



The Florida Keys & Key West

Date Range: 2016 broken down Quarterly

| KEY WEST FL Top Search Source Locations |      |   |
|---|------|---|
| Q1                                      | Rank | Persona                                     |
|   | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA        |
|   | 2    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
|   | 3    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 4    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 5    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|   | 6    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL    |
|   | 7    | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|   | 8    | DETROIT-WARREN-DEARBORN MI                  |
|   | 9    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|   | 10   | KEY WEST FL                                 |
|   | 11   | DALLAS-FORT WORTH-ARLINGTON TX              |
|   | 12   | BALTIMORE-COLUMBIA-TOWSON MD                |
|   | 13   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|   | 14   | CLEVELAND-ELYRIA OH                         |
|   | 15   | ORLANDO-KISSIMMEE-SANFORD FL                |
|   | 16   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 17   | PITTSBURGH PA                               |
|   | 18   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 19   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 20   | COLUMBUS OH                                 |
|   | 21   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|   | 22   | PROVIDENCE-WARWICK RI-MA                    |
|   | 23   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|   | 24   | SEATTLE-TACOMA-BELLEVUE WA                  |
|   | 25   | MILWAUKEE-WAUKESHA-WEST ALLIS WI            |

| KEY WEST FL Top Booking Source Locations |      |   |
|--|------|---|
| Q1                                       | Rank | Persona                                     |
|  | 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-NAPERVILLE-ELGIN IL-IN-WI           |
|  | 6    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL    |
|  | 7    | DETROIT-WARREN-DEARBORN MI                  |
|  | 8    | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|  | 9    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|  | 10   | BALTIMORE-COLUMBIA-TOWSON MD                |
|  | 11   | PITTSBURGH PA                               |
|  | 12   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|  | 13   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|  | 14   | ORLANDO-KISSIMMEE-SANFORD FL                |
|  | 15   | COLUMBUS OH                                 |
|  | 16   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|  | 17   | PROVIDENCE-WARWICK RI-MA                    |
|  | 18   | DALLAS-FORT WORTH-ARLINGTON TX              |
|  | 19   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|  | 20   | CLEVELAND-ELYRIA OH                         |
|  | 21   | DENVER-AURORA-LAKEWOOD CO                   |
|  | 22   | VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC   |
|  | 23   | RICHMOND VA                                 |
|  | 24   | SEATTLE-TACOMA-BELLEVUE WA                  |
|  | 25   | KEY WEST FL                                 |

| KEY WEST FL Top Searching Persona |      |                    |
|-----------------------------------|------|--------------------|
| Q1                                | Rank | Persona            |
|                                   | 1    | Bucket Listers     |
|                                   | 2    | Dream Tripper      |
|                                   | 3    | Adventure Seekers  |
|                                   | 4    | Experience Seekers |
|                                   | 5    | Young Free Spirits |
|                                   | 6    | Go For It Families |
|                                   | 7    | Visiting Family    |
|                                   | 8    | Self Seekers       |
|                                   | 9    | Frugal Boomers     |
|                                   | 10   | Couponing Families |

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|                                 | 3    | Adventure Seekers  |
|                                 | 4    | Experience Seekers |
|                                 | 5    | Go For It Families |
|                                 | 6    | Frugal Boomers     |
|                                 | 7    | Self Seekers       |
|                                 | 8    | Visiting Family    |
|                                 | 9    | Couponing Families |
|                                 | 10   | Young Free Spirits |

| KEY WEST FL Top Search Source Locations |      |   |
|---|------|---|
| Q2                                      | Rank | Persona                                       |
|   | 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-NAPERVILLE-ELGIN IL-IN-WI             |
|   | 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   | KEY WEST FL                                   |
|   | 11   | ORLANDO-KISSIMMEE-SANFORD FL                  |
|   | 12   | LOS ANGELES-LONG BEACH-ANAHEIM CA             |
|   | 13   | HOUSTON-THE WOODLANDS-SUGAR LAND TX           |
|   | 14   | DETROIT-WARREN-DEARBORN MI                    |
|   | 15   | BALTIMORE-COLUMBIA-TOWSON MD                  |
|   | 16   | DENVER-AURORA-LAKEWOOD CO                     |
|   | 17   | CHARLOTTE-CONCORD-GASTONIA NC-SC              |
|   | 18   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI        |
|   | 19   | COLUMBUS OH                                   |
|   | 20   | SEATTLE-TACOMA-BELLEVUE WA                    |
|   | 21   | NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN |
|   | 22   | CAPE CORAL-FORT MYERS FL                      |
|   | 23   | PITTSBURGH PA                                 |
|   | 24   | SAN FRANCISCO-OAKLAND-HAYWARD CA              |
|   | 25   | INDIANAPOLIS-CARMEL-ANDERSON IN               |

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|  | 4    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|  | 5    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|  | 6    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL    |
|  | 7    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|  | 8    | DETROIT-WARREN-DEARBORN MI                  |
|  | 9    | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|  | 10   | DALLAS-FORT WORTH-ARLINGTON TX              |
|  | 11   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|  | 12   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|  | 13   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|  | 14   | BALTIMORE-COLUMBIA-TOWSON MD                |
|  | 15   | KEY WEST FL                                 |
|  | 16   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|  | 17   | DENVER-AURORA-LAKEWOOD CO                   |
|  | 18   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|  | 19   | BUENOS AIRES, AR                            |
|  | 20   | PITTSBURGH PA                               |
|  | 21   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|  | 22   | CLEVELAND-ELYRIA OH                         |
|  | 23   | CINCINNATI OH-KY-IN                         |
|  | 24   | NEW HAVEN-MILFORD CT                        |
|  | 25   | VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC   |

| KEY WEST FL Top Searching Persona |      |                    |
|-----------------------------------|------|--------------------|
| Q2                                | Rank | Persona            |
|                                   | 1    | Bucket Listers     |
|                                   | 2    | Dream Tripper      |
|                                   | 3    | Adventure Seekers  |
|                                   | 4    | Experience Seekers |
|                                   | 5    | Go For It Families |
|                                   | 6    | Young Free Spirits |
|                                   | 7    | Visiting Family    |
|                                   | 8    | Self Seekers       |
|                                   | 9    | Frugal Boomers     |
|                                   | 10   | Couponing Families |

