250	900	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

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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
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
HITS, LLC	HITS Ocala Winter Circuit, Event III, Weeks 8-10	Corry Locke 100.0%	Equine	Website - Sports RFP 0	3/4/2026 3/22/2026	International repeat	\$4,953,943.00 \$0.00	2,112 3,060	156	2,000	0
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	4/11/2026 4/12/2026	Regional repeat	\$3,124,259.00 \$0.00	5,400 7,700	1,250	2,500	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	4/14/2027 4/17/2027	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	4/15/2026 4/18/2026	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	\$0.00 \$0.00	150 200	125	250	0
ProAm Senior Softball	Stars & Strikes Showdown	Corry Locke 100.0%	Sports	Phone 0	5/23/2026 5/24/2026	State new	\$0.00 \$0.00	150 200	125	250	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

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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	
Sun Country Sports	USA Gymnastics Men's State Championship	Corry Locke 100.0%	Sports	Email 0	3/6/2026 3/8/2026	State new	\$0.00 \$0.00	2,000 2,000	165	330	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	
Win Big Fastpitch	Queen of the Diamond	Corry Locke 100.0%	Sports	Phone 0	3/7/2026 3/8/2026	Regional new	\$0.00 \$0.00	200 300	125	250	0	
World Equestrian Center	Winter Series Week #12 - National Show & Longines League of Nations	Corry Locke 100.0%	Equine	Website 0	3/18/2026 3/22/2026	National repeat	\$2,276,251.00 \$0.00	2,458 4,096	429	2,145	0	
World Equestrian Center	Winter Series Week #11 - National & FEI	Corry Locke 100.0%	Equine	Website 0	3/11/2026 3/15/2026	National repeat	\$2,164,855.00 \$0.00	2,458 4,096	411	2,052	0	
World Equestrian Center	Winter Series Week #10 - National & FEI	Corry Locke 100.0%	Equine	Website 0	3/4/2026 3/8/2026	National repeat	\$2,293,686.00 \$0.00	3,988 6,647	429	2,145	0	
World Equestrian Center	Winter Series Week #9 - National & FEI	Corry Locke 100.0%	Equine	Website 0	2/25/2026 3/1/2026	National repeat	\$1,825,770.00 \$0.00	4,172 6,953	369	1,674	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	Press Trip - UK Content Creator - Visit Florida	Jessica Heller 100.0%		Email 146	2/26/2026 3/1/2026	International new	\$0.00 \$0.00	1 1	1	3	0	
Event Count:							27	\$28,157,838.90	29,324	6,666	25,056	0
								\$0.00	42,673			

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
Family Reunion	Family Reunion	Bryan Day 100.0%	Reunion	Email 148	1/17/2026 1/18/2026	Local new	\$0.00 \$0.00	0 80	30	30	0
Big East Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Email 0	2/18/2026 2/21/2026	National new	\$1,117,655.00 \$0.00	0 0	250	1,010	0
HITS, LLC	HITS Ocala Winter Circuit, Event II, Weeks 4-7	Corry Locke 100.0%	Equine	Website - Sports RFP 0	2/4/2026 3/1/2026	International repeat	\$8,283,188.00 \$0.00	2,112 3,060	156	2,000	0
Joseph Volleyball Camps JVC	Nike First in Show Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	1/17/2026 1/19/2026	Regional repeat	\$3,544,580.00 \$0.00	5,400 9,300	1,000	3,000	0
World Equestrian Center	Winter Series Week #8 - National & FEI	Corry Locke 100.0%	Equine	Website 0	2/18/2026 2/22/2026	National repeat	\$2,347,373.00 \$0.00	4,248 7,080	459	2,249	0
World Equestrian Center	Winter Series Week 7 - National & FEI	Corry Locke 100.0%	Equine	Website 0	2/11/2026 2/15/2026	National repeat	\$2,383,429.00 \$0.00	4,500 7,501	454	2,267	0
World Equestrian Center	Winter Series Week 6 - National & FEI	Corry Locke 100.0%	Equine	Website 0	2/4/2026 2/8/2026	National repeat	\$2,224,815.00 \$0.00	4,691 7,818	415	2,074	0
World Equestrian Center	Winter Series Week #5- National & FEI	Corry Locke 100.0%	Equine	Website 0	1/28/2026 2/1/2026	National repeat	\$1,829,679.00 \$0.00	4,280 7,133	369	1,669	0
World Equestrian Center	Winter Series Week #4 - National & FEI	Corry Locke 100.0%	Equine	Website 0	1/21/2026 1/25/2026	National repeat	\$1,601,623.00 \$0.00	3,516 5,860	369	1,481	0
World Equestrian Center	Winter Series Week #9 - National & FEI	Corry Locke 100.0%	Equine	Website 0	2/25/2026 3/1/2026	National repeat	\$1,825,770.00 \$0.00	4,172 6,953	369	1,674	0

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
VISIT FLORIDA	Press Trip - UK Content Creator - Visit Florida	Jessica Heller 100.0%		Email 146	2/26/2026 3/1/2026	International new	\$0.00 \$0.00	1 1	1	3	0
					Event Count:	11	\$25,158,112.00	32,920	3,872	17,457	0
							\$0.00	54,786			

