



Monthly Sales Update February 26, 2026

- **New Business**

- Win Big Softball Queen of the Diamond
 - March 7-8, 2026
 - Estimated Room Nights: 250
- Florida Paddling Trails Association Paddlefest
 - April 16-19, 2026
 - Estimated Room Nights: 300
- Junior Cattlemen's Association Youth Championship
 - July 24-26, 2026
 - Estimated Room Nights: 300
- Fishers of Men District 12 Championship Tournament
 - October 13-17, 2026
 - Estimated Room Nights: 75
- Official Strongman Games
 - November 19-22, 2026 & November 18-21, 2027
 - Estimated Room Nights: 1,790 per year

- **Leads**

- Florida Public Relations Association (FRPA) Executive Committee & State Board Meeting
 - November 6-7, 2026
 - Estimated Room Nights: 25
- FHSAA Swimming and Diving State Championships
 - November 7-8, 2026 & November 14-15, 2026
 - Estimated Room Nights: 1,854
- Florida Rolls Royce Owners' Club
 - December 3-6, 2026
 - Estimated Room Nights: 90
- Eagle Wings Motorcycle Association Florida District Gathering
 - March 12-15, 2027
 - Estimated Room Nights: 285
- Florida and Alabama RV Park and Campground Association Convention and Expo
 - May 4-7, 2027
 - Estimated Room Nights: 2,000
- American Early Learning Coalition Annual Conference
 - October/November 2027 & 2028
 - Estimated Room Nights: 1,280
- Durvet Animal Products SalesPro
 - June 12-16, 2028
 - Estimated Room Nights: 500



- **Ongoing Leads**

- Florida Lions Club Statewide Convention
 - May 6-9, 2027
 - Estimated Room Nights: 525
- USDAA Cynsport Dog Agility World Games
 - November 3-7, 2027
 - Estimated Room Nights: 500
- FSAE Annual Conference
 - July 2028
 - Estimate Room Nights: 1,200

- **A huge thank you to our partners who graciously assisted with the Florida Encounter Post FAM:**

- Appleton Museum of Art
- Florida Aquatics Swimming and Training (FAST)
- Florida Thoroughbred Breeders' and Owners Association (FTBOA)
- Hilton Garden Inn - Downtown Ocala
- Hilton Ocala
- Holiday Inn and Suites Ocala Conference Center
- Holiday Inn Express and Suites
- Ivy on The Square
- Marion Cultural Alliance/Brick City Center for the Arts
- Reilly Arts Center
- Silver Springs State Park/Cape Leisure
- Southeastern Livestock Pavilion (SELP)
- Staybridge Suites Ocala Near Equestrian Aquatics
- The Nest
- World Equestrian Center