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|                                 | 4    | Experience Seekers |
|                                 | 5    | Go For It Families |
|                                 | 6    | Self Seekers       |
|                                 | 7    | Frugal Boomers     |
|                                 | 8    | Visiting Family    |
|                                 | 9    | Couponing Families |
|                                 | 10   | Young Free Spirits |

| KEY WEST FL Top Search Source Locations |      |   |
|---|------|---|
| Q3                                      | Rank | Persona                                     |
|   | 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    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|   | 5    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 6    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 7    | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|   | 8    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|   | 9    | DALLAS-FORT WORTH-ARLINGTON TX              |
|   | 10   | ORLANDO-KISSIMMEE-SANFORD FL                |
|   | 11   | KEY WEST FL                                 |
|   | 12   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 13   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|   | 14   | BALTIMORE-COLUMBIA-TOWSON MD                |
|   | 15   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 16   | DETROIT-WARREN-DEARBORN MI                  |
|   | 17   | JACKSONVILLE FL                             |
|   | 18   | SEATTLE-TACOMA-BELLEVUE WA                  |
|   | 19   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|   | 20   | PITTSBURGH PA                               |
|   | 21   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 22   | CAPE CORAL-FORT MYERS FL                    |
|   | 23   | COLUMBUS OH                                 |
|   | 24   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|   | 25   | NORTH PORT-SARASOTA-BRADENTON FL            |

| KEY WEST FL Top Booking Source Locations |      |   |
|--|------|---|
| Q3                                       | Rank | Persona                                     |
|  | 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-NAPERVILLE-ELGIN IL-IN-WI           |
|  | 6    | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|  | 7    | DALLAS-FORT WORTH-ARLINGTON TX              |
|  | 8    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|  | 9    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|  | 10   | KEY WEST FL                                 |
|  | 11   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|  | 12   | ORLANDO-KISSIMMEE-SANFORD FL                |
|  | 13   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|  | 14   | BALTIMORE-COLUMBIA-TOWSON MD                |
|  | 15   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|  | 16   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|  | 17   | PITTSBURGH PA                               |
|  | 18   | RICHMOND VA                                 |
|  | 19   | DETROIT-WARREN-DEARBORN MI                  |
|  | 20   | DENVER-AURORA-LAKEWOOD CO                   |
|  | 21   | KANSAS CITY MO-KS                           |
|  | 22   | PHOENIX-MESA-SCOTTSDALE AZ                  |
|  | 23   | COLUMBUS OH                                 |
|  | 24   | RALEIGH NC                                  |
|  | 25   | CAPE CORAL-FORT MYERS FL                    |

| KEY WEST FL Top Searching Persona |      |                    |
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| Q3                                | Rank | Persona            |
|                                   | 1    | Bucket Listers     |
|                                   | 2    | Adventure Seekers  |
|                                   | 3    | Dream Tripper      |
|                                   | 4    | Experience Seekers |
|                                   | 5    | Go For It Families |
|                                   | 6    | Self Seekers       |
|                                   | 7    | Visiting Family    |
|                                   | 8    | Frugal Boomers     |
|                                   | 9    | Young Free Spirits |
|                                   | 10   | Couponing Families |

| KEY WEST FL Top Booking Persona |      |                    |
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| Q3                              | Rank | Persona            |
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|                                 | 3    | Dream Tripper      |
|                                 | 4    | Experience Seekers |
|                                 | 5    | Go For It Families |
|                                 | 6    | Self Seekers       |
|                                 | 7    | Frugal Boomers     |
|                                 | 8    | Visiting Family    |
|                                 | 9    | Couponing Families |
|                                 | 10   | Young Free Spirits |

| KEY WEST FL Top Search Source Locations |      |   |
|---|------|---|
| Q4                                      | Rank | Persona                                     |
|   | 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-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 5    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 6    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|   | 7    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|   | 8    | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|   | 9    | KEY WEST FL                                 |
|   | 10   | DALLAS-FORT WORTH-ARLINGTON TX              |
|   | 11   | BALTIMORE-COLUMBIA-TOWSON MD                |
|   | 12   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 13   | ORLANDO-KISSIMMEE-SANFORD FL                |
|   | 14   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|   | 15   | DETROIT-WARREN-DEARBORN MI                  |
|   | 16   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 17   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|   | 18   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 19   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|   | 20   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|   | 21   | COLUMBUS OH                                 |
|   | 22   | CLEVELAND-ELYRIA OH                         |
|   | 23   | SEATTLE-TACOMA-BELLEVUE WA                  |
|   | 24   | CINCINNATI OH-KY-IN                         |
|   | 25   | PITTSBURGH PA                               |

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|--|------|---|
| Q4                                       | Rank | Persona                                     |
|  | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA        |
|  | 2    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
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|  | 7    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|  | 8    | DETROIT-WARREN-DEARBORN MI                  |
|  | 9    | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|  | 10   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
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|  | 12   | BALTIMORE-COLUMBIA-TOWSON MD                |
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|  | 14   | KEY WEST FL                                 |
|  | 15   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
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|  | 17   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|  | 18   | CINCINNATI OH-KY-IN                         |
|  | 19   | DALLAS-FORT WORTH-ARLINGTON TX              |
|  | 20   | COLUMBUS OH                                 |
|  | 21   | CLEVELAND-ELYRIA OH                         |
|  | 22   | DENVER-AURORA-LAKEWOOD CO                   |
|  | 23   | ALLENTOWN-BETHLEHEM-EASTON PA-NJ            |
|  | 24   | PITTSBURGH PA                               |
|  | 25   | ORLANDO-KISSIMMEE-SANFORD FL                |

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|-----------------------------------|------|--------------------|
| Q4                                | Rank | Persona            |
|                                   | 1    | Bucket Listers     |
|                                   | 2    | Adventure Seekers  |
|                                   | 3    | Dream Tripper      |
|                                   | 4    | Experience Seekers |
|                                   | 5    | Go For It Families |
|                                   | 6    | Self Seekers       |
|                                   | 7    | Visiting Family    |
|                                   | 8    | Frugal Boomers     |
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|  | 21   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|  | 22   | COLUMBUS OH                                 |
|  | 23   | CLEVELAND-ELYRIA OH                         |
|  | 24   | VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC   |
|  | 25   | RICHMOND VA                                 |

