

2015

Quarter 1

MONROE COUNTY, FL Top Search Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 3 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 4 CHICAGO IL
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- 23 GRAND RAPIDS-WYOMING MI
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- 25 WORCESTER MA-CT

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| 25 | NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN |

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2015

Quarter 1

MONROE COUNTY, FL Top Personas		MONROE COUNTY, FL Top Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Adventure Seekers	2	Adventure Seekers
3	Bucket Listers	3	Dream Tripper
4	Frugal Boomers	4	Experience Seekers
5	Dream Tripper	5	Go For It Families
6	Self Seekers	6	Self Seekers
7	Visiting Family	7	Frugal Boomers
8	Experience Seekers	8	Visiting Family
9	Go For It Families	9	Couponing Families
10	Couponing Families	10	Young Free Spirits

2015

Quarter 2

MONROE COUNTY, FL Top Personas		MONROE COUNTY, FL Top Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Frugal Boomers	2	Adventure Seekers
3	Self Seekers	3	Dream Tripper
4	Visiting Family	4	Experience Seekers
5	Adventure Seekers	5	Go For It Families
6	Bucket Listers	6	Self Seekers
7	Dream Tripper	7	Frugal Boomers
8	Go For It Families	8	Visiting Family
9	Experience Seekers	9	Young Free Spirits
10	Couponing Families	10	Couponing Families

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MONROE COUNTY, FL Top Personas		MONROE COUNTY, FL Top Personas	
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3	Frugal Boomers	3	Dream Tripper
4	Adventure Seekers	4	Experience Seekers
5	Dream Tripper	5	Go For It Families
6	Visiting Family	6	Self Seekers
7	Self Seekers	7	Frugal Boomers
8	Experience Seekers	8	Visiting Family
9	Go For It Families	9	Young Free Spirits
10	Couponing Families	10	Couponing Families

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Quarter 3

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1	Young Free Spirits	1	Bucket Listers
2	Bucket Listers	2	Adventure Seekers
3	Dream Tripper	3	Dream Tripper
4	Adventure Seekers	4	Experience Seekers
5	Frugal Boomers	5	Go For It Families
6	Experience Seekers	6	Self Seekers
7	Visiting Family	7	Frugal Boomers
8	Self Seekers	8	Visiting Family
9	Go For It Families	9	Young Free Spirits
10	Couponing Families	10	Couponing Families

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2	Bucket Listers	2	Adventure Seekers
3	Dream Tripper	3	Dream Tripper
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5	Frugal Boomers	5	Go For It Families
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7	Visiting Family	7	Frugal Boomers
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15	CHARLOTTE-CONCORD-GASTONIA NC-SC
16	DENVER-AURORA-LAKEWOOD CO
17	DETROIT-WARREN-DEARBORN MI
18	SEATTLE-TACOMA-BELLEVUE WA
19	PITTSBURGH PA
20	COLUMBUS OH
21	SAN FRANCISCO-OAKLAND-HAYWARD CA
22	AUSTIN-ROUND ROCK TX
23	JACKSONVILLE FL
24	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
25	CINCINNATI OH-KY-IN

KEY WEST, FL Top Booking Source Locations	
Rank	Name
1	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
3	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
4	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
5	CHICAGO IL
6	BOSTON-CAMBRIDGE-NEWTON MA-NH
7	TAMPA-ST. PETERSBURG-CLEARWATER FL
8	ATLANTA-SANDY SPRINGS-ROSWELL GA
9	ORLANDO-KISSIMMEE-SANFORD FL
10	BALTIMORE-COLUMBIA-TOWSON MD
11	DALLAS-FORT WORTH-ARLINGTON TX
12	KEY WEST FL
13	HOUSTON-THE WOODLANDS-SUGAR LAND TX
14	CHARLOTTE-CONCORD-GASTONIA NC-SC
15	LOS ANGELES-LONG BEACH-ANAHEIM CA
16	PITTSBURGH PA
17	DETROIT-WARREN-DEARBORN MI
18	SAN FRANCISCO-OAKLAND-HAYWARD CA
19	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
20	DENVER-AURORA-LAKEWOOD CO
21	COLUMBUS OH
22	JACKSONVILLE FL
23	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
24	CINCINNATI OH-KY-IN
25	HARTFORD-WEST HARTFORD-EAST HARTFORD CT

2015

Quarter 4

KEY WEST, FL Top Search Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 3 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 4 CHICAGO IL
- 5 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
- 6 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 7 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 8 DALLAS-FORT WORTH-ARLINGTON TX
- 9 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 10 KEY WEST FL
- 11 LOS ANGELES-LONG BEACH-ANAHEIM CA
- 12 DETROIT-WARREN-DEARBORN MI
- 13 BALTIMORE-COLUMBIA-TOWSON MD
- 14 ORLANDO-KISSIMMEE-SANFORD FL
- 15 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 16 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
- 17 HOUSTON-THE WOODLANDS-SUGAR LAND TX
- 18 DENVER-AURORA-LAKEWOOD CO
- 19 INDIANAPOLIS-CARMEL-ANDERSON IN
- 20 PITTSBURGH PA
- 21 CLEVELAND-ELYRIA OH
- 22 SEATTLE-TACOMA-BELLEVUE WA
- 23 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 24 COLUMBUS OH
- 25 CINCINNATI OH-K

