

Ocala/Marion County Visitors & Convention Bureau Sales Report

2/27/2025 - 3/28/2025

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
					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
					8/9/2025	new	\$0.00	2,135			
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championships	Corry Locke 100.0%	Sports	Email	6/25/2025	State	\$1,697,760.00	375	250	858	0
					6/29/2025	new	\$0.00	450			
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
					7/31/2026	new	\$0.00	450			
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
					6/8/2025	repeat	\$0.00	800			
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
					8/9/2025	repeat	\$0.00	335			
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
					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
					7/26/2025	new	\$0.00	2,300			

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 Senior Championships	Corry Locke 100.0%	Sports	Email 0	7/17/2025 7/20/2025	State repeat	\$2,071,066.00 \$0.00	2,000 2,500	730	1,500	0	
CSF Aquatics	Florida Swimming FLAGS Championships	Corry Locke 100.0%	Sports	Email 0	7/10/2025 7/13/2025	State repeat	\$2,314,698.00 \$0.00	2,300 2,900	600	2,000	0	
CSF Aquatics	USA Swimming Speedo Sectionals	Corry Locke 100.0%	Sports	Email 0	6/26/2025 6/29/2025	National new	\$2,232,888.00 \$0.00	2,000 2,300	1,000	2,900	0	
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 144	11/6/2025 11/15/2025	State new	\$3,123,708.00 \$0.00	1,400 1,500	367	2,220	0	
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	4/12/2025 4/13/2025	Regional repeat	\$720,282.00 \$0.00	1,400 2,200	536	1,072	0	
Rock the Country Ocala	Rock the Country Ocala	Corry Locke 100.0%	Social	Email 150	5/9/2025 5/10/2025	National repeat	\$9,161,342.00 \$0.00	20,000 30,000	2,000	3,000	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	
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone 0	7/28/2025 8/1/2025	National	\$2,350,187.58 \$0.00	800 1,000	275	1,750	0	
						Event Count:	16	\$31,990,741.48	36,490	8,122	24,278	0
								\$0.00	52,510			

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	
College Swimming and Diving Coaches Association of America	CSCAA National Invitational Championship	Corry Locke 100.0%	Sports	Email 0	3/12/2025 3/15/2025	National new	\$2,358,380.00 \$0.00	900 900	500	2,000	0	
CSF Aquatics	Florida Swimming FLAGS Spring Championships	Corry Locke 100.0%	Sports	Email 0	3/6/2025 3/9/2025	State new	\$1,399,205.00 \$0.00	1,500 1,700	600	1,530	0	
Florida Municipal Electric Association	FMEA Lineman Competition	Corry Locke 100.0%	Government	Referral 0	3/1/2025 3/1/2025	State new	\$0.00 \$0.00	0 0	0	0	0	
Lightning City Gymnastics	Charity Challenge Cup	Corry Locke 100.0%	Sports	Email 0	3/7/2025 3/9/2025	State new	\$756,892.00 \$0.00	3,000 3,150	120	358	0	
Live Oak International	Live Oak International	Corry Locke 100.0%	Equine	Email 0	3/13/2025 3/16/2025	International repeat	\$1,586,988.00 \$0.00	5,000 15,000	400	1,000	0	
Event Count:							5	\$6,101,465.00	10,400	1,620	4,888	0
								\$0.00	20,750			

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	
Florida Farm Bureau	Women's Leadership Conference	Bryan Day 100.0%	Agriculture	Email 144	3/27/2025	State	\$0.00	125	60	130	0	
					3/30/2025	new	\$0.00	150				
Marion County Public Safety	Marion County Public Safety: FL-TERT Coordinators Collaborative	Bryan Day 100.0%	Government	130	3/12/2025	Local	\$0.00	12	12	24	0	
					3/13/2025	new	\$0.00	0				
Event Count:							2	\$0.00	137	72	154	0
								\$0.00	150			

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	
Meeting Management Group, Inc.	American Advertising Federation District 4 Fall Conference	Bryan Day 100.0%	Association	Rendezvous South 148	11/6/2026	new	\$0.00	0	25	50	0	
					11/7/2026		\$0.00	0				
National Center for Chronic Disease Prevention and Health Promotion	CDC National Workshop	Bryan Day 100.0%	Association	Rendezvous South 148	7/8/2026	new	\$0.00	100	100	500	0	
					7/12/2026		\$0.00	0				
Citrus County Kennel Club	Citrus County Kennel Club All-Breed Dog Show	Corry Locke 100.0%	Social	Email 148	7/4/2025	Regional	\$0.00	2,000	129	358	0	
					7/6/2025	repeat	\$0.00	2,500				
Event Count:							3	\$0.00	2,100	254	908	0
								\$0.00	2,500			

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	
Cal Ripken Baseball	Cal Ripken T-Ball/Rookie B State Championship	Corry Locke 100.0%	Sports	Email 0	6/5/2025	State	\$1,078,606.00	500	225	750	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 148	7/4/2025	Regional	\$0.00	2,000	129	358	0	
					7/6/2025	repeat	\$0.00	2,500				
Event Count:							2	\$1,078,606.00	2,500	354	1,108	0
								\$0.00	3,300			

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	
Meeting Management Group, Inc.	American Advertising Federation District 4 Fall Conference	Bryan Day 100.0%	Association	Rendezvous South 148	11/6/2026	new	\$0.00	0	25	50	0	
					11/7/2026		\$0.00	0				
National Center for Chronic Disease Prevention and Health Promotion	CDC National Workshop	Bryan Day 100.0%	Association	Rendezvous South 148	7/8/2026	new	\$0.00	100	100	500	0	
					7/12/2026		\$0.00	0				
U.S. Futsal	Southeast Regional Championships	Corry Locke 100.0%	Sports	Referral 0	12/19/2025	Regional	\$0.00	0	0	0	0	
					12/21/2025	new	\$0.00	0				
Event Count:							3	\$0.00	100	125	550	0
								\$0.00	0			

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	
Florida Tourist Development Tax Association	Annual TDT Conference	Corry Locke 100.0%	Government	Email 149	7/22/2025 7/25/2025	State new	\$0.00 \$0.00	90 100	60	165	0	
Event Count:							1	\$0.00	90	60	165	0
							\$0.00	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
Lady Bass Anglers Association(LBAA)	LBAA Women's Bass Classic	Bryan Day 100.0%	Sports	PlayEasy 0	10/11/2026	Local	\$0.00	35	0	0	0
					10/16/2026	new	\$0.00	0			
					Event Count:	1	\$0.00	35	0	0	0
							\$0.00	0			