

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	4/12/2026	Local	\$238,118.00	150	225	500	0
				0	4/15/2026	new	\$0.00	200			
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT	4/19/2026	State	\$0.00	30	28	82	0
				148	4/24/2026	new	\$0.00	30			
Florida Paddling Trails Association	Paddlefest	Bryan Day 100.0%	Sports	Phone	4/16/2026	Local	\$0.00	0	100	300	0
				0	4/19/2026	repeat	\$0.00	0			
Fort King Heritage Foundation	Convocation of Seminole War Historians	Bryan Day 100.0%	Education	Email	4/24/2026	Local	\$0.00	30	28	55	0
				148	4/26/2026	new	\$0.00	0			
Babe Ruth League	13U, 14U, 13-16 & 16-18 Southeast Regional	Corry Locke 100.0%	Sports	Phone	7/15/2026	Regional	\$0.00	500	150	750	0
				0	7/18/2026	new	\$0.00	600			
Bellevue Girls Softball Association, Inc.	Dixie Softball World Series	Corry Locke 100.0%	Sports	Email	7/24/2026	State	\$0.00	375	250	900	0
				0	7/31/2026	new	\$0.00	450			
Big East Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Email	2/18/2026	National	\$1,117,655.00	0	250	1,010	0
				0	2/21/2026	new	\$0.00	0			
HITS, LLC	HITS Ocala Winter Circuit, Event I, Weeks 1-3	Corry Locke 100.0%	Equine	Website - Sports RFP	1/14/2026	International	\$3,189,512.00	2,112	156	2,000	0
				0	2/1/2026	repeat	\$0.00	3,060			

Status:

ALL FUTURE DEFINITE

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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

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
South Florida Soul Rodeo	South Florida Soul Rodeo	Corry Locke 100.0%	Sports	Email	6/26/2026	Regional	\$0.00	0	100	200	0
				0	6/27/2026	new	\$0.00	0			
Sun Country Sports	USA Gymnastics Men’s State Championship	Corry Locke 100.0%	Sports	Email	3/6/2026	State	\$0.00	2,000	165	330	0
				0	3/8/2026	new	\$0.00	2,000			
World Equestrian Center	Winter Series Week #12 - National Show & Longines League of Nations	Corry Locke 100.0%	Equine	Website	3/18/2026	National	\$2,276,251.00	2,458	429	2,145	0
				0	3/22/2026	repeat	\$0.00	4,096			
World Equestrian Center	Winter Series Week #11 - National & FEI	Corry Locke 100.0%	Equine	Website	3/11/2026	National	\$2,164,855.00	2,458	411	2,052	0
				0	3/15/2026	repeat	\$0.00	4,096			
World Equestrian Center	Winter Series Week #10 - National & FEI	Corry Locke 100.0%	Equine	Website	3/4/2026	National	\$2,293,686.00	3,988	429	2,145	0
				0	3/8/2026	repeat	\$0.00	6,647			
World Equestrian Center	Winter Series Week #9 - National & FEI	Corry Locke 100.0%	Equine	Website	2/25/2026	National	\$1,825,770.00	4,172	369	1,674	0
				0	3/1/2026	repeat	\$0.00	6,953			
World Equestrian Center	Winter Series Week #8 - National & FEI	Corry Locke 100.0%	Equine	Website	2/18/2026	National	\$2,347,373.00	4,248	459	2,249	0
				0	2/22/2026	repeat	\$0.00	7,080			
World Equestrian Center	Winter Series Week 7 - National & FEI	Corry Locke 100.0%	Equine	Website	2/11/2026	National	\$2,383,429.00	4,500	454	2,267	0
				0	2/15/2026	repeat	\$0.00	7,501			
World Equestrian Center	Winter Series Week 6 - National & FEI	Corry Locke 100.0%	Equine	Website	2/4/2026	National	\$2,224,815.00	4,691	415	2,074	0
				0	2/8/2026	repeat	\$0.00	7,818			
World Equestrian Center	Winter Series Week #5- National & FEI	Corry Locke 100.0%	Equine	Website	1/28/2026	National	\$1,829,679.00	4,280	369	1,669	0
				0	2/1/2026	repeat	\$0.00	7,133			