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|                                   | 6    | Self Seekers       |
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|                                 | 4    | Experience Seekers |
|                                 | 5    | Go For It Families |
|                                 | 6    | Self Seekers       |
|                                 | 7    | Frugal Boomers     |
|                                 | 8    | Visiting Family    |
|                                 | 9    | Couponing Families |
|                                 | 10   | Young Free Spirits |



| MARATHON FL Top Search Source Locations |      |   |
|---|------|---|
| Q1                                      | Rank | Persona                                     |
|   | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA        |
|   | 2    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
|   | 3    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 4    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 5    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|   | 6    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL    |
|   | 7    | DETROIT-WARREN-DEARBORN MI                  |
|   | 8    | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|   | 9    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|   | 10   | KEY WEST FL                                 |
|   | 11   | BALTIMORE-COLUMBIA-TOWSON MD                |
|   | 12   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|   | 13   | DALLAS-FORT WORTH-ARLINGTON TX              |
|   | 14   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 15   | CLEVELAND-ELYRIA OH                         |
|   | 16   | PITTSBURGH PA                               |
|   | 17   | ORLANDO-KISSIMMEE-SANFORD FL                |
|   | 18   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 19   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 20   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|   | 21   | PROVIDENCE-WARWICK RI-MA                    |
|   | 22   | COLUMBUS OH                                 |
|   | 23   | SEATTLE-TACOMA-BELLEVUE WA                  |
|   | 24   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|   | 25   | MILWAUKEE-WAUKESHA-WEST ALLIS WI            |

| MARATHON FL Top Booking Source Locations |      |   |
|--|------|---|
| Q1                                       | Rank | Persona                                     |
|  | 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-NAPERVILLE-ELGIN IL-IN-WI           |
|  | 6    | DETROIT-WARREN-DEARBORN MI                  |
|  | 7    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL    |
|  | 8    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|  | 9    | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|  | 10   | BALTIMORE-COLUMBIA-TOWSON MD                |
|  | 11   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|  | 12   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|  | 13   | PITTSBURGH PA                               |
|  | 14   | VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC   |
|  | 15   | ORLANDO-KISSIMMEE-SANFORD FL                |
|  | 16   | BRIDGEPORT-STAMFORD-NORWALK CT              |
|  | 17   | COLUMBUS OH                                 |
|  | 18   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|  | 19   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|  | 20   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|  | 21   | WORCESTER MA-CT                             |
|  | 22   | RICHMOND VA                                 |
|  | 23   | CLEVELAND-ELYRIA OH                         |
|  | 24   | PROVIDENCE-WARWICK RI-MA                    |
|  | 25   | KEY WEST FL                                 |

| ARATHON FL Top Searching Person |      |                    |
|---------------------------------|------|--------------------|
| Q1                              | Rank | Persona            |
|                                 | 1    | Bucket Listers     |
|                                 | 2    | Dream Tripper      |
|                                 | 3    | Adventure Seekers  |
|                                 | 4    | Experience Seekers |
|                                 | 5    | Young Free Spirits |
|                                 | 6    | Go For It Families |
|                                 | 7    | Visiting Family    |
|                                 | 8    | Self Seekers       |
|                                 | 9    | Frugal Boomers     |
|                                 | 10   | Couponing Families |

| ARATHON FL Top Booking Person |      |                    |
|-------------------------------|------|--------------------|
| Q1                            | Rank | Persona            |
|                               | 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    | Couponing Families |
|                               | 10   | Young Free Spirits |

| MARATHON FL Top Search Source Locations |      |   |
|---|------|---|
| Q2                                      | Rank | Persona                                       |
|   | 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-NAPERVILLE-ELGIN IL-IN-WI             |
|   | 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   | KEY WEST FL                                   |
|   | 11   | DETROIT-WARREN-DEARBORN MI                    |
|   | 12   | LOS ANGELES-LONG BEACH-ANAHEIM CA             |
|   | 13   | ORLANDO-KISSIMMEE-SANFORD FL                  |
|   | 14   | HOUSTON-THE WOODLANDS-SUGAR LAND TX           |
|   | 15   | BALTIMORE-COLUMBIA-TOWSON MD                  |
|   | 16   | DENVER-AURORA-LAKEWOOD CO                     |
|   | 17   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI        |
|   | 18   | CHARLOTTE-CONCORD-GASTONIA NC-SC              |
|   | 19   | COLUMBUS OH                                   |
|   | 20   | PITTSBURGH PA                                 |
|   | 21   | NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN |
|   | 22   | SEATTLE-TACOMA-BELLEVUE WA                    |
|   | 23   | SAN FRANCISCO-OAKLAND-HAYWARD CA              |
|   | 24   | CLEVELAND-ELYRIA OH                           |
|   | 25   | INDIANAPOLIS-CARMEL-ANDERSON IN               |

| MARATHON FL Top Booking Source Locations |      |   |
|--|------|---|
| Q2                                       | Rank | Persona                                     |
|  | 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-NAPERVILLE-ELGIN IL-IN-WI           |
|  | 7    | DETROIT-WARREN-DEARBORN MI                  |
|  | 8    | EAST STROUDSBURG PA                         |
|  | 9    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|  | 10   | MADISON WI                                  |
|  | 11   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|  | 12   | KEY WEST FL                                 |
|  | 13   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|  | 14   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|  | 15   | PITTSBURGH PA                               |
|  | 16   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|  | 17   | DALLAS-FORT WORTH-ARLINGTON TX              |
|  | 18   | BALTIMORE-COLUMBIA-TOWSON MD                |
|  | 19   | VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC   |
|  | 20   | LONDON, GB                                  |
|  | 21   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|  | 22   | PROVIDENCE-WARWICK RI-MA                    |
|  | 23   | DENVER-AURORA-LAKEWOOD CO                   |
|  | 24   | ROCHESTER MN                                |
|  | 25   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |

| ARATHON FL Top Searching Person |      |                    |
|---------------------------------|------|--------------------|
| Q2                              | Rank | Persona            |
|                                 | 1    | Bucket Listers     |
|                                 | 2    | Dream Tripper      |
|                                 | 3    | Adventure Seekers  |
|                                 | 4    | Experience Seekers |
|                                 | 5    | Go For It Families |
|                                 | 6    | Young Free Spirits |
|                                 | 7    | Visiting Family    |
|                                 | 8    | Self Seekers       |
|                                 | 9    | Frugal Boomers     |
|                                 | 10   | Couponing Families |

| ARATHON FL Top Booking Person |      |                    |
|-------------------------------|------|--------------------|
| Q2                            | Rank | Persona            |
|                               | 1    | Bucket Listers     |
|                               | 2    | Adventure Seekers  |
|                               | 3    | Dream Tripper      |
|                               | 4    | Experience Seekers |
|                               | 5    | Self Seekers       |
|                               | 6    | Go For It Families |
|                               | 7    | Frugal Boomers     |
|                               | 8    | Visiting Family    |
|                               | 9    | Couponing Families |
|                               | 10   | Young Free Spirits |

