

Ocala/Marion County Visitors & Convention Bureau Sales Report

1/25/2024 - 3/28/2024

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
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
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 144	11/6/2025 11/15/2025	State new	\$3,123,708.00 \$0.00	1,400 1,500	367	2,220	0

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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			
GenZHomes, Inc. DBA Alpha Win	Alpha Win Ocala Triathlon	Corry Locke 100.0%		Website - Sports RFP 0	3/29/2024	National	\$394,163.00	300	268	500	0
					3/30/2024	new	\$0.00	600			
Joseph Volleyball Camps JVC	JVC Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	4/13/2024	Regional	\$1,080,488.00	2,000	536	1,072	0
					4/14/2024	new	\$0.00	2,400			
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			
Southeastern Fastpitch	Rip It to Win It Ocala Super Series May	Corry Locke 100.0%	Sports	Phone 0	5/18/2024	State	\$638,793.00	500	275	550	0
					5/19/2024	new	\$0.00	800			
Southeastern Fastpitch	Queen of the Diamond - Ocala	Corry Locke 100.0%	Sports	Phone 0	4/20/2024	State	\$0.00	350	100	200	0
					4/21/2024	new	\$0.00	450			
Southeastern Fastpitch	Rip It to Win It Ocala Super Series April	Corry Locke 100.0%	Sports	Phone 0	4/13/2024	State	\$657,430.00	500	275	550	0
					4/14/2024	new	\$0.00	800			
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			
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			

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Southeastern Fastpitch	Work Hard, Be Humble- Ocala, FL	Corry Locke 100.0%	Sports	Phone 0	9/14/2024 9/15/2024	State new	\$1,046,128.00 \$0.00	350 450	100	200	0
Southeastern Fastpitch	Rip It Championship-Ocala, FL	Corry Locke 100.0%	Sports	Phone 0	11/9/2024 11/10/2024	State new	\$889,683.00 \$0.00	350 450	100	200	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
World Equestrian Center	Longines League of Nations - North American Qualifier	Corry Locke 100.0%	Equine	Email 0	3/20/2024 3/24/2024	International	\$3,436,717.00 \$0.00	2,000 6,000	1,000	4,000	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
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	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
Event Count:						27	\$38,691,997.01	24,215	9,001	32,950	0
							\$0.00	42,690			

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
Elite Bullriders Association	Elite Bullriders Association Rodeo Finals	Bryan Day 100.0%	Equine	Website - Sports RFP 0	3/1/2024 3/2/2024	Regional new	\$2,569,794.00 \$0.00	3,000 5,000	596	1,786	0
College Swimming and Diving Coaches Association of America	CSCAA National Invitational Championship	Corry Locke 100.0%	Sports	Email 145	3/13/2024 3/16/2024	National new	\$2,321,653.00 \$0.00	900 900	550	2,325	0
CSF Aquatics	Florida Swimming Senior Spring Championships	Corry Locke 100.0%	Sports	Email 0	3/7/2024 3/10/2024	State new	\$2,930,337.00 \$0.00	2,200 2,550	730	2,295	0
CSF Aquatics	Florida Swimming FLAGS Spring Championships	Corry Locke 100.0%	Sports	Email 0	2/29/2024 3/3/2024	State new	\$1,399,205.00 \$0.00	1,500 1,700	600	1,530	0
Grandview Invitational, Inc.	Grandview World Nights	Corry Locke 100.0%	Equine	Email 0	2/8/2024 2/10/2024	International repeat	\$755,168.00 \$0.00	400 2,200	400	1,000	0
Grandview Invitational, Inc.	Grandview Invitational	Corry Locke 100.0%	Equine	Email 0	2/1/2024 2/3/2024	International repeat	\$1,007,372.00 \$0.00	1,000 9,000	475	1,200	0
HITS, LLC.	HITS Ocala Winter Circuit Weeks 6-10	Corry Locke 100.0%	Equine	Website - Sports RFP 0	2/20/2024 3/24/2024	International repeat	\$11,586,844. \$0.00	4,000 5,300	1,240	5,200	0
Live Oak International	Live Oak International	Corry Locke 100.0%	Equine	Email 0	3/14/2024 3/17/2024	International repeat	\$2,753,712.00 \$0.00	5,000 15,000	400	1,000	0
Ocala Mountain Bike Association	Santos Fat Tire Festival	Corry Locke 100.0%	Sports	Website - Sports RFP 0	3/7/2024 3/10/2024	Regional new	\$1,686,259.00 \$0.00	11,200 14,000	750	1,786	0
Southeastern Fastpitch	March Madness - Ocala	Corry Locke 100.0%	Sports	Phone 0	3/2/2024 3/3/2024	State new	\$0.00 \$0.00	350 450	100	200	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
Southeastern Fastpitch	Presidents Day Showdown - Ocala	Corry Locke 100.0%	Sports	Phone 0	2/17/2024	State	\$0.00	350	100	200	0
					2/18/2024	new	\$0.00	450			
Sunshine State Conference	Sunshine State Conference Men's and Women's Swim Championship	Corry Locke 100.0%	Sports	Website - Sports RFP 0	2/14/2024		\$1,240,945.00	800	280	1,400	0
					2/18/2024	new	\$0.00	800			
Travis Mills Foundation	Never Give Up On Country Concert	Corry Locke 100.0%	Social	Email 0	2/3/2024	State	\$549,172.00	500	450	500	0
					2/3/2024	new	\$0.00	3,000			
World Equestrian Center	Longines League of Nations - North American Qualifier	Corry Locke 100.0%	Equine	Email 0	3/20/2024	International	\$3,436,717.00	2,000	1,000	4,000	0
					3/24/2024		\$0.00	6,000			
					Event Count:	14	\$32,237,178.00	33,200	7,671	24,422	0
							\$0.00	66,350			