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	
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 \$0.00	66,513 104,213	9,818	41,546	0

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

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

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
Arabian Horse Association of Florida	AHAF Holiday Festival Arabian Horse Show	Corry Locke 100.0%	Equine	Email	11/26/2025 11/29/2025	Regional  repeat	\$355,856.00 \$0.00	800 2,300	88	350	0
	Equine Herpesvirus			0							
Fiddler's Turkey Run	Fiddler's Turkey Run	Corry Locke 100.0%	Equine	Website - Sports RFP	11/25/2025 11/29/2025	National  new	\$531,742.00 \$0.00	600 800	126	613	0
	Equine Herpesvirus			0							
United Futsal	Southeast Regional Championships	Corry Locke 100.0%	Sports	Referral	12/19/2025 12/21/2025	Regional  new	\$0.00 \$0.00	480 480	100	300	0
				0							
					Event Count:	3	\$887,598.00	1,880	314	1,263	0
							\$0.00	3,580			

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	
Florida Paddling Trails Association	Paddlefest	Bryan Day 100.0%	Sports	Phone	4/16/2026	Local	\$0.00	0	100	300	0	
				0	4/19/2026	repeat	\$0.00	0				
Fort King Heritage Foundation	Convocation of Seminole War Historians	Bryan Day 100.0%	Education	Email	4/24/2026	Local	\$0.00	30	28	55	0	
				148	4/26/2026	new	\$0.00	0				
ProAm Senior Softball	Stars & Strikes Showdown	Corry Locke 100.0%	Sports	Phone	5/23/2026	State	\$0.00	150	125	250	0	
				0	5/24/2026	new	\$0.00	200				
ProAm Senior Softball	ProAm September Showdown	Corry Locke 100.0%	Sports	Phone	9/26/2026	State	\$0.00	150	125	250	0	
				0	9/27/2026	new	\$0.00	200				
ProAm Senior Softball	Patriot Games Invitational	Corry Locke 100.0%	Sports	Phone	7/25/2026	State	\$0.00	150	125	250	0	
				0	7/26/2026	new	\$0.00	200				
United Futsal	Southeast Regional Championships	Corry Locke 100.0%	Sports	Referral	12/19/2025	Regional	\$0.00	480	100	300	0	
				0	12/21/2025	new	\$0.00	480				
					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	2/25/2026	Local	\$0.00	0	20	40	0		
				148	2/27/2026	new	\$0.00	0					
Florida Society of Association Executives (FSAE)	Annual Conference	Corry Locke 100.0%	Association	FSAE	6/21/2028	State	\$0.00	550	395	1,155	0		
				0	6/23/2028	new	\$0.00	600					
					Event Count:	2	\$0.00	550	415	1,195	0		
							\$0.00	600					

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	3/5/2026	State	\$0.00	2,200	730	2,295	0
				0	3/8/2026	new	\$0.00	2,550			
CSF Aquatics	Florida Swimming Senior Spring Championships	Corry Locke 100.0%	Sports	Email	3/6/2025	State	\$0.00	2,200	730	2,295	0
				0	3/9/2025	new	\$0.00	2,550			
					Event Count: 2		\$0.00	4,400	1,460	4,590	0
							\$0.00	5,100			

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 Paddling Trails Association	Paddlefest	Bryan Day 100.0%	Sports	Phone	4/16/2026	Local	\$0.00	0	100	300	0	
				0	4/19/2026	repeat	\$0.00	0				
United States Dog Agility Association	Cynosport Dog Agility World Games	Corry Locke 100.0%	Sports	Referral	11/3/2027	International	\$0.00	0	73	500	0	
				0	11/7/2027	new	\$0.00	0				
						Event Count:	2	\$0.00	0	173	800	0
								\$0.00	0			