| MARATHON FL Top Search Source Locations |      |   |
|---|------|---|
| Q3                                      | Rank | Persona                                     |
|   | 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    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|   | 5    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 6    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 7    | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|   | 8    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|   | 9    | DALLAS-FORT WORTH-ARLINGTON TX              |
|   | 10   | ORLANDO-KISSIMMEE-SANFORD FL                |
|   | 11   | KEY WEST FL                                 |
|   | 12   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 13   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|   | 14   | BALTIMORE-COLUMBIA-TOWSON MD                |
|   | 15   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 16   | DETROIT-WARREN-DEARBORN MI                  |
|   | 17   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|   | 18   | JACKSONVILLE FL                             |
|   | 19   | SEATTLE-TACOMA-BELLEVUE WA                  |
|   | 20   | PITTSBURGH PA                               |
|   | 21   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 22   | COLUMBUS OH                                 |
|   | 23   | CAPE CORAL-FORT MYERS FL                    |
|   | 24   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|   | 25   | CINCINNATI OH-KY-IN                         |

| MARATHON FL Top Booking Source Locations |      |   |
|--|------|---|
| Q3                                       | Rank | Persona                                       |
|  | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA          |
|  | 2    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD    |
|  | 3    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL      |
|  | 4    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV   |
|  | 5    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI             |
|  | 6    | PHOENIX-MESA-SCOTTSDALE AZ                    |
|  | 7    | ATLANTA-SANDY SPRINGS-ROSWELL GA              |
|  | 8    | BOSTON-CAMBRIDGE-NEWTON MA-NH                 |
|  | 9    | CHARLOTTE-CONCORD-GASTONIA NC-SC              |
|  | 10   | UTICA-ROME NY                                 |
|  | 11   | LOS ANGELES-LONG BEACH-ANAHEIM CA             |
|  | 12   | ORLANDO-KISSIMMEE-SANFORD FL                  |
|  | 13   | DALLAS-FORT WORTH-ARLINGTON TX                |
|  | 14   | BALTIMORE-COLUMBIA-TOWSON MD                  |
|  | 15   | HOUSTON-THE WOODLANDS-SUGAR LAND TX           |
|  | 16   | LIVERPOOL, GB                                 |
|  | 17   | COLUMBUS OH                                   |
|  | 18   | PITTSBURGH PA                                 |
|  | 19   | LONDON, GB                                    |
|  | 20   | RICHMOND VA                                   |
|  | 21   | DUBLIN, IE                                    |
|  | 22   | KANSAS CITY MO-KS                             |
|  | 23   | SAN FRANCISCO-OAKLAND-HAYWARD CA              |
|  | 24   | NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN |
|  | 25   | RALEIGH NC                                    |

| ARATHON FL Top Searching Person |      |                    |
|---------------------------------|------|--------------------|
| Q3                              | Rank | Persona            |
|                                 | 1    | Bucket Listers     |
|                                 | 2    | Adventure Seekers  |
|                                 | 3    | Dream Tripper      |
|                                 | 4    | Experience Seekers |
|                                 | 5    | Go For It Families |
|                                 | 6    | Self Seekers       |
|                                 | 7    | Visiting Family    |
|                                 | 8    | Frugal Boomers     |
|                                 | 9    | Young Free Spirits |
|                                 | 10   | Couponing Families |

| ARATHON FL Top Booking Person |      |                    |
|-------------------------------|------|--------------------|
| Q3                            | Rank | Persona            |
|                               | 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    | Couponing Families |
|                               | 10   | Young Free Spirits |



| MARATHON FL Top Search Source Locations |      |   |
|---|------|---|
| Q4                                      | Rank | Persona                                     |
|   | 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-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 5    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 6    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|   | 7    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|   | 8    | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|   | 9    | KEY WEST FL                                 |
|   | 10   | DALLAS-FORT WORTH-ARLINGTON TX              |
|   | 11   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 12   | BALTIMORE-COLUMBIA-TOWSON MD                |
|   | 13   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|   | 14   | DETROIT-WARREN-DEARBORN MI                  |
|   | 15   | ORLANDO-KISSIMMEE-SANFORD FL                |
|   | 16   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 17   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|   | 18   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 19   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|   | 20   | COLUMBUS OH                                 |
|   | 21   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|   | 22   | CLEVELAND-ELYRIA OH                         |
|   | 23   | SEATTLE-TACOMA-BELLEVUE WA                  |
|   | 24   | CINCINNATI OH-KY-IN                         |
|   | 25   | PITTSBURGH PA                               |

| MARATHON FL Top Booking Source Locations |      |   |
|--|------|---|
| Q4                                       | Rank | Persona                                       |
|  | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA          |
|  | 2    | ORLANDO-KISSIMMEE-SANFORD FL                  |
|  | 3    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV   |
|  | 4    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI             |
|  | 5    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD    |
|  | 6    | BOSTON-CAMBRIDGE-NEWTON MA-NH                 |
|  | 7    | BALTIMORE-COLUMBIA-TOWSON MD                  |
|  | 8    | TAMPA-ST. PETERSBURG-CLEARWATER FL            |
|  | 9    | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI        |
|  | 10   | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL      |
|  | 11   | PHOENIX-MESA-SCOTTSDALE AZ                    |
|  | 12   | NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN |
|  | 13   | ATLANTA-SANDY SPRINGS-ROSWELL GA              |
|  | 14   | LOUISVILLE/JEFFERSON COUNTY KY-IN             |
|  | 15   | STUTTGART, DE                                 |
|  | 16   | CHARLESTON-NORTH CHARLESTON SC                |
|  | 17   | DETROIT-WARREN-DEARBORN MI                    |
|  | 18   | CINCINNATI OH-KY-IN                           |
|  | 19   | COLUMBUS OH                                   |
|  | 20   | CHARLOTTE-CONCORD-GASTONIA NC-SC              |
|  | 21   | ANTWERP, BE                                   |
|  | 22   | KANSAS CITY MO-KS                             |
|  | 23   | ALLENTOWN-BETHLEHEM-EASTON PA-NJ              |
|  | 24   | CLEVELAND-ELYRIA OH                           |
|  | 25   | HOUSTON-THE WOODLANDS-SUGAR LAND TX           |