KEY WEST, FL Top Booking Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 3 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 4 CHICAGO IL
- 5 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 6 PHIL
- 7 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 8 BALTIMORE-COLUMBIA-TOWSON MD
- 9 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 10 DETROIT-WARREN-DEARBORN MI
- 11 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
- 12 ORLANDO-KISSIMMEE-SANFORD FL
- 13 LOS ANGELES-LONG BEACH-ANAHEIM CA
- 14 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 15 DALLAS-FORT WORTH-ARLINGTON TX
- 16 PITTSBURGH PA
- 17 DENVER-AURORA-LAKEWOOD CO
- 18 HOUSTON-THE WOODLANDS-SUGAR LAND TX
- 19 KEY WEST FL
- 20 CLEVELAND-ELYRIA OH
- 21 CINCINNATI OH-KY-IN
- 22 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 23 RICHMOND VA
- 24 PROVIDENCE-WARWICK RI-MA
- 25 SAN JOSE-SUNN

2015

Quarter 1

KEY WEST, FL Top Search Personas		KEY WEST, FL Top Booking Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Bucket Listers	2	Dream Tripper
3	Adventure Seekers	3	Adventure Seekers
4	Frugal Boomers	4	Experience Seekers
5	Dream Tripper	5	Go For It Families
6	Self Seekers	6	Frugal Boomers
7	Visiting Family	7	Self Seekers
8	Experience Seekers	8	Visiting Family
9	Go For It Families	9	Couponing Families
10	Couponing Families	10	Young Free Spirits

2015

Quarter 2

KEY WEST, FL Top Search Personas		KEY WEST, FL Top Booking Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Frugal Boomers	2	Adventure Seekers
3	Bucket Listers	3	Dream Tripper
4	Adventure Seekers	4	Experience Seekers
5	Self Seekers	5	Go For It Families
6	Visiting Family	6	Self Seekers
7	Dream Tripper	7	Frugal Boomers
8	Experience Seekers	8	Visiting Family
9	Go For It Families	9	Couponing Families
10	Couponing Families	10	Young Free Spirits

2015

Quarter 3

KEY WEST, FL Top Search Personas		KEY WEST, FL Top Booking Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Bucket Listers	2	Adventure Seekers
3	Frugal Boomers	3	Dream Tripper
4	Adventure Seekers	4	Experience Seekers
5	Dream Tripper	5	Go For It Families
6	Visiting Family	6	Self Seekers
7	Self Seekers	7	Frugal Boomers
8	Experience Seekers	8	Visiting Family
9	Go For It Families	9	Couponing Families
10	Couponing Families	10	Young Free Spirits

2015

Quarter 4

KEY WEST, FL Top Search Personas	
Rank	Name

- 1 Young Free Spirits
- 2 Bucket Listers
- 3 Dream Tripper
- 4 Adventure Seekers
- 5 Frugal Boomers
- 6 Experience Seekers
- 7 Visiting Family
- 8 Self Seekers
- 9 Go For It Families
- 10 Couponing Fami

KEY WEST, FL Top Booking Personas	
Rank	Name

- 1 Bucket Listers
- 2 Adventure Seekers
- 3 Dream Tripper
- 4 Experience Seekers
- 5 Go For It Families
- 6 Self Seekers
- 7 Frugal Boomers
- 8 Visiting Family
- 9 Young Free Spirits
- 10 Couponing Famili

2015

Quarter 1

MARATHON, FL Top Search Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 3 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 4 CHICAGO IL
- 5 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 6 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
- 7 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 8 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
- 9 BALTIMORE-COLUMBIA-TOWSON MD
- 10 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 11 DETROIT-WARREN-DEARBORN MI
- 12 DALLAS-FORT WORTH-ARLINGTON TX
- 13 ORLANDO-KISSIMMEE-SANFORD FL
- 14 KEY WEST FL
- 15 PITTSBURGH PA
- 16 LOS ANGELES-LONG BEACH-ANAHEIM CA
- 17 CLEVELAND-ELYRIA OH
- 18 DENVER-AURORA-LAKEWOOD CO
- 19 PROVIDENCE-WARWICK RI-MA
- 20 COLUMBUS OH
- 21 ROCHESTER NY
- 22 SEATTLE-TACOMA-BELLEVUE WA
- 23 GRAND RAPIDS-WYOMING MI
- 24 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 25 CHARLOTTE-CONCORD-GASTONIA NC-SC

