

Ocala/Marion County Visitors & Convention Bureau Sales Report
9/26/2024 - 11/21/2024

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			
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			
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championships	Corry Locke 100.0%	Sports	Email	7/10/2025	State	\$0.00	375	250	750	0
				0	7/15/2025	new	\$0.00	450			
College Swimming and Diving Coaches Association of America	CSCAA National Invitational Championship	Corry Locke 100.0%	Sports	Email	3/12/2025	National	\$2,358,380.00	900	500	2,000	0
				0	3/15/2025	new	\$0.00	900			
FAST Florida Aquatics Swimming & Training	USA Swimming Futures Championship	Corry Locke 100.0%	Sports	Referral	7/23/2025	State	\$0.00	400	300	825	0
				0	7/26/2025		\$0.00	500			
Fiddler's Turkey Run	Fiddler's Turkey Run	Corry Locke 100.0%		Website - Sports RFP	11/26/2024		\$497,306.00	600	72	360	0
				0	11/30/2024	new	\$0.00	800			
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			
Florida Municipal Electric Association	FMEA Lineman Competition	Corry Locke 100.0%	Government	Referral	3/1/2025	State	\$0.00	0	0	0	0
				0	3/1/2025	new	\$0.00	0			

Status:

ALL FUTURE DEFINITE

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Florida Turfgrass Association	Florida Turfgrass Association Annual Conference	Corry Locke 100.0%	Association	Referral	12/3/2024	State	\$0.00	0	100	200	0
				0	12/5/2024	new	\$0.00	0			
Grandview Invitational, Inc.	Grandview World Nights	Corry Locke 100.0%	Equine	Email	2/5/2025	International	\$1,222,828.00	400	400	1,000	0
				0	2/8/2025	repeat	\$0.00	2,200			
Grandview Invitational, Inc.	Grandview Invitational	Corry Locke 100.0%	Equine	Email	1/30/2025	International	\$969,295.00	1,000	475	1,200	0
				0	2/1/2025	repeat	\$0.00	9,000			
HITS, LLC	HITS Ocala Winter Circuit Weeks 1-5	Corry Locke 100.0%	Equine	Website - Sports RFP	1/14/2025	International	\$9,590,439.00	3,500	156	5,300	0
				0	2/16/2025	repeat	\$0.00	5,000			
HITS, LLC	HITS Post Time Farm Premier	Corry Locke 100.0%	Equine	Email	1/1/2025	International	\$1,465,700.00	6,500	228	2,500	0
				0	1/12/2025	repeat	\$0.00	8,000			
HITS, LLC	HITS Ocala Holiday Series	Corry Locke 100.0%	Equine	Website - Sports RFP	12/18/2024	International	\$2,616,264.00	1,350	120	600	0
				0	12/22/2024	repeat	\$0.00	1,800			
HITS, LLC	HITS Ocala Holiday Series	Corry Locke 100.0%	Equine	Website - Sports RFP	12/11/2024	International	\$2,616,264.00	1,350	120	600	0
				0	12/13/2024	repeat	\$0.00	1,800			
HITS, LLC	HITS Ocala Holiday Series	Corry Locke 100.0%	Equine	Website - Sports RFP	11/27/2024	International	\$2,616,264.00	1,350	120	586	0
				0	12/1/2024	repeat	\$0.00	1,800			
HITS, LLC	HITS Ocala Winter Circuit Weeks 6-10	Corry Locke 100.0%	Equine	Website - Sports RFP	2/18/2025	International	\$9,677,624.00	4,000	167	5,500	0
				0	3/23/2025	repeat	\$0.00	5,300			
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports	4/12/2025	Regional	\$720,282.00	1,400	536	1,072	0
				Marketplace	4/13/2025	repeat	\$0.00	2,200			
				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
Joseph Volleyball Camps JVC	Nike First in Show Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	1/18/2025 1/20/2025	Regional repeat	\$2,105,989.00 \$0.00	3,500 4,900	596	1,786	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
Monster Truck Wars	Monster Truck Wars Ocala	Corry Locke 100.0%	Sports	Email 0	12/7/2024 12/8/2024	National new	\$0.00 \$0.00	500 3,000	0	0	0
Ocala/Marion County Visitors & Convention Bureau	Ocala/Marion County VCB Tourism Annual Meeting	Corry Locke 100.0%	Government	Email 0	12/12/2024 12/12/2024	Local new	\$0.00 \$0.00	0 200	0	0	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
Sunshine State Conference	2025 Sun Conference Swimming and Diving Championship	Corry Locke 100.0%	Sports	Website - Sports RFP 0	2/5/2025 2/8/2025	 new	\$1,240,945.00 \$0.00	1,000 1,000	150	0	0
The Sun Conference	Swimming and Diving Conference Championships	Corry Locke 100.0%	Sports	Email 149	2/5/2025 2/8/2025	Regional new	\$1,144,989.00 \$0.00	1,000 1,000	200	600	0
USSSA Fastpitch	USSSA Fastpitch - Ocala Fall Frenzy	Corry Locke 100.0%	Sports	Email 0	11/23/2024 11/24/2024	State new	\$0.00 \$0.00	200 300	75	150	0
VISIT FLORIDA	Florida Encounter/Florida Huddle	Corry Locke 100.0%	Association	Email 0	2/2/2025 2/5/2025	International new	\$834,750.46 \$0.00	550 600	560	1,707	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
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
YMCA	National Long Course Swimming Championship - 2024-2026	Corry Locke 100.0%	Sports	Phone 148	7/27/2026 8/1/2026	National new	\$2,314,579.94 \$0.00	800 1,000	275	1,750	0
YMCA	National Long Course Swimming Championship - 2024-2026	Corry Locke 100.0%	Sports	Phone 148	7/28/2025 8/2/2025	National new	\$2,314,579.94 \$0.00	800 1,000	275	1,750	0
					Event Count:	32	\$63,672,294.82 \$0.00	62,970 104,990	9,432	41,334	0

