

Ocala/Marion County Visitors & Convention Bureau Sales Report  
3/28/2025 - 4/24/2025

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
Florida Council for History Education	FLCHE Annual Conference	Bryan Day 100.0%	Education	Email	7/25/2025	Local	\$0.00	120	70	120	0
				149	7/26/2025	new	\$0.00	140			
Babe Ruth League	Babe Ruth 16-18 World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium	8/1/2025	National	\$1,814,844.00	135	175	1,400	0
				0	8/9/2025	new	\$0.00	2,135			
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			
Cal Ripken Baseball	Cal Ripken Rookie World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium	8/1/2025	International	\$898,265.00	285	240	800	0
				0	8/9/2025	repeat	\$0.00	335			
Cal Ripken Baseball	Cal Ripken T-Ball/Rookie B State Championship	Corry Locke 100.0%	Sports	Email	6/5/2025	State	\$1,078,606.00	500	225	750	0
				0	6/8/2025	repeat	\$0.00	800			
Citrus County Kennel Club	Citrus County Kennel Club All-Breed Dog Show	Corry Locke 100.0%	Social	Email	7/4/2025	Regional	\$0.00	2,000	129	358	0
				148	7/6/2025	repeat	\$0.00	2,500			
CSF Aquatics	USA Swimming Futures Championships	Corry Locke 100.0%	Sports	Email	7/23/2025	National	\$2,140,397.00	2,000	1,000	2,900	0
				0	7/26/2025	new	\$0.00	2,300			
CSF Aquatics	Florida Swimming Senior Championships	Corry Locke 100.0%	Sports	Email	7/17/2025	State	\$2,071,066.00	2,000	730	1,500	0
				0	7/20/2025	repeat	\$0.00	2,500			

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	
CSF Aquatics	Florida Swimming FLAGS Championships	Corry Locke 100.0%	Sports	Email	7/10/2025	State	\$2,314,698.00	2,300	600	2,000	0	
				0	7/13/2025	repeat	\$0.00	2,900				
CSF Aquatics	USA Swimming Speedo Sectionals	Corry Locke 100.0%	Sports	Email	6/26/2025	National	\$2,232,888.00	2,000	1,000	2,900	0	
				0	6/29/2025	new	\$0.00	2,300				
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email	11/6/2025	State	\$3,123,708.00	1,400	367	2,220	0	
				144	11/15/2025	new	\$0.00	1,500				
Rock the Country Ocala	Rock the Country Ocala	Corry Locke 100.0%	Social	Email	5/9/2025	National	\$9,161,342.00	20,000	2,000	3,000	0	
				150	5/10/2025	repeat	\$0.00	30,000				
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone	7/27/2026	National	\$2,386,697.90	800	275	1,750	0	
				0	7/31/2026		\$0.00	1,000				
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone	7/28/2025	National	\$2,350,187.58	800	275	1,750	0	
				0	8/1/2025		\$0.00	1,000				
						Event Count:	14	\$29,572,699.48	34,715	7,336	22,348	0
								\$0.00	49,860			

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		
Ginger Meeting Management	FCSAA SGA April Ocala	Bryan Day 100.0%	Education	149	4/3/2025	new	\$0.00	35	85	145	0		
					4/4/2025		\$0.00	55					
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	4/12/2025	Regional	\$720,282.00	1,400	536	1,072	0		
					4/13/2025	repeat	\$0.00	2,200					
					Event Count:	2	\$720,282.00	1,435	621	1,217	0		
							\$0.00	2,255					

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					
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone  0	4/16/2025	National	\$2,258,218.00	1,500	350	1,200	0					
					4/19/2025	repeat	\$0.00	1,600								
										Event Count:	1	\$2,258,218.00	1,500	350	1,200	0
												\$0.00	1,600			

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					
HelmsBriscoe	FSCAR State Conference 2026	Bryan Day 100.0%	Association	CVENT  148	2/13/2026	State	\$0.00	0	40	80	0					
					2/14/2026	new	\$0.00	130								
										Event Count: 1		\$0.00	0	40	80	0
												\$0.00	130			

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					
Florida House on Capitol Hill	Spring Board of Trustees Meeting	Corry Locke 100.0%	Government	0	4/9/2025	State	\$0.00	75	40	80	0					
					4/11/2025	new	\$0.00	75								
					Event Count: 1							\$0.00	75	40	80	0
												\$0.00	75			

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	
Ginger Meeting Management	FCSAA SGA April Ocala	Bryan Day 100.0%	Education	149	4/3/2025		\$0.00	35	85	145	0	
					4/4/2025	new	\$0.00	55				
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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
HelmsBriscoe	FSCAR State Conference 2026	Bryan Day 100.0%	Association	CVENT	2/13/2026	State	\$0.00	0	40	80	0
				148	2/14/2026	new	\$0.00	130			
Florida Sports Foundation, Inc.	FSF Sports Summit	Corry Locke 100.0%	Sports	Florida Sports Foundation Summit	5/17/2026	State	\$0.00	110	75	210	0
				0	5/20/2026	new	\$0.00	110			
Florida Wine and Grape Growers Association	Annual Conference	Corry Locke 100.0%	Agriculture	Referral	1/16/2026	State	\$0.00	55	75	150	0
				0	1/17/2026	new	\$0.00	60			
					Event Count: 3		\$0.00	165	190	440	0
							\$0.00	300			



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	
UpDog Challenge	UpDog International Finals	Bryan Day 100.0%	Sports	PlayEasy	4/7/2025	International	\$0.00	138	138	966	0	
				0	4/13/2025	new	\$0.00	275				
FSAE	Annual Conference	Corry Locke 100.0%	Association	Phone	7/15/2026	State	\$0.00	400	400	1,200	0	
				0	7/17/2026	new	\$0.00	425				
WoodmenLife Insurance	WoodmenLife Florida Jurisdictional Convention	Corry Locke 100.0%	Corporate	Website - Events RFP	4/11/2025	State	\$271,214.56	350	200	420	0	
				149	4/13/2025	new	\$0.00	400				
					Event Count:		3	\$271,214.56	888	738	2,586	0
							\$0.00	1,100				

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
Big East Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Email	2/22/2027	National	\$0.00	0	250	1,010	0
				0	2/25/2027	new	\$0.00	0			
Big East Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Email	2/18/2026	National	\$0.00	0	250	1,010	0
				0	2/21/2026	new	\$0.00	0			
Sun Country Sports	USA Gymnastics Men’s State Championship	Corry Locke 100.0%	Sports	Email	2/27/2026	State	\$0.00	2,000	165	330	0
				0	3/1/2026	new	\$0.00	2,000			
					Event Count: 3		\$0.00	2,000	665	2,350	0
							\$0.00	2,000			