MARATHON, FL Top Booking Source Locations

Rank Name

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- 3 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 4 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
- 5 CHICAGO IL
- 6 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 7 DETROIT-WARREN-DEARBORN MI
- 8 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
- 9 BALTIMORE-COLUMBIA-TOWSON MD
- 10 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 11 PITTSBURGH PA
- 12 LOS ANGELES-LONG BEACH-ANAHEIM CA
- 13 ORLANDO-KISSIMMEE-SANFORD FL
- 14 KEY WEST FL
- 15 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 16 DENVER-AURORA-LAKEWOOD CO
- 17 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 18 DALLAS-FORT WORTH-ARLINGTON TX
- 19 PROVIDENCE-WARWICK RI-MA
- 20 INDIANAPOLIS-CARMEL-ANDERSON IN
- 21 COLUMBUS OH
- 22 CLEVELAND-ELYRIA OH
- 23 VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
- 24 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 25 RICHMOND VA

2015

Quarter 2

MARATHON, FL Top Search Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 3 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 4 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
- 5 CHICAGO IL
- 6 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 7 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 8 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 9 DALLAS-FORT WORTH-ARLINGTON TX
- 10 ORLANDO-KISSIMMEE-SANFORD FL
- 11 LOS ANGELES-LONG BEACH-ANAHEIM CA
- 12 KEY WEST FL
- 13 BALTIMORE-COLUMBIA-TOWSON MD
- 14 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 15 HOUSTON-THE WOODLANDS-SUGAR LAND TX
- 16 DETROIT-WARREN-DEARBORN MI
- 17 SEATTLE-TACOMA-BELLEVUE WA
- 18 DENVER-AURORA-LAKEWOOD CO
- 19 PITTSBURGH PA
- 20 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
- 21 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 22 COLUMBUS OH
- 23 CLEVELAND-ELYRIA OH
- 24 CINCINNATI OH-KY-IN
- 25 VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC

MARATHON, FL Top Booking Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 3 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 4 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 5 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
- 6 CHICAGO IL
- 7 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 8 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 9 DETROIT-WARREN-DEARBORN MI
- 10 LOS ANGELES-LONG BEACH-ANAHEIM CA
- 11 DALLAS-FORT WORTH-ARLINGTON TX
- 12 HOUSTON-THE WOODLANDS-SUGAR LAND TX
- 13 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 14 ORLANDO-KISSIMMEE-SANFORD FL
- 15 KEY WEST FL
- 16 BALTIMORE-COLUMBIA-TOWSON MD
- 17 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
- 18 DENVER-AURORA-LAKEWOOD CO
- 19 CLEVELAND-ELYRIA OH
- 20 PITTSBURGH PA
- 21 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 22 INDIANAPOLIS-CARMEL-ANDERSON IN
- 23 COLUMBUS OH
- 24 HARTFORD-WEST HARTFORD-EAST HARTFORD CT
- 25 SEATTLE-TACOMA-BELLEVUE WA

2015

Quarter 3

MARATHON, FL Top Search Source Locations

Rank	Name
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- | | |
|----|---|
| 1 | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA |
| 2 | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL |
| 3 | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
| 4 | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD |
| 5 | CHICAGO IL |
| 6 | TAMPA-ST. PETERSBURG-CLEARWATER FL |
| 7 | ATLANTA-SANDY SPRINGS-ROSWELL GA |
| 8 | DALLAS-FORT WORTH-ARLINGTON TX |
| 9 | ORLANDO-KISSIMMEE-SANFORD FL |
| 10 | BOSTON-CAMBRIDGE-NEWTON MA-NH |
| 11 | LOS ANGELES-LONG BEACH-ANAHEIM CA |
| 12 | BALTIMORE-COLUMBIA-TOWSON MD |
| 13 | KEY WEST FL |
| 14 | HOUSTON-THE WOODLANDS-SUGAR LAND TX |
| 15 | CHARLOTTE-CONCORD-GASTONIA NC-SC |
| 16 | SEATTLE-TACOMA-BELLEVUE WA |
| 17 | DENVER-AURORA-LAKEWOOD CO |
| 18 | DETROIT-WARREN-DEARBORN MI |
| 19 | PITTSBURGH PA |
| 20 | JACKSONVILLE FL |
| 21 | COLUMBUS OH |
| 22 | SAN FRANCISCO-OAKLAND-HAYWARD CA |
| 23 | AUSTIN-ROUND ROCK TX |
| 24 | VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC |
| 25 | CINCINNATI OH-KY-IN |