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	
Miss Rodeo Florida Association	Miss Rodeo Florida Pageant	Bryan Day 100.0%	Association	Email	9/27/2024	State	\$150,206.00	60	100	200	0	
				0	9/28/2024	new	\$0.00	80				
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email	11/7/2024	State	\$3,123,708.00	1,400	367	2,220	0	
				144	11/16/2024	new	\$0.00	1,500				
Florida Swimming Pool Association	FSPA High School Invitational Swimming & Diving Meet	Corry Locke 100.0%	Sports	Email	9/27/2024	State	\$558,463.00	1,300	250	450	0	
				149	9/28/2024	new	\$0.00	1,700				
Ocala International Horse Show, Inc	Ocala International Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP	10/22/2024	International	\$1,448,552.00	1,500	380	1,900	0	
				0	10/26/2024	repeat	\$0.00	1,700				
Southeastern Fastpitch	Rip It Championship-Ocala, FL	Corry Locke 100.0%	Sports	Phone	11/9/2024	State	\$889,683.00	350	100	200	0	
				0	11/10/2024	new	\$0.00	450				
Southeastern Fastpitch	Witch's Brew Spell-A-Thon Softball Tournament	Corry Locke 100.0%	Sports	Phone	10/25/2024	State	\$1,812,922.00	1,320	893	800	0	
				0	10/27/2024	repeat	\$0.00	1,650				
UpDog Challenge	UpDog Florida Championships	Corry Locke 100.0%	Sports	PlayEasy	11/8/2024	State	\$0.00	80	50	100	0	
				0	11/10/2024	new	\$0.00	100				
USSSA Fastpitch	USSSA Fastpitch - Ocala Breakout Tournament	Corry Locke 100.0%	Sports	Email	10/5/2024	State	\$0.00	200	75	150	0	
				0	10/6/2024	new	\$0.00	300				
Ocala/Marion County Visitors & Convention Bureau	URGENT - Availability Requested - Hurricane Milton	Jessica Heller 100.0%			10/8/2024	State	\$0.00	0	0	0	0	
				150	10/15/2024	new	\$0.00	0				
						Event Count:	9	\$7,983,534.00	6,210	2,215	6,020	0
								\$0.00	7,480			