| MARATHON FL Top Searching Person |      |                    |
|----------------------------------|------|--------------------|
| Q4                               | Rank | Persona            |
|                                  | 1    | Bucket Listers     |
|                                  | 2    | Adventure Seekers  |
|                                  | 3    | Dream Tripper      |
|                                  | 4    | Experience Seekers |
|                                  | 5    | Go For It Families |
|                                  | 6    | Self Seekers       |
|                                  | 7    | Visiting Family    |
|                                  | 8    | Frugal Boomers     |
|                                  | 9    | Young Free Spirits |
|                                  | 10   | Couponing Families |

| MARATHON FL Top Booking Person |      |                    |
|--------------------------------|------|--------------------|
| Q4                             | Rank | Persona            |
|                                | 1    | Bucket Listers     |
|                                | 2    | Adventure Seekers  |
|                                | 3    | Dream Tripper      |
|                                | 4    | Experience Seekers |
|                                | 5    | Self Seekers       |
|                                | 6    | Go For It Families |
|                                | 7    | Visiting Family    |
|                                | 8    | Frugal Boomers     |
|                                | 9    | Couponing Families |
|                                | 10   | Young Free Spirits |

| MARATHON FL Top Search Source Locations |      |   |
|---|------|---|
| 2016                                    | Rank | Persona                                     |
|   | 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-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 5    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 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   | KEY WEST FL                                 |
|   | 11   | ORLANDO-KISSIMMEE-SANFORD FL                |
|   | 12   | DETROIT-WARREN-DEARBORN MI                  |
|   | 13   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 14   | BALTIMORE-COLUMBIA-TOWSON MD                |
|   | 15   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|   | 16   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|   | 17   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 18   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 19   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|   | 20   | PITTSBURGH PA                               |
|   | 21   | SEATTLE-TACOMA-BELLEVUE WA                  |
|   | 22   | COLUMBUS OH                                 |
|   | 23   | CLEVELAND-ELYRIA OH                         |
|   | 24   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|   | 25   | CINCINNATI OH-KY-IN                         |

| MARATHON FL Top Booking Source Locations |      |   |
|--|------|---|
| 2016                                     | Rank | Persona                                     |
|  | 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    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|  | 5    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|  | 6    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|  | 7    | DETROIT-WARREN-DEARBORN MI                  |
|  | 8    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|  | 9    | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|  | 10   | BALTIMORE-COLUMBIA-TOWSON MD                |
|  | 11   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|  | 12   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|  | 13   | ORLANDO-KISSIMMEE-SANFORD FL                |
|  | 14   | PITTSBURGH PA                               |
|  | 15   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|  | 16   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|  | 17   | KEY WEST FL                                 |
|  | 18   | DALLAS-FORT WORTH-ARLINGTON TX              |
|  | 19   | VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC   |
|  | 20   | PHOENIX-MESA-SCOTTSDALE AZ                  |
|  | 21   | BRIDGEPORT-STAMFORD-NORWALK CT              |
|  | 22   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|  | 23   | MADISON WI                                  |
|  | 24   | COLUMBUS OH                                 |
|  | 25   | INDIANAPOLIS-CARMEL-ANDERSON IN             |

| MARATHON FL Top Searching Persona |      |                    |
|-----------------------------------|------|--------------------|
| 2016                              | Rank | Persona            |
|                                   | 1    | Bucket Listers     |
|                                   | 2    | Adventure Seekers  |
|                                   | 3    | Dream Tripper      |
|                                   | 4    | Experience Seekers |
|                                   | 5    | Go For It Families |
|                                   | 6    | Self Seekers       |
|                                   | 7    | Visiting Family    |
|                                   | 8    | Young Free Spirits |
|                                   | 9    | Frugal Boomers     |
|                                   | 10   | Couponing Families |

| MARATHON FL Top Booking Persona |      |                    |
|---------------------------------|------|--------------------|
| 2016                            | Rank | Persona            |
|                                 | 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    | Couponing Families |
|                                 | 10   | Young Free Spirits |



| ISLAMORADA FL Top Search Source Locations |      |   |
|---|------|---|
| Q1  | Rank | Persona                                     |
|   | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA        |
|   | 2    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
|   | 3    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 4    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 5    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|   | 6    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL    |
|   | 7    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|   | 8    | DETROIT-WARREN-DEARBORN MI                  |
|   | 9    | KEY WEST FL                                 |
|   | 10   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|   | 11   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|   | 12   | DALLAS-FORT WORTH-ARLINGTON TX              |
|   | 13   | BALTIMORE-COLUMBIA-TOWSON MD                |
|   | 14   | ORLANDO-KISSIMMEE-SANFORD FL                |
|   | 15   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 16   | CLEVELAND-ELYRIA OH                         |
|   | 17   | PITTSBURGH PA                               |
|   | 18   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 19   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 20   | COLUMBUS OH                                 |
|   | 21   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|   | 22   | PROVIDENCE-WARWICK RI-MA                    |
|   | 23   | SEATTLE-TACOMA-BELLEVUE WA                  |
|   | 24   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|   | 25   | MILWAUKEE-WAUKESHA-WEST ALLIS WI            |

| ISLAMORADA FL Top Booking Source Locations |      |   |
|--|------|---|
| Q1   | Rank | Persona                                     |
|  | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA        |
|  | 2    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|  | 3    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
|  | 4    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|  | 5    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|  | 6    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL    |
|  | 7    | DETROIT-WARREN-DEARBORN MI                  |
|  | 8    | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|  | 9    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|  | 10   | BALTIMORE-COLUMBIA-TOWSON MD                |
|  | 11   | COLUMBUS OH                                 |
|  | 12   | PITTSBURGH PA                               |
|  | 13   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|  | 14   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|  | 15   | BRIDGEPORT-STAMFORD-NORWALK CT              |
|  | 16   | DENVER-AURORA-LAKEWOOD CO                   |
|  | 17   | DALLAS-FORT WORTH-ARLINGTON TX              |
|  | 18   | TORONTO, CA                                 |
|  | 19   | PROVIDENCE-WARWICK RI-MA                    |
|  | 20   | CINCINNATI OH-KY-IN                         |
|  | 21   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|  | 22   | PHOENIX-MESA-SCOTTSDALE AZ                  |
|  | 23   | KEY WEST FL                                 |
|  | 24   | SEATTLE-TACOMA-BELLEVUE WA                  |
|  | 25   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |

| AMORADA FL Top Searching Perso |      |                    |
|--------------------------------|------|--------------------|
| Q1                             | Rank | Persona            |
|                                | 1    | Bucket Listers     |
|                                | 2    | Dream Tripper      |
|                                | 3    | Adventure Seekers  |
|                                | 4    | Experience Seekers |
|                                | 5    | Young Free Spirits |
|                                | 6    | Visiting Family    |
|                                | 7    | Go For It Families |
|                                | 8    | Self Seekers       |
|                                | 9    | Frugal Boomers     |
|                                | 10   | Couponing Families |