MARATHON, FL Top Booking Source Locations

Rank	Name
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- | | |
|----|---|
| 1 | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL |
| 2 | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA |
| 3 | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
| 4 | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD |
| 5 | CHICAGO IL |
| 6 | TAMPA-ST. PETERSBURG-CLEARWATER FL |
| 7 | BOSTON-CAMBRIDGE-NEWTON MA-NH |
| 8 | ATLANTA-SANDY SPRINGS-ROSWELL GA |
| 9 | ORLANDO-KISSIMMEE-SANFORD FL |
| 10 | BALTIMORE-COLUMBIA-TOWSON MD |
| 11 | DALLAS-FORT WORTH-ARLINGTON TX |
| 12 | KEY WEST FL |
| 13 | HOUSTON-THE WOODLANDS-SUGAR LAND TX |
| 14 | LOS ANGELES-LONG BEACH-ANAHEIM CA |
| 15 | CHARLOTTE-CONCORD-GASTONIA NC-SC |
| 16 | DETROIT-WARREN-DEARBORN MI |
| 17 | PITTSBURGH PA |
| 18 | SAN FRANCISCO-OAKLAND-HAYWARD CA |
| 19 | DENVER-AURORA-LAKEWOOD CO |
| 20 | VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC |
| 21 | JACKSONVILLE FL |
| 22 | COLUMBUS OH |
| 23 | NORTH PORT-SARASOTA-BRADENTON FL |
| 24 | CINCINNATI OH-KY-IN |
| 25 | NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN |

2015

Quarter 4

MARATHON, FL Top Search Source Locations

Rank	Name
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- | | |
|----|---|
| 1 | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA |
| 2 | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
| 3 | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL |
| 4 | CHICAGO IL |
| 5 | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD |
| 6 | BOSTON-CAMBRIDGE-NEWTON MA-NH |
| 7 | ATLANTA-SANDY SPRINGS-ROSWELL GA |
| 8 | DALLAS-FORT WORTH-ARLINGTON TX |
| 9 | TAMPA-ST. PETERSBURG-CLEARWATER FL |
| 10 | KEY WEST FL |
| 11 | LOS ANGELES-LONG BEACH-ANAHEIM CA |
| 12 | BALTIMORE-COLUMBIA-TOWSON MD |
| 13 | DETROIT-WARREN-DEARBORN MI |
| 14 | ORLANDO-KISSIMMEE-SANFORD FL |
| 15 | SAN FRANCISCO-OAKLAND-HAYWARD CA |
| 16 | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI |
| 17 | HOUSTON-THE WOODLANDS-SUGAR LAND TX |
| 18 | DENVER-AURORA-LAKEWOOD CO |
| 19 | INDIANAPOLIS-CARMEL-ANDERSON IN |
| 20 | PITTSBURGH PA |
| 21 | SEATTLE-TACOMA-BELLEVUE WA |
| 22 | CLEVELAND-ELYRIA OH |
| 23 | CHARLOTTE-CONCORD-GASTONIA NC-SC |
| 24 | CINCINNATI OH-KY-IN |
| 25 | COLUMBUS OH |

MARATHON, FL Top Booking Source Locations

Rank	Name
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- | | |
|----|---|
| 1 | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA |
| 2 | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL |
| 3 | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
| 4 | CHICAGO IL |
| 5 | BOSTON-CAMBRIDGE-NEWTON MA-NH |
| 6 | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD |
| 7 | ATLANTA-SANDY SPRINGS-ROSWELL GA |
| 8 | BALTIMORE-COLUMBIA-TOWSON MD |
| 9 | TAMPA-ST. PETERSBURG-CLEARWATER FL |
| 10 | DETROIT-WARREN-DEARBORN MI |
| 11 | ORLANDO-KISSIMMEE-SANFORD FL |
| 12 | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI |
| 13 | LOS ANGELES-LONG BEACH-ANAHEIM CA |
| 14 | SAN FRANCISCO-OAKLAND-HAYWARD CA |
| 15 | DALLAS-FORT WORTH-ARLINGTON TX |
| 16 | PITTSBURGH PA |
| 17 | DENVER-AURORA-LAKEWOOD CO |
| 18 | HOUSTON-THE WOODLANDS-SUGAR LAND TX |
| 19 | KEY WEST FL |
| 20 | CLEVELAND-ELYRIA OH |
| 21 | RICHMOND VA |
| 22 | CHARLOTTE-CONCORD-GASTONIA NC-SC |
| 23 | SAN JOSE-SUNNYVALE-SANTA CLARA CA |
| 24 | CINCINNATI OH-KY-IN |
| 25 | PROVIDENCE-WARWICK RI-MA |

2015

Quarter 1

MARATHON, FL Top Personas		MARATHON, FL Top Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Adventure Seekers	2	Adventure Seekers
3	Bucket Listers	3	Dream Tripper
4	Frugal Boomers	4	Experience Seekers
5	Dream Tripper	5	Go For It Families
6	Self Seekers	6	Self Seekers
7	Visiting Family	7	Frugal Boomers
8	Experience Seekers	8	Visiting Family
9	Go For It Families	9	Couponing Families
10	Couponing Families	10	Young Free Spirits

2015

Quarter 2

MARATHON, FL Top Personas	
Rank	Name

- 1 Young Free Spirits
- 2 Frugal Boomers
- 3 Self Seekers
- 4 Visiting Family
- 5 Adventure Seekers
- 6 Bucket Listers
- 7 Dream Tripper
- 8 Go For It Families
- 9 Experience Seekers
- 10 Couponing Families