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 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			
Ginger Meeting Management	FCSAA SGA April Ocala	Bryan Day 100.0%	Education		4/3/2025		\$0.00	35	85	145	0
				149	4/4/2025	new	\$0.00	55			
Florida Tourist Development Tax Association	Annual TDT Conference	Corry Locke 100.0%	Government	Email	7/22/2025	State	\$0.00	90	60	165	0
				149	7/25/2025	new	\$0.00	100			
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			
Ocala/Marion County Visitors & Convention Bureau	URGENT - Availability Requested - Hurricane Milton	Jessica Heller 100.0%			10/8/2024	State	\$0.00	0	0	0	0
				150	10/15/2024	new	\$0.00	0			
					Event Count:	5	\$9,161,342.00	20,245	2,215	3,430	0
							\$0.00	30,295			

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
American Junior Golf Association	Bill Horschel Junior Championship	Corry Locke 100.0%	Sports	Phone	10/9/2024 10/13/2024	National new	\$464,468.00 \$0.00	100 125	100	450	0
	Hurricane Milton			148							
Grandview Invitational, Inc.	Grandview Fall Fun Draft Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP	10/12/2024 10/13/2024	International new	\$451,931.00 \$0.00	500 1,195	363	725	0
	Hurricane Milton			0							
National Model Railroad Association	NMRA Sunshine Region Convention	Corry Locke 100.0%	Association	Email	10/10/2024 10/12/2024	State new	\$93,226.00 \$0.00	70 80	25	100	0
	Hurricane Milton			0							
					Event Count:	3	\$1,009,625.00	670	488	1,275	0
							\$0.00	1,400			

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 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			
Grandview Invitational, Inc.	Grandview World Nights	Corry Locke 100.0%	Equine	Email	2/5/2025	International	\$1,222,828.00	400	400	1,000	0
				0	2/8/2025	repeat	\$0.00	2,200			
Grandview Invitational, Inc.	Grandview Invitational	Corry Locke 100.0%	Equine	Email	1/30/2025	International	\$969,295.00	1,000	475	1,200	0
				0	2/1/2025	repeat	\$0.00	9,000			
Live Oak International	Live Oak International	Corry Locke 100.0%	Equine	Email	3/13/2025	International	\$1,586,988.00	5,000	400	1,000	0
				0	3/16/2025	repeat	\$0.00	15,000			
UpDog Challenge	UpDog Florida Championships	Corry Locke 100.0%	Sports	PlayEasy	11/8/2024	State	\$0.00	80	50	100	0
				0	11/10/2024	new	\$0.00	100			
Ocala/Marion County Visitors & Convention Bureau	URGENT - Availability Requested - Hurricane Milton	Jessica Heller 100.0%			10/8/2024	State	\$0.00	0	0	0	0
				150	10/15/2024	new	\$0.00	0			
					<hr/> <hr/>						
Event Count:						6	\$3,779,111.00	6,600	1,395	3,420	0
								\$0.00	26,440		

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 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			
Ginger Meeting Management	FCSAA SGA April Ocala	Bryan Day 100.0%	Education		4/3/2025		\$0.00	35	85	145	0
				149	4/4/2025	new	\$0.00	55			
Florida Tourist Development Tax Association	Annual TDT Conference	Corry Locke 100.0%	Government	Email	7/22/2025	State	\$0.00	90	60	165	0
				149	7/25/2025	new	\$0.00	100			
					Event Count: 3		\$0.00	245	215	430	0
							\$0.00	295			

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 Environmental Health Association	Florida Environmental Health Association 76th Anniversary AEM	Bryan Day 100.0%	Association	Website - Events RFP 149	6/1/2025	State	\$0.00	400	170	975	0					
					6/6/2025	new	\$0.00	500								
										Event Count: 1		\$0.00	400	170	975	0
												\$0.00	500			

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
USA Roller Sports	USARS National Championship	Corry Locke 100.0%	Sports	SPORTS Relationship Conference	7/14/2025 8/13/2025	National	\$18,681,616. 00 \$0.00	1,850 2,000	404	12,500	0
					Event Count:	1	\$18,681,616.00	1,850	404	12,500	0
							\$0.00	2,000			