

# Ocala/Marion County Visitors & Convention Bureau Sales Report

## 5/21/2025 - 6/26/2025

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
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championship	Bryan Day 100.0%	Sports	Website - Sports RFP 148	6/26/2025 6/30/2025	Local repeat	\$1,697,760.00 \$0.00	2,160 0	171	855	0
Florida Council for History Education	FLCHE Annual Conference	Bryan Day 100.0%	Education	Email  149	7/25/2025 7/26/2025	Local new	\$0.00 \$0.00	120 140	70	120	0
Babe Ruth League	Babe Ruth 16-18 World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 148	8/1/2025 8/9/2025	International new	\$1,814,844.00 \$0.00	900 1,000	300	2,116	0
Bellevue 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
Cal Ripken Baseball	Cal Ripken Rookie World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 0	8/1/2025 8/9/2025	International repeat	\$898,265.00 \$0.00	285 335	240	800	0
Citrus County Kennel Club	Citrus County Kennel Club All-Breed Dog Show	Corry Locke 100.0%	Social	Email  148	7/4/2025 7/6/2025	Regional repeat	\$0.00 \$0.00	2,000 2,500	129	358	0
CSF Aquatics	USA Swimming Futures Championships	Corry Locke 100.0%	Sports	Email  0	7/23/2025 7/26/2025	National new	\$2,140,397.00 \$0.00	2,000 2,300	1,000	2,900	0
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

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			
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			
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:						15	\$21,030,511.48	20,140	6,107	22,569	0
							\$0.00	21,125			

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	
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championship	Bryan Day 100.0%	Sports	Website - Sports RFP 148	6/26/2025	Local	\$1,697,760.00	2,160	171	855	0	
					6/30/2025	repeat	\$0.00	0				
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				
CSF Aquatics	USA Swimming Speedo Sectionals	Corry Locke 100.0%	Sports	Email  0	6/26/2025	National	\$2,232,888.00	2,000	1,000	2,900	0	
					6/29/2025	new	\$0.00	2,300				
					Event Count:		3	\$5,009,254.00	4,660	1,396	4,505	0
								\$0.00	3,100			

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 Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT  148	4/19/2026	State	\$0.00	30	28	82	0
					4/24/2026	new	\$0.00	30			
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT  148	5/10/2026	State	\$0.00	30	28	82	0
					5/10/2026	new	\$0.00	30			
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT  148	5/3/2026	State	\$0.00	30	28	82	0
					5/8/2026	new	\$0.00	30			
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT  148	4/26/2026	State	\$0.00	30	28	82	0
					5/1/2026	new	\$0.00	30			
State Emergency Response Team	State Emergency Response Commission – SERC Meeting	Bryan Day 100.0%	Education	Email  147	11/5/2025	Local	\$0.00	0	60	120	0
					11/6/2025	new	\$0.00	60			
Babe Ruth League	Babe Ruth 16-18 World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 148	8/1/2025	International	\$1,814,844.00	900	300	2,116	0
					8/9/2025	new	\$0.00	1,000			
Event Count:						6	\$1,814,844.00	1,020	472	2,564	0
							\$0.00	1,180			

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 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 Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT	4/26/2026	State	\$0.00	30	28	82	0
				148	5/1/2026	new	\$0.00	30			
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT	5/3/2026	State	\$0.00	30	28	82	0
				148	5/8/2026	new	\$0.00	30			
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT	5/10/2026	State	\$0.00	30	28	82	0
				148	5/10/2026	new	\$0.00	30			
National Field Hockey Coaches Association (NFHCA)	Winter Escape Showcase and Annual Convention 2029	Bryan Day 100.0%	Sports	Referral	1/9/2029	National	\$0.00	0	155	775	0
				0	1/14/2029	new	\$0.00	2,500			
National Field Hockey Coaches Association (NFHCA)	Winter Escape Showcase and Annual Convention 2028	Bryan Day 100.0%	Sports	Referral	1/11/2028	National	\$0.00	0	155	775	0
				0	1/16/2028	new	\$0.00	2,500			
State Emergency Response Team	State Emergency Response Commission – SERC Meeting	Bryan Day 100.0%	Education	Email	11/5/2025	Local	\$0.00	0	60	120	0
				147	11/6/2025	new	\$0.00	60			
					Event Count: 7		\$0.00	120	482	1,998	0
							\$0.00	5,180			

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					
Meeting Management Group, Inc.	American Advertising Federation District 4 Fall Conference	Bryan Day 100.0%	Association	Rendezvous South 148	11/6/2026		\$0.00	0	25	50	0					
					11/7/2026	new	\$0.00	0								
										Event Count: 1		\$0.00	0	25	50	0
												\$0.00	0			

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					
United Futsal	Southeast Regional Championships	Corry Locke 100.0%	Sports	Referral  0	12/19/2025	Regional	\$0.00	480	100	300	0					
					12/21/2025	new	\$0.00	480								
					Event Count: 1							\$0.00	480	100	300	0
												\$0.00	480			