Status: CURRENT 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 Mountain Biking Event	Corry Locke 100.0%	Sports	Florida Sports Foundation Summit	2/20/2026 2/22/2026	State new	\$0.00 \$0.00	350 500	100	200	0	
Event Count:							1	\$0.00	350	100	200	0
								\$0.00	500			

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	
Rolls-Royce Owners' Club Florida Region	Florida Rolls-Royce Owners' Club- December Event	Bryan Day 100.0%	Social	Referral	12/3/2026	Local	\$0.00	0	30	90	0	
				146	12/6/2026	new	\$0.00	0				
Eagle Wings Motorcycle Association	Florida District Gathering of Friends for FUN	Corry Locke 100.0%	Association	Phone	3/11/2027	State	\$0.00	250	120	285	0	
				146	3/14/2027	new	\$0.00	300				
VISIT FLORIDA	Press Trip - UK Content Creator - Visit Florida	Jessica Heller 100.0%		Email	2/26/2026	International	\$0.00	1	1	3	0	
				146	3/1/2026	new	\$0.00	1				
Event Count:							3	\$0.00	251	151	378	0
								\$0.00	301			

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	
Family Reunion	Family Reunion	Bryan Day 100.0%	Reunion	Email 148	1/17/2026 1/18/2026	Local new	\$0.00 \$0.00	0 80	30	30	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	
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	
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	
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 0	11/11/2028 11/20/2028	State repeat	\$0.00 \$0.00	1,400 1,500	367	2,220	0	
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 0	11/13/2027 11/22/2027	State repeat	\$0.00 \$0.00	1,400 1,500	367	2,220	0	
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 0	11/7/2026 11/15/2026	State repeat	\$0.00 \$0.00	1,400 1,500	367	1,854	0	
VISIT FLORIDA	Press Trip - UK Content Creator - Visit Florida	Jessica Heller 100.0%		Email 146	2/26/2026 3/1/2026	International new	\$0.00 \$0.00	1 1	1	3	0	
Event Count:							8	\$3,268,757.00	4,951	2,037	9,787	0
								\$0.00	5,721			

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 Public Relations Association (FPRA)	Florida Public Relations Association (FPRA) - Executive Committee & State Board Meeting 2026	No Percentage Rep 100.0%	Association	CVENT 0	11/6/2026 11/7/2026	Local new	\$0.00 \$0.00	0 0	25	25	0	
Florida Association of Early Learning Coalitions	AELC 2027 Training Camp Annual Conference	Bryan Day 100.0%	Education	Email 0	10/3/2027 10/7/2027	Local new	\$0.00 \$0.00	0 0	200	640	0	
Florida Association of Early Learning Coalitions	AELC 2028 Training Camp Annual Conference	Bryan Day 100.0%	Education	Email 0	10/1/2028 10/6/2028	Local repeat	\$0.00 \$0.00	0 400	200	640	0	
Rolls-Royce Owners' Club Florida Region	Florida Rolls-Royce Owners' Club- December Event	Bryan Day 100.0%	Social	Referral 146	12/3/2026 12/6/2026	Local new	\$0.00 \$0.00	0 0	30	90	0	
Durvet Animal Health Products	Durvet SalesPro	Corry Locke 100.0%	Corporate	CVENT 0	6/12/2028 6/16/2028	National new	\$0.00 \$0.00	275 275	100	500	0	
Eagle Wings Motorcycle Association	Florida District Gathering of Friends for FUN	Corry Locke 100.0%	Association	Phone 146	3/11/2027 3/14/2027	State new	\$0.00 \$0.00	250 300	120	285	0	
Event Count:							6	\$0.00	525	675	2,180	0
								\$0.00	975			

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 Department of Transportation (FDOT)	Scenic Highway Annual Meeting	Bryan Day 100.0%	Government	Email	2/25/2026	Local	\$0.00	0	20	40	0
					2/27/2026	new	\$0.00	0			
American Horse Publications	AHP Equine Media Conference	Corry Locke 100.0%	Equine	Email	5/14/2026	National	\$0.00	100	85	230	0
					5/16/2026	new	\$0.00	120			
Florida Wine and Grape Growers Association	Annual Conference	Corry Locke 100.0%	Agriculture	Referral	1/16/2026	State	\$0.00	55	75	150	0
					1/17/2026	new	\$0.00	60			
				0							
				Event Count:		3	\$0.00	155	180	420	0
							\$0.00	180			

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
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 0	11/11/2028	State	\$0.00	1,400	367	2,220	0
					11/20/2028	repeat	\$0.00	1,500			
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 0	11/7/2026	State	\$0.00	1,400	367	1,854	0
					11/15/2026	repeat	\$0.00	1,500			
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 0	11/13/2027	State	\$0.00	1,400	367	2,220	0
					11/22/2027	repeat	\$0.00	1,500			
Event Count: 3							\$0.00	4,200	1,101	6,294	0
							\$0.00	4,500			