

Ocala/Marion County Visitors & Convention Bureau Sales Report

11/20/2025 - 1/15/2026

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
Belleview 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
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 I, Weeks 1-3	Corry Locke 100.0%	Equine	Website - Sports RFP 0	1/14/2026 2/1/2026	International repeat	\$3,189,512.00 \$0.00	2,112 3,060	156	2,000	0

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	
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	
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	
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	

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	100	200	0	
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	
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	
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	

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	
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 3 - National Show and FEI	Corry Locke 100.0%	Equine	Website 0	1/14/2026 1/18/2026	National repeat	\$1,682,399.00 \$0.00	3,745 6,242	311	1,551	0	
World Equestrian Center	Winter Series Week 2 - National Show and FEI	Corry Locke 100.0%	Equine	Website 0	1/7/2026 1/11/2026	National repeat	\$1,526,529.00 \$0.00	3,736 6,227	369	1,152	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	
							Event Count: 32	\$54,619,863.90	66,513	9,818	41,546	0
								\$0.00	104,213			

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	
HITS, LLC	HITS Post Time Farm Premier I & II	Corry Locke 100.0%	Equine	Email 0	12/31/2025 1/12/2026	International repeat	\$2,035,783.00 \$0.00	660 1,085	228	2,500	0	
HITS, LLC	HITS Ocala Winter Circuit, Event I, Weeks 1-3	Corry Locke 100.0%	Equine	Website - Sports RFP 0	1/14/2026 2/1/2026	International repeat	\$3,189,512.00 \$0.00	2,112 3,060	156	2,000	0	
United Futsal	Southeast Regional Championships	Corry Locke 100.0%	Sports	Referral 0	12/19/2025 12/21/2025	Regional new	\$0.00 \$0.00	480 480	100	300	0	
World Equestrian Center	Winter Series Week 3 - National Show and FEI	Corry Locke 100.0%	Equine	Website 0	1/14/2026 1/18/2026	National repeat	\$1,682,399.00 \$0.00	3,745 6,242	311	1,551	0	
World Equestrian Center	Winter Series Week 1 - National	Corry Locke 100.0%	Equine	Website 0	1/1/2026 1/4/2026	National repeat	\$1,630,098.00 \$0.00	2,458 4,096	369	1,476	0	
World Equestrian Center	Winter Series Week 2 - National Show and FEI	Corry Locke 100.0%	Equine	Website 0	1/7/2026 1/11/2026	National repeat	\$1,526,529.00 \$0.00	3,736 6,227	369	1,152	0	
Event Count: 6 \$10,064,321.00 13,191 1,533 8,979 0 \$0.00 21,190												

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	
Florida Department of Transportation (FDOT)	Scenic Highway Annual Meeting	Bryan Day 100.0%	Government	Email 148	2/25/2026 2/27/2026	Local new	\$0.00 \$0.00	0 0	20	40	0	
Event Count: 1 \$0.00 0												

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	
Arabian Horse Association of Florida	AHAF Holiday Festival Arabian Horse Show	Corry Locke 100.0%	Equine Equine Herpesvirus	Email 0	11/26/2025 11/29/2025	Regional repeat	\$355,856.00 \$0.00	800 2,300	88	350	0	
Fiddler's Turkey Run	Fiddler's Turkey Run	Corry Locke 100.0%	Equine Equine Herpesvirus	Website - Sports RFP 0	11/25/2025 11/29/2025	National new	\$531,742.00 \$0.00	600 800	126	613	0	
United Futsal	Southeast Regional Championships	Corry Locke 100.0%	Sports	Referral 0	12/19/2025 12/21/2025	Regional new	\$0.00 \$0.00	480 480	100	300	0	

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	
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	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	28	55	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	125	250	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	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	125	250	0	
United Futsal	Southeast Regional Championships	Corry Locke 100.0%	Sports	Referral 0	12/19/2025 12/21/2025	Regional new	\$0.00 \$0.00	480	100	300	0	
							Event Count: 6	\$0.00	960	603	1,405	0
								\$0.00	1,080			

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 Department of Transportation (FDOT)	Scenic Highway Annual Meeting	Bryan Day 100.0%	Government	Email 148	2/25/2026 2/27/2026	Local new	\$0.00 \$0.00	0 0	20	40	0
Florida Society of Association Executives (FSAE)	Annual Conference	Corry Locke 100.0%	Association	FSAE 0	6/21/2028 6/23/2028	State new	\$0.00 \$0.00	550 600	395	1,155	0
Event Count: 2											
\$0.00											
\$0.00											

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
CSF Aquatics	Florida Swimming Senior Spring Championships	Corry Locke 100.0%	Sports	Email 0	3/5/2026 3/8/2026	State new	\$0.00 \$0.00	2,200 2,550	730	2,295	0
CSF Aquatics	Florida Swimming Senior Spring Championships	Corry Locke 100.0%	Sports	Email 0	3/6/2025 3/9/2025	State new	\$0.00 \$0.00	2,200 2,550	730	2,295	0
Event Count: 2											
\$0.00											
\$0.00											

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 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	
United States Dog Agility Association	Cynosport Dog Agility World Games	Corry Locke 100.0%	Sports	Referral 0	11/3/2027 11/7/2027	International new	\$0.00 \$0.00	0 0	73	500	0	
							Event Count: 2	\$0.00	0	173	800	0
							\$0.00	0				