MARATHON, FL Top Personas	
Rank	Name

- 1 Bucket Listers
- 2 Adventure Seekers
- 3 Dream Tripper
- 4 Experience Seekers
- 5 Go For It Families
- 6 Self Seekers
- 7 Frugal Boomers
- 8 Visiting Family
- 9 Young Free Spirits
- 10 Couponing Families

2015

Quarter 3

MARATHON, FL Top Personas		MARATHON, FL Top Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Bucket Listers	2	Adventure Seekers
3	Frugal Boomers	3	Dream Tripper
4	Adventure Seekers	4	Experience Seekers
5	Dream Tripper	5	Go For It Families
6	Visiting Family	6	Self Seekers
7	Self Seekers	7	Frugal Boomers
8	Experience Seekers	8	Visiting Family
9	Go For It Families	9	Young Free Spirits
10	Couponing Families	10	Couponing Families

2015

Quarter 4

MARATHON, FL Top Personas		MARATHON, FL Top Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Bucket Listers	2	Adventure Seekers
3	Dream Tripper	3	Dream Tripper
4	Adventure Seekers	4	Experience Seekers
5	Frugal Boomers	5	Go For It Families
6	Experience Seekers	6	Self Seekers
7	Visiting Family	7	Frugal Boomers
8	Self Seekers	8	Visiting Family
9	Go For It Families	9	Young Free Spirits
10	Couponing Families	10	Couponing Families

2015

Quarter 1

ISLAMORADA, FL Top Search Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 3 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 4 CHICAGO IL
- 5 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 6 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
- 7 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 8 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
- 9 BALTIMORE-COLUMBIA-TOWSON MD
- 10 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 11 DETROIT-WARREN-DEARBORN MI
- 12 DALLAS-FORT WORTH-ARLINGTON TX
- 13 ORLANDO-KISSIMMEE-SANFORD FL
- 14 KEY WEST FL
- 15 PITTSBURGH PA
- 16 LOS ANGELES-LONG BEACH-ANAHEIM CA
- 17 CLEVELAND-ELYRIA OH
- 18 DENVER-AURORA-LAKEWOOD CO
- 19 PROVIDENCE-WARWICK RI-MA
- 20 COLUMBUS OH
- 21 ROCHESTER NY
- 22 GRAND RAPIDS-WYOMING MI
- 23 SEATTLE-TACOMA-BELLEVUE WA
- 24 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 25 CHARLOTTE-CONCORD-GASTONIA NC-SC

ISLAMORADA, FL Top Booking Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 3 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 4 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
- 5 CHICAGO IL
- 6 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 7 DETROIT-WARREN-DEARBORN MI
- 8 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
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- 14 KEY WEST FL
- 15 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 16 DENVER-AURORA-LAKEWOOD CO
- 17 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 18 DALLAS-FORT WORTH-ARLINGTON TX
- 19 PROVIDENCE-WARWICK RI-MA
- 20 COLUMBUS OH
- 21 INDIANAPOLIS-CARMEL-ANDERSON IN
- 22 CLEVELAND-ELYRIA OH
- 23 VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
- 24 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 25 RICHMOND VA

2015

Quarter 2

ISLAMORADA, FL Top Search Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 3 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 4 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
- 5 CHICAGO IL
- 6 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 7 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 8 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 9 DALLAS-FORT WORTH-ARLINGTON TX
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- 14 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 15 HOUSTON-THE WOODLANDS-SUGAR LAND TX
- 16 DETROIT-WARREN-DEARBORN MI
- 17 SEATTLE-TACOMA-BELLEVUE WA
- 18 DENVER-AURORA-LAKEWOOD CO
- 19 PITTSBURGH PA
- 20 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
- 21 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 22 COLUMBUS OH
- 23 CLEVELAND-ELYRIA OH
- 24 CINCINNATI OH-KY-IN
- 25 VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC

ISLAMORADA, FL Top Booking Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 3 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 4 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 5 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
- 6 CHICAGO IL
- 7 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 8 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 9 DETROIT-WARREN-DEARBORN MI
- 10 LOS ANGELES-LONG BEACH-ANAHEIM CA
- 11 DALLAS-FORT WORTH-ARLINGTON TX
- 12 HOUSTON-THE WOODLANDS-SUGAR LAND TX
- 13 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 14 ORLANDO-KISSIMMEE-SANFORD FL
- 15 KEY WEST FL
- 16 BALTIMORE-COLUMBIA-TOWSON MD
- 17 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
- 18 DENVER-AURORA-LAKEWOOD CO
- 19 CLEVELAND-ELYRIA OH
- 20 PITTSBURGH PA
- 21 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 22 INDIANAPOLIS-CARMEL-ANDERSON IN
- 23 COLUMBUS OH
- 24 HARTFORD-WEST HARTFORD-EAST HARTFORD CT
- 25 BRIDGEPORT-STAMFORD-NORWALK CT

