

Ocala/Marion County Visitors & Convention Bureau Sales Report
9/25/2025 - 10/23/2025

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
Blue Knights Motorcycle Club	Blue Knights Florida III Spring Meeting	Bryan Day 100.0%	Social	Phone	4/12/2026	Local	\$0.00	150	100	300	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			
American Youth Football	Southeast Regional Championship	Corry Locke 100.0%	Sports	Website	11/14/2025	Regional	\$530,633.00	1,500	300	650	0
				0	11/16/2025	new	\$0.00	1,750			
Arabian Horse Association of Florida	AHAF Holiday Festival Arabian Horse Show	Corry Locke 100.0%	Equine	Email	11/26/2025	Regional	\$355,856.00	800	88	350	0
				0	11/29/2025	repeat	\$0.00	2,300			
Babe Ruth League	13U, 14U, & 15U Southeast Regional	Corry Locke 100.0%	Sports	Phone	7/15/2026	Regional	\$0.00	500	150	750	0
				0	7/18/2026	repeat	\$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	\$0.00	0	250	1,010	0
				0	2/21/2026	new	\$0.00	0			
Fiddler's Turkey Run	Fiddler's Turkey Run	Corry Locke 100.0%	Equine	Website - Sports RFP	11/25/2025	National	\$531,742.00	600	126	613	0
				0	11/29/2025	new	\$0.00	800			

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 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			
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 III, Weeks 8-10	Corry Locke 100.0%	Equine	Website - Sports RFP	3/4/2026	International	\$4,953,943.00	2,112	156	2,000	0
				0	3/22/2026	repeat	\$0.00	3,060			
HITS, LLC	HITS Ocala Winter Circuit, Event II, Weeks 4-7	Corry Locke 100.0%	Equine	Website - Sports RFP	2/4/2026	International	\$8,283,188.00	2,112	156	2,000	0
				0	3/1/2026	repeat	\$0.00	3,060			
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			
Joseph Volleyball Camps JVC	Nike First in Show Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace	1/17/2026	Regional	\$3,544,580.00	5,400	1,000	3,000	0
				0	1/19/2026	repeat	\$0.00	9,300			
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace	4/11/2026	Regional	\$3,124,259.00	5,400	1,250	2,500	0
				0	4/12/2026	repeat	\$0.00	7,700			
Major League Fishing	MLF Heavy Hitters presented by Bass Pro Shops	Corry Locke 100.0%	Sports	TEAMS Conference	5/9/2026	National	\$564,610.00	250	70	560	0
				0	5/15/2026	new	\$0.00	300			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone	4/14/2027	National	\$0.00	1,500	350	1,200	0
				0	4/17/2027	repeat	\$0.00	1,600			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone	4/15/2026	National	\$0.00	1,500	350	1,200	0
				0	4/18/2026	repeat	\$0.00	1,600			

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
Ocala International Horse Show, Inc	Ocala International Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP 0	10/21/2025 10/25/2025	International repeat	\$1,312,495.00 \$0.00	1,500 1,700	380	1,400	0
Southeastern Fastpitch	Witch's Brew Spell-A-Thon Softball Tournament	Corry Locke 100.0%	Sports	Email 0	10/24/2025 10/26/2025	Regional repeat	\$1,228,892.00 \$0.00	1,350 1,500	893	1,500	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

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 #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			
World Equestrian Center	Winter Series Week #4 - National & FEI	Corry Locke 100.0%	Equine	Website	1/21/2026	National	\$1,601,623.00	3,516	369	1,481	0
				0	1/25/2026	repeat	\$0.00	5,860			
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 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			
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			
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			
VISIT FLORIDA	VISIT FLORIDA Press Trip - Colorado Content Creators	Jessica Heller 100.0%		Email	10/17/2025	National	\$0.00	2	1	2	0
				149	10/19/2025	new	\$0.00	2			
					Event Count:	35	\$58,952,405.90	76,303	11,842	50,752	0
							\$0.00	118,346			

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
Florida Senior Games	FSG Softball Tournament	Corry Locke 100.0%	Sports	Phone	9/27/2025	State	\$149,368.61	250	25	50	0
				0	9/27/2025	new	\$0.00	300			
Florida Swimming Pool Association	Florida Swims High School Swim Meet	Corry Locke 100.0%	Sports	Email	10/3/2025	State	\$341,945.00	1,000	250	250	0
				0	10/4/2025	new	\$0.00	1,650			
Meeting Planners International	Tampa Area Board Retreat	Corry Locke 100.0%	Corporate	Referral	10/2/2025	State	\$0.00	11	11	22	0
				0	10/4/2025	new	\$0.00	11			
Ocala International Horse Show, Inc	Ocala International Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP	10/21/2025	International	\$1,312,495.00	1,500	380	1,400	0
				0	10/25/2025	repeat	\$0.00	1,700			
VISIT FLORIDA	VISIT FLORIDA Press Trip - Colorado Content Creators	Jessica Heller 100.0%		Email	10/17/2025	National	\$0.00	2	1	2	0
				149	10/19/2025	new	\$0.00	2			
Event Count:						5	\$1,803,808.61	2,763	667	1,724	0
							\$0.00	3,663			

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	
Babe Ruth League	13U, 14U, & 15U Southeast Regional	Corry Locke 100.0%	Sports	Phone	7/15/2026	Regional	\$0.00	500	150	750	0	
				0	7/18/2026	repeat	\$0.00	600				
HITS, LLC	HITS Ocala Winter Circuit, Event II, Weeks 4-7	Corry Locke 100.0%	Equine	Website -	2/4/2026	International	\$8,283,188.00	2,112	156	2,000	0	
				Sports RFP	3/1/2026	repeat	\$0.00	3,060				
HITS, LLC	HITS Ocala Winter Circuit, Event III, Weeks 8-10	Corry Locke 100.0%	Equine	Website -	3/4/2026	International	\$4,953,943.00	2,112	156	2,000	0	
				Sports RFP	3/22/2026	repeat	\$0.00	3,060				
						Event Count:	3	\$13,237,131.00	4,724	462	4,750	0
								\$0.00	6,720			

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
Fort King Heritage Foundation	2026 Seminole Wars Convocation	Bryan Day 100.0%	Education	Email	4/24/2026	Local	\$0.00	0	0	0	0
				0	4/26/2026	new	\$0.00	0			
Babe Ruth League	13U, 14U, & 15U Southeast Regional Championship	Corry Locke 100.0%	Sports	Phone	7/15/2015	Regional	\$0.00	500	200	800	0
				0	7/19/2015	new	\$0.00	600			
					Event Count: 2		\$0.00	500	200	800	0
							\$0.00	600			