| AMORADA FL Top Booking Perso |      |                    |
|------------------------------|------|--------------------|
| Q1                           | Rank | Persona            |
|                              | 1    | Bucket Listers     |
|                              | 2    | Adventure Seekers  |
|                              | 3    | Self Seekers       |
|                              | 4    | Dream Tripper      |
|                              | 5    | Experience Seekers |
|                              | 6    | Go For It Families |
|                              | 7    | Frugal Boomers     |
|                              | 8    | Visiting Family    |
|                              | 9    | Couponing Families |
|                              | 10   | Young Free Spirits |

| ISLAMORADA FL Top Search Source Locations |      |   |
|---|------|---|
| Q2  | Rank | Persona                                       |
|   | 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-NAPERVILLE-ELGIN IL-IN-WI             |
|   | 6    | ATLANTA-SANDY SPRINGS-ROSWELL GA              |
|   | 7    | BOSTON-CAMBRIDGE-NEWTON MA-NH                 |
|   | 8    | TAMPA-ST. PETERSBURG-CLEARWATER FL            |
|   | 9    | DALLAS-FORT WORTH-ARLINGTON TX                |
|   | 10   | KEY WEST FL                                   |
|   | 11   | ORLANDO-KISSIMMEE-SANFORD FL                  |
|   | 12   | LOS ANGELES-LONG BEACH-ANAHEIM CA             |
|   | 13   | HOUSTON-THE WOODLANDS-SUGAR LAND TX           |
|   | 14   | DETROIT-WARREN-DEARBORN MI                    |
|   | 15   | BALTIMORE-COLUMBIA-TOWSON MD                  |
|   | 16   | DENVER-AURORA-LAKEWOOD CO                     |
|   | 17   | CHARLOTTE-CONCORD-GASTONIA NC-SC              |
|   | 18   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI        |
|   | 19   | CAPE CORAL-FORT MYERS FL                      |
|   | 20   | NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN |
|   | 21   | SEATTLE-TACOMA-BELLEVUE WA                    |
|   | 22   | COLUMBUS OH                                   |
|   | 23   | SAN FRANCISCO-OAKLAND-HAYWARD CA              |
|   | 24   | INDIANAPOLIS-CARMEL-ANDERSON IN               |
|   | 25   | JACKSONVILLE FL                               |

| ISLAMORADA FL Top Booking Source Locations |      |   |
|--|------|---|
| Q2   | Rank | Persona                                     |
|  | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA        |
|  | 2    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL    |
|  | 3    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|  | 4    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|  | 5    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|  | 6    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
|  | 7    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|  | 8    | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|  | 9    | BRIDGEPORT-STAMFORD-NORWALK CT              |
|  | 10   | DETROIT-WARREN-DEARBORN MI                  |
|  | 11   | BALTIMORE-COLUMBIA-TOWSON MD                |
|  | 12   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|  | 13   | HARRISBURG-CARLISLE PA                      |
|  | 14   | KEY WEST FL                                 |
|  | 15   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|  | 16   | ORLANDO-KISSIMMEE-SANFORD FL                |
|  | 17   | PROVIDENCE-WARWICK RI-MA                    |
|  | 18   | NEW HAVEN-MILFORD CT                        |
|  | 19   | PHOENIX-MESA-SCOTTSDALE AZ                  |
|  | 20   | BUENOS AIRES, AR                            |
|  | 21   | DALLAS-FORT WORTH-ARLINGTON TX              |
|  | 22   | DENVER-AURORA-LAKEWOOD CO                   |
|  | 23   | CAPE CORAL-FORT MYERS FL                    |
|  | 24   | SAN DIEGO-CARLSBAD CA                       |
|  | 25   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |

| AMORADA FL Top Searching Perso |      |                    |
|--------------------------------|------|--------------------|
| Q2                             | Rank | Persona            |
|                                | 1    | Bucket Listers     |
|                                | 2    | Dream Tripper      |
|                                | 3    | Adventure Seekers  |
|                                | 4    | Experience Seekers |
|                                | 5    | Go For It Families |
|                                | 6    | Young Free Spirits |
|                                | 7    | Visiting Family    |
|                                | 8    | Self Seekers       |
|                                | 9    | Frugal Boomers     |
|                                | 10   | Couponing Families |

| AMORADA FL Top Booking Perso |      |                    |
|------------------------------|------|--------------------|
| Q2                           | Rank | Persona            |
|                              | 1    | Bucket Listers     |
|                              | 2    | Adventure Seekers  |
|                              | 3    | Self Seekers       |
|                              | 4    | Dream Tripper      |
|                              | 5    | Experience Seekers |
|                              | 6    | Go For It Families |
|                              | 7    | Frugal Boomers     |
|                              | 8    | Visiting Family    |
|                              | 9    | Couponing Families |
|                              | 10   | Young Free Spirits |

| ISLAMORADA FL Top Search Source Locations |      |   |
|---|------|---|
| Q3  | Rank | Persona                                     |
|   | 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    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|   | 5    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 6    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 7    | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|   | 8    | DALLAS-FORT WORTH-ARLINGTON TX              |
|   | 9    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|   | 10   | ORLANDO-KISSIMMEE-SANFORD FL                |
|   | 11   | KEY WEST FL                                 |
|   | 12   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 13   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|   | 14   | BALTIMORE-COLUMBIA-TOWSON MD                |
|   | 15   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 16   | DETROIT-WARREN-DEARBORN MI                  |
|   | 17   | JACKSONVILLE FL                             |
|   | 18   | SEATTLE-TACOMA-BELLEVUE WA                  |
|   | 19   | PITTSBURGH PA                               |
|   | 20   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|   | 21   | CAPE CORAL-FORT MYERS FL                    |
|   | 22   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 23   | COLUMBUS OH                                 |
|   | 24   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|   | 25   | NORTH PORT-SARASOTA-BRADENTON FL            |