2015

Quarter 3

ISLAMORADA, FL Top Search Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 3 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
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- 13 KEY WEST FL
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- 15 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 16 SEATTLE-TACOMA-BELLEVUE WA
- 17 DENVER-AURORA-LAKEWOOD CO
- 18 DETROIT-WARREN-DEARBORN MI
- 19 PITTSBURGH PA
- 20 JACKSONVILLE FL
- 21 COLUMBUS OH
- 22 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 23 AUSTIN-ROUND ROCK TX
- 24 VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
- 25 CINCINNATI OH-KY-IN

ISLAMORADA, FL Top Booking Source Locations

Rank Name

- 1 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 2 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 3 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 4 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
- 5 CHICAGO IL
- 6 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 7 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 8 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 9 ORLANDO-KISSIMMEE-SANFORD FL
- 10 BALTIMORE-COLUMBIA-TOWSON MD
- 11 DALLAS-FORT WORTH-ARLINGTON TX
- 12 KEY WEST FL
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- 16 DETROIT-WARREN-DEARBORN MI
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- 18 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 19 DENVER-AURORA-LAKEWOOD CO
- 20 VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
- 21 JACKSONVILLE FL
- 22 COLUMBUS OH
- 23 NORTH PORT-SARASOTA-BRADENTON FL
- 24 CINCINNATI OH-KY-IN
- 25 NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN

2015

Quarter 4

ISLAMORADA, FL Top Search Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 3 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 4 CHICAGO IL
- 5 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 6 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
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- 12 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
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- 15 DALLAS-FORT WORTH-ARLINGTON TX
- 16 PITTSBURGH PA
- 17 DENVER-AURORA-LAKEWOOD CO
- 18 HOUSTON-THE WOODLANDS-SUGAR LAND TX
- 19 KEY WEST FL
- 20 CLEVELAND-ELYRIA OH
- 21 RICHMOND VA
- 22 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 23 SAN JOSE-SUNNYVALE-SANTA CLARA CA
- 24 CINCINNATI OH-KY-IN
- 25 PROVIDENCE-WARWICK RI-MA

ISLAMORADA, FL Top Booking Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 3 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 4 CHICAGO IL
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- 7 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 8 DALLAS-FORT WORTH-ARLINGTON TX
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- 19 INDIANAPOLIS-CARMEL-ANDERSON IN
- 20 PITTSBURGH PA
- 21 SEATTLE-TACOMA-BELLEVUE WA
- 22 CLEVELAND-ELYRIA OH
- 23 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 24 CINCINNATI OH-KY-IN
- 25 COLUMBUS OH

2015

Quarter 1

ISLAMORADA, FL Top Personas		ISLAMORADA, FL Top Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Adventure Seekers	2	Adventure Seekers
3	Bucket Listers	3	Dream Tripper
4	Frugal Boomers	4	Experience Seekers
5	Dream Tripper	5	Go For It Families
6	Self Seekers	6	Self Seekers
7	Visiting Family	7	Frugal Boomers
8	Experience Seekers	8	Visiting Family
9	Go For It Families	9	Couponing Families
10	Couponing Families	10	Young Free Spirits

2015

Quarter 2

ISLAMORADA, FL Top Personas	
Rank	Name

- 1 Young Free Spirits
- 2 Frugal Boomers
- 3 Self Seekers
- 4 Visiting Family
- 5 Adventure Seekers
- 6 Bucket Listers
- 7 Dream Tripper
- 8 Go For It Families
- 9 Experience Seekers
- 10 Couponing Families

ISLAMORADA, FL Top Personas	
Rank	Name

- 1 Bucket Listers
- 2 Adventure Seekers
- 3 Dream Tripper
- 4 Experience Seekers
- 5 Go For It Families
- 6 Self Seekers
- 7 Frugal Boomers
- 8 Visiting Family
- 9 Young Free Spirits
- 10 Couponing Families

2015

Quarter 3

ISLAMORADA, FL Top Personas		ISLAMORADA, FL Top Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Bucket Listers	2	Adventure Seekers
3	Frugal Boomers	3	Dream Tripper
4	Adventure Seekers	4	Experience Seekers
5	Dream Tripper	5	Go For It Families
6	Visiting Family	6	Self Seekers
7	Self Seekers	7	Frugal Boomers
8	Experience Seekers	8	Visiting Family
9	Go For It Families	9	Young Free Spirits
10	Couponing Families	10	Couponing Families

2015

Quarter 4

ISLAMORADA, FL Top Personas		ISLAMORADA, FL Top Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Bucket Listers	2	Adventure Seekers
3	Dream Tripper	3	Dream Tripper
4	Adventure Seekers	4	Experience Seekers
5	Frugal Boomers	5	Go For It Families
6	Experience Seekers	6	Self Seekers
7	Visiting Family	7	Frugal Boomers
8	Self Seekers	8	Visiting Family
9	Go For It Families	9	Young Free Spirits
10	Couponing Families	10	Couponing Families