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	
IDEX Health & Science	IDEX National Sales Meeting	Bryan Day 100.0%	Corporate	Website - Events RFP 145	2/27/2024 3/1/2024	National new	\$0.00 \$0.00	95 0	160	160	0	
Florida Advisory Committee on Arson Prevention	Annual Training	Corry Locke 100.0%	Government	Email 146	2/27/2024 3/1/2024	State repeat	\$46,272.71 \$0.00	35 40	65	175	0	
Florida College System Activities Association	FCSAA SGA February Meeting	Corry Locke 100.0%	Education	Email 144	2/22/2024 2/24/2024	State new	\$0.00 \$0.00	25 25	75	105	0	
Event Count:							3	\$46,272.71	155	300	440	0
								\$0.00	65			

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	
Rock the Country Ocala 2024	Rock the Country Ocala 2024 Room Block	Bryan Day 100.0%	Social	Email 147	6/8/2024 6/11/2024	National new	\$0.00 \$0.00	10 10	104	121	0	
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	
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	
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	7/27/2026 8/1/2026	National new	\$2,314,579.94 \$0.00	800 1,000	275	1,750	0	
Event Count:							5	\$7,408,207.82	2,510	1,029	5,821	0
								\$0.00	3,135			

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
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
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
Ocala Mountain Bike Association	Santos Fat Tire Festival	Corry Locke 100.0%	Sports	Website - Sports RFP 0	3/7/2024 3/10/2024	Regional new	\$1,686,259.00 \$0.00	11,200 14,000	750	1,786	0
Southeastern Fastpitch	I Love Fastpitch! - Ocala, FL	Corry Locke 100.0%	Sports	Phone 0	8/17/2024 8/18/2024	State new	\$1,035,760.00 \$0.00	350 450	100	200	0
Southeastern Fastpitch	Work Hard, Be Humble- Ocala, FL	Corry Locke 100.0%	Sports	Phone 0	9/14/2024 9/15/2024	State new	\$1,046,128.00 \$0.00	350 450	100	200	0
Southeastern Fastpitch	Rip It Championship-Ocala, FL	Corry Locke 100.0%	Sports	Phone 0	11/9/2024 11/10/2024	State new	\$889,683.00 \$0.00	350 450	100	200	0
Southeastern Fastpitch	Witch's Brew Spell-A-Thon Softball Tournament	Corry Locke 100.0%	Sports	Phone 0	10/18/2024 10/20/2024	State repeat	\$1,812,922.00 \$0.00	1,320 1,650	893	1,786	0
World Equestrian Center	Longines League of Nations - North American Qualifier	Corry Locke 100.0%	Equine	Email 0	3/20/2024 3/24/2024	International	\$3,436,717.00 \$0.00	2,000 6,000	1,000	4,000	0
					Event Count:	9	\$11,335,100.00	17,955	3,308	9,602	0
							\$0.00	33,460			

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	
Rock the Country Ocala 2024	Rock the Country Ocala 2024 Room Block	Bryan Day 100.0%	Social	Email 147	6/8/2024 6/11/2024	National new	\$0.00 \$0.00	10 10	104	121	0	
Legacy Baseball	Legacy Baseball Winter Nationals	Corry Locke 100.0%	Sports	Email 0	1/9/2025 1/12/2025	Regional new	\$0.00 \$0.00	1,600 1,800	600	1,600	0	
Event Count:							2	\$0.00	1,610	704	1,721	0
								\$0.00	1,810			