| ISLAMORADA FL Top Booking Source Locations |      |   |
|--|------|---|
| Q3   | Rank | Persona                                       |
|  | 1    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL      |
|  | 2    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA          |
|  | 3    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD    |
|  | 4    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV   |
|  | 5    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI             |
|  | 6    | COLUMBIA MO                                   |
|  | 7    | CHARLOTTE-CONCORD-GASTONIA NC-SC              |
|  | 8    | UTICA-ROME NY                                 |
|  | 9    | ATLANTA-SANDY SPRINGS-ROSWELL GA              |
|  | 10   | BOSTON-CAMBRIDGE-NEWTON MA-NH                 |
|  | 11   | BALTIMORE-COLUMBIA-TOWSON MD                  |
|  | 12   | LOS ANGELES-LONG BEACH-ANAHEIM CA             |
|  | 13   | RICHMOND VA                                   |
|  | 14   | COLUMBUS OH                                   |
|  | 15   | DALLAS-FORT WORTH-ARLINGTON TX                |
|  | 16   | ORLANDO-KISSIMMEE-SANFORD FL                  |
|  | 17   | PITTSBURGH PA                                 |
|  | 18   | TAMPA-ST. PETERSBURG-CLEARWATER FL            |
|  | 19   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI        |
|  | 20   | RALEIGH NC                                    |
|  | 21   | NUREMBERG, DE                                 |
|  | 22   | DENVER-AURORA-LAKEWOOD CO                     |
|  | 23   | PHOENIX-MESA-SCOTTSDALE AZ                    |
|  | 24   | NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN |
|  | 25   | HOUSTON-THE WOODLANDS-SUGAR LAND TX           |

| AMORADA FL Top Searching Perso |      |                    |
|--------------------------------|------|--------------------|
| Q3                             | Rank | Persona            |
|                                | 1    | Bucket Listers     |
|                                | 2    | Adventure Seekers  |
|                                | 3    | Dream Tripper      |
|                                | 4    | Experience Seekers |
|                                | 5    | Go For It Families |
|                                | 6    | Self Seekers       |
|                                | 7    | Visiting Family    |
|                                | 8    | Frugal Boomers     |
|                                | 9    | Young Free Spirits |
|                                | 10   | Couponing Families |

| AMORADA FL Top Booking Perso |      |                    |
|------------------------------|------|--------------------|
| Q3                           | Rank | Persona            |
|                              | 1    | Adventure Seekers  |
|                              | 2    | Bucket Listers     |
|                              | 3    | Dream Tripper      |
|                              | 4    | Experience Seekers |
|                              | 5    | Go For It Families |
|                              | 6    | Self Seekers       |
|                              | 7    | Frugal Boomers     |
|                              | 8    | Visiting Family    |
|                              | 9    | Couponing Families |
|                              | 10   | Young Free Spirits |

| ISLAMORADA FL Top Search Source Locations |      |   |
|---|------|---|
| Q4  | Rank | Persona                                     |
|   | 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-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 5    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 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   | KEY WEST FL                                 |
|   | 11   | ORLANDO-KISSIMMEE-SANFORD FL                |
|   | 12   | BALTIMORE-COLUMBIA-TOWSON MD                |
|   | 13   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|   | 14   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 15   | DETROIT-WARREN-DEARBORN MI                  |
|   | 16   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 17   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|   | 18   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|   | 19   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 20   | CLEVELAND-ELYRIA OH                         |
|   | 21   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|   | 22   | COLUMBUS OH                                 |
|   | 23   | SEATTLE-TACOMA-BELLEVUE WA                  |
|   | 24   | PITTSBURGH PA                               |
|   | 25   | CINCINNATI OH-KY-IN                         |

| ISLAMORADA FL Top Booking Source Locations |      |   |
|--|------|---|
| Q4   | Rank | Persona                                       |
|  | 1    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL      |
|  | 2    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA          |
|  | 3    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI             |
|  | 4    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD    |
|  | 5    | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI        |
|  | 6    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV   |
|  | 7    | BOSTON-CAMBRIDGE-NEWTON MA-NH                 |
|  | 8    | LOS ANGELES-LONG BEACH-ANAHEIM CA             |
|  | 9    | BALTIMORE-COLUMBIA-TOWSON MD                  |
|  | 10   | ATLANTA-SANDY SPRINGS-ROSWELL GA              |
|  | 11   | DETROIT-WARREN-DEARBORN MI                    |
|  | 12   | ST. LOUIS MO-IL                               |
|  | 13   | LOUISVILLE/JEFFERSON COUNTY KY-IN             |
|  | 14   | CAPE CORAL-FORT MYERS FL                      |
|  | 15   | KANSAS CITY MO-KS                             |
|  | 16   | PHOENIX-MESA-SCOTTSDALE AZ                    |
|  | 17   | ORLANDO-KISSIMMEE-SANFORD FL                  |
|  | 18   | ALLENTOWN-BETHLEHEM-EASTON PA-NJ              |
|  | 19   | EINDHOVEN, NL                                 |
|  | 20   | NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN |
|  | 21   | CINCINNATI OH-KY-IN                           |
|  | 22   | COLUMBUS OH                                   |
|  | 23   | SAN FRANCISCO-OAKLAND-HAYWARD CA              |
|  | 24   | CHATTANOOGA TN-GA                             |
|  | 25   | NEW HAVEN-MILFORD CT                          |

| AMORADA FL Top Searching Perso |      |                    |
|--------------------------------|------|--------------------|
| Q4                             | Rank | Persona            |
|                                | 1    | Bucket Listers     |
|                                | 2    | Adventure Seekers  |
|                                | 3    | Dream Tripper      |
|                                | 4    | Experience Seekers |
|                                | 5    | Go For It Families |
|                                | 6    | Self Seekers       |
|                                | 7    | Visiting Family    |
|                                | 8    | Frugal Boomers     |
|                                | 9    | Young Free Spirits |
|                                | 10   | Couponing Families |

| AMORADA FL Top Booking Perso |      |                    |
|------------------------------|------|--------------------|
| Q4                           | Rank | Persona            |
|                              | 1    | Bucket Listers     |
|                              | 2    | Experience Seekers |
|                              | 3    | Adventure Seekers  |
|                              | 4    | Dream Tripper      |
|                              | 5    | Go For It Families |
|                              | 6    | Self Seekers       |
|                              | 7    | Visiting Family    |
|                              | 8    | Frugal Boomers     |
|                              | 9    | Couponing Families |
|                              | 10   | Young Free Spirits |