2015

Quarter 1

KEY LARGO, FL Top Search Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 3 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
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- 5 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 6 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
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- 9 BALTIMORE-COLUMBIA-TOWSON MD
- 10 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 11 DETROIT-WARREN-DEARBORN MI
- 12 DALLAS-FORT WORTH-ARLINGTON TX
- 13 ORLANDO-KISSIMMEE-SANFORD FL
- 14 KEY WEST FL
- 15 PITTSBURGH PA
- 16 LOS ANGELES-LONG BEACH-ANAHEIM CA
- 17 CLEVELAND-ELYRIA OH
- 18 DENVER-AURORA-LAKEWOOD CO
- 19 PROVIDENCE-WARWICK RI-MA
- 20 COLUMBUS OH
- 21 ROCHESTER NY
- 22 GRAND RAPIDS-WYOMING MI
- 23 SEATTLE-TACOMA-BELLEVUE WA
- 24 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 25 CHARLOTTE-CONCORD-GASTONIA NC-SC

KEY LARGO, FL Top Booking Source Locations

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- 5 CHICAGO IL
- 6 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 7 DETROIT-WARREN-DEARBORN MI
- 8 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
- 9 BALTIMORE-COLUMBIA-TOWSON MD
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- 11 PITTSBURGH PA
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- 17 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 18 DALLAS-FORT WORTH-ARLINGTON TX
- 19 PROVIDENCE-WARWICK RI-MA
- 20 COLUMBUS OH
- 21 INDIANAPOLIS-CARMEL-ANDERSON IN
- 22 CLEVELAND-ELYRIA OH
- 23 VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
- 24 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 25 RICHMOND VA

2015

Quarter 2

KEY LARGO, FL Top Search Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 3 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 4 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
- 5 CHICAGO IL
- 6 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 7 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 8 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 9 DALLAS-FORT WORTH-ARLINGTON TX
- 10 ORLANDO-KISSIMMEE-SANFORD FL
- 11 LOS ANGELES-LONG BEACH-ANAHEIM CA
- 12 KEY WEST FL
- 13 BALTIMORE-COLUMBIA-TOWSON MD
- 14 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 15 HOUSTON-THE WOODLANDS-SUGAR LAND TX
- 16 DETROIT-WARREN-DEARBORN MI
- 17 SEATTLE-TACOMA-BELLEVUE WA
- 18 DENVER-AURORA-LAKEWOOD CO
- 19 PITTSBURGH PA
- 20 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
- 21 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 22 COLUMBUS OH
- 23 CLEVELAND-ELYRIA OH
- 24 CINCINNATI OH-KY-IN
- 25 VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC

KEY LARGO, FL Top Booking Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
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- 6 CHICAGO IL
- 7 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 8 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 9 DETROIT-WARREN-DEARBORN MI
- 10 LOS ANGELES-LONG BEACH-ANAHEIM CA
- 11 DALLAS-FORT WORTH-ARLINGTON TX
- 12 HOUSTON-THE WOODLANDS-SUGAR LAND TX
- 13 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 14 ORLANDO-KISSIMMEE-SANFORD FL
- 15 KEY WEST FL
- 16 BALTIMORE-COLUMBIA-TOWSON MD
- 17 MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
- 18 DENVER-AURORA-LAKEWOOD CO
- 19 CLEVELAND-ELYRIA OH
- 20 PITTSBURGH PA
- 21 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 22 INDIANAPOLIS-CARMEL-ANDERSON IN
- 23 COLUMBUS OH
- 24 HARTFORD-WEST HARTFORD-EAST HARTFORD CT
- 25 SEATTLE-TACOMA-BELLEVUE WA

2015

Quarter 3

KEY LARGO, FL Top Search Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 3 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
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- 5 CHICAGO IL
- 6 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 7 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 8 DALLAS-FORT WORTH-ARLINGTON TX
- 9 ORLANDO-KISSIMMEE-SANFORD FL
- 10 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 11 LOS ANGELES-LONG BEACH-ANAHEIM CA
- 12 BALTIMORE-COLUMBIA-TOWSON MD
- 13 KEY WEST FL
- 14 HOUSTON-THE WOODLANDS-SUGAR LAND TX
- 15 SEATTLE-TACOMA-BELLEVUE WA
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- 17 DENVER-AURORA-LAKEWOOD CO
- 18 DETROIT-WARREN-DEARBORN MI
- 19 PITTSBURGH PA
- 20 COLUMBUS OH
- 21 JACKSONVILLE FL
- 22 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 23 AUSTIN-ROUND ROCK TX
- 24 VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
- 25 CINCINNATI OH-KY-IN

KEY LARGO, FL Top Booking Source Locations

Rank Name

- 1 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 2 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 3 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 4 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
- 5 CHICAGO IL
- 6 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 7 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 8 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 9 ORLANDO-KISSIMMEE-SANFORD FL
- 10 BALTIMORE-COLUMBIA-TOWSON MD
- 11 DALLAS-FORT WORTH-ARLINGTON TX
- 12 KEY WEST FL
- 13 HOUSTON-THE WOODLANDS-SUGAR LAND TX
- 14 LOS ANGELES-LONG BEACH-ANAHEIM CA
- 15 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 16 DETROIT-WARREN-DEARBORN MI
- 17 PITTSBURGH PA
- 18 SAN FRANCISCO-OAKLAND-HAYWARD CA
- 19 DENVER-AURORA-LAKEWOOD CO
- 20 VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
- 21 JACKSONVILLE FL
- 22 COLUMBUS OH
- 23 NORTH PORT-SARASOTA-BRADENTON FL
- 24 CINCINNATI OH-KY-IN
- 25 SEATTLE-TACOMA-BELLEVUE WA

2015

Quarter 4

KEY LARGO, FL Top Search Source Locations

Rank Name

- 1 NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
- 2 WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
- 3 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
- 4 CHICAGO IL
- 5 PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
- 6 BOSTON-CAMBRIDGE-NEWTON MA-NH
- 7 ATLANTA-SANDY SPRINGS-ROSWELL GA
- 8 DALLAS-FORT WORTH-ARLINGTON TX
- 9 TAMPA-ST. PETERSBURG-CLEARWATER FL
- 10 KEY WEST FL
- 11 LOS ANGELES-LONG BEACH-ANAHEIM CA
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- 17 HOUSTON-THE WOODLANDS-SUGAR LAND TX
- 18 DENVER-AURORA-LAKEWOOD CO
- 19 INDIANAPOLIS-CARMEL-ANDERSON IN
- 20 PITTSBURGH PA
- 21 SEATTLE-TACOMA-BELLEVUE WA
- 22 CLEVELAND-ELYRIA OH
- 23 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 24 COLUMBUS OH
- 25 CINCINNATI OH-KY-IN

KEY LARGO, FL Top Booking Source Locations

Rank Name

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- 2 MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
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- 19 KEY WEST FL
- 20 CLEVELAND-ELYRIA OH
- 21 SAN JOSE-SUNNYVALE-SANTA CLARA CA
- 22 CHARLOTTE-CONCORD-GASTONIA NC-SC
- 23 RICHMOND VA
- 24 CINCINNATI OH-KY-IN
- 25 PROVIDENCE-WARWICK RI-MA

2015

Quarter 1

KEY LARGO, FL Top Searching Personas		KEY LARGO, FL Top Booking Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Adventure Seekers	2	Adventure Seekers
3	Bucket Listers	3	Dream Tripper
4	Frugal Boomers	4	Experience Seekers
5	Dream Tripper	5	Go For It Families
6	Self Seekers	6	Self Seekers
7	Visiting Family	7	Frugal Boomers
8	Experience Seekers	8	Visiting Family
9	Go For It Families	9	Couponing Families
10	Couponing Families	10	Young Free Spirits

2015

Quarter 2

KEY LARGO, FL Top Searching Personas		KEY LARGO, FL Top Booking Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Frugal Boomers	2	Adventure Seekers
3	Self Seekers	3	Dream Tripper
4	Visiting Family	4	Experience Seekers
5	Adventure Seekers	5	Go For It Families
6	Bucket Listers	6	Self Seekers
7	Dream Tripper	7	Frugal Boomers
8	Go For It Families	8	Visiting Family
9	Experience Seekers	9	Young Free Spirits
10	Couponing Families	10	Couponing Families

2015

Quarter 3

KEY LARGO, FL Top Searching Personas		KEY LARGO, FL Top Booking Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Bucket Listers	2	Adventure Seekers
3	Frugal Boomers	3	Dream Tripper
4	Adventure Seekers	4	Experience Seekers
5	Dream Tripper	5	Go For It Families
6	Visiting Family	6	Self Seekers
7	Self Seekers	7	Frugal Boomers
8	Experience Seekers	8	Visiting Family
9	Go For It Families	9	Young Free Spirits
10	Couponing Families	10	Couponing Families

2015

Quarter 4

KEY LARGO, FL Top Searching Personas		KEY LARGO, FL Top Booking Personas	
Rank	Name	Rank	Name
1	Young Free Spirits	1	Bucket Listers
2	Bucket Listers	2	Adventure Seekers
3	Dream Tripper	3	Dream Tripper
4	Adventure Seekers	4	Experience Seekers
5	Frugal Boomers	5	Go For It Families
6	Experience Seekers	6	Self Seekers
7	Visiting Family	7	Frugal Boomers
8	Self Seekers	8	Visiting Family
9	Go For It Families	9	Young Free Spirits
10	Couponing Famili	10	Couponing Famili