| ISLAMORADA FL Top Search Source Locations |      |   |
|---|------|---|
| 2016                                      | Rank | Persona                                     |
|   | 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-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 5    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 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   | KEY WEST FL                                 |
|   | 11   | ORLANDO-KISSIMMEE-SANFORD FL                |
|   | 12   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 13   | DETROIT-WARREN-DEARBORN MI                  |
|   | 14   | BALTIMORE-COLUMBIA-TOWSON MD                |
|   | 15   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|   | 16   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|   | 17   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 18   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 19   | PITTSBURGH PA                               |
|   | 20   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|   | 21   | SEATTLE-TACOMA-BELLEVUE WA                  |
|   | 22   | COLUMBUS OH                                 |
|   | 23   | CLEVELAND-ELYRIA OH                         |
|   | 24   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|   | 25   | JACKSONVILLE FL                             |

| ISLAMORADA FL Top Booking Source Locations |      |   |
|--|------|---|
| 2016                                       | Rank | Persona                                     |
|  | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA        |
|  | 2    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL    |
|  | 3    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|  | 4    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
|  | 5    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|  | 6    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|  | 7    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|  | 8    | DETROIT-WARREN-DEARBORN MI                  |
|  | 9    | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|  | 10   | BALTIMORE-COLUMBIA-TOWSON MD                |
|  | 11   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|  | 12   | BRIDGEPORT-STAMFORD-NORWALK CT              |
|  | 13   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|  | 14   | PROVIDENCE-WARWICK RI-MA                    |
|  | 15   | COLUMBUS OH                                 |
|  | 16   | PITTSBURGH PA                               |
|  | 17   | DALLAS-FORT WORTH-ARLINGTON TX              |
|  | 18   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|  | 19   | DENVER-AURORA-LAKEWOOD CO                   |
|  | 20   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|  | 21   | ORLANDO-KISSIMMEE-SANFORD FL                |
|  | 22   | KEY WEST FL                                 |
|  | 23   | PHOENIX-MESA-SCOTTSDALE AZ                  |
|  | 24   | HARRISBURG-CARLISLE PA                      |
|  | 25   | CINCINNATI OH-KY-IN                         |

| AMORADA FL Top Searching Perso |      |                    |
|--------------------------------|------|--------------------|
| 2016                           | Rank | Persona            |
|                                | 1    | Bucket Listers     |
|                                | 2    | Adventure Seekers  |
|                                | 3    | Dream Tripper      |
|                                | 4    | Experience Seekers |
|                                | 5    | Go For It Families |
|                                | 6    | Self Seekers       |
|                                | 7    | Visiting Family    |
|                                | 8    | Young Free Spirits |
|                                | 9    | Frugal Boomers     |
|                                | 10   | Couponing Families |

| AMORADA FL Top Booking Person |      |                    |
|-------------------------------|------|--------------------|
| 2016                          | Rank | Persona            |
|                               | 1    | Bucket Listers     |
|                               | 2    | Adventure Seekers  |
|                               | 3    | Self Seekers       |
|                               | 4    | Dream Tripper      |
|                               | 5    | Experience Seekers |
|                               | 6    | Go For It Families |
|                               | 7    | Frugal Boomers     |
|                               | 8    | Visiting Family    |
|                               | 9    | Couponing Families |
|                               | 10   | Young Free Spirits |



| KEY LARGO FL Top Search Source Locations |      |   |
|--|------|---|
| Q1                                       | Rank | Persona                                     |
|  | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA        |
|  | 2    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
|  | 3    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|  | 4    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|  | 5    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|  | 6    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL    |
|  | 7    | DETROIT-WARREN-DEARBORN MI                  |
|  | 8    | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|  | 9    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|  | 10   | KEY WEST FL                                 |
|  | 11   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|  | 12   | BALTIMORE-COLUMBIA-TOWSON MD                |
|  | 13   | DALLAS-FORT WORTH-ARLINGTON TX              |
|  | 14   | PITTSBURGH PA                               |
|  | 15   | CLEVELAND-ELYRIA OH                         |
|  | 16   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|  | 17   | DENVER-AURORA-LAKEWOOD CO                   |
|  | 18   | ORLANDO-KISSIMMEE-SANFORD FL                |
|  | 19   | PROVIDENCE-WARWICK RI-MA                    |
|  | 20   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|  | 21   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|  | 22   | COLUMBUS OH                                 |
|  | 23   | SEATTLE-TACOMA-BELLEVUE WA                  |
|  | 24   | MILWAUKEE-WAUKESHA-WEST ALLIS WI            |
|  | 25   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |

| KEY LARGO FL Top Booking Source Locations |      |   |
|---|------|---|
| Q1  | Rank | Persona                                     |
|   | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA        |
|   | 2    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
|   | 3    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 4    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|   | 5    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 6    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL    |
|   | 7    | BALTIMORE-COLUMBIA-TOWSON MD                |
|   | 8    | DETROIT-WARREN-DEARBORN MI                  |
|   | 9    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|   | 10   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|   | 11   | PITTSBURGH PA                               |
|   | 12   | ORLANDO-KISSIMMEE-SANFORD FL                |
|   | 13   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 14   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 15   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|   | 16   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 17   | PROVIDENCE-WARWICK RI-MA                    |
|   | 18   | MILWAUKEE-WAUKESHA-WEST ALLIS WI            |
|   | 19   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|   | 20   | COLUMBUS OH                                 |
|   | 21   | RICHMOND VA                                 |
|   | 22   | VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC   |
|   | 23   | SEATTLE-TACOMA-BELLEVUE WA                  |
|   | 24   | CLEVELAND-ELYRIA OH                         |
|   | 25   | WORCESTER MA-CT                             |

| KEY LARGO FL Top Searching Persona |      |                    |
|------------------------------------|------|--------------------|
| Q1                                 | Rank | Persona            |
|                                    | 1    | Bucket Listers     |
|                                    | 2    | Dream Tripper      |
|                                    | 3    | Adventure Seekers  |
|                                    | 4    | Experience Seekers |
|                                    | 5    | Young Free Spirits |
|                                    | 6    | Go For It Families |
|                                    | 7    | Visiting Family    |
|                                    | 8    | Self Seekers       |
|                                    | 9    | Frugal Boomers     |
|                                    | 10   | Couponing Families |

| KEY LARGO FL Top Booking Persona |      |                    |
|----------------------------------|------|--------------------|
| Q1                               | Rank | Persona            |
|                                  | 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    | Couponing Families |
|                                  | 10   | Young Free Spirits |



| KEY LARGO FL Top Search Source Locations |      |   |
|--|------|---|
| Q2                                       | Rank | Persona                                       |
|  | 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-NAPERVILLE-ELGIN IL-IN-WI             |
|  | 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   | KEY WEST FL                                   |
|  | 11   | ORLANDO-KISSIMMEE-SANFORD FL                  |
|  | 12   | LOS ANGELES-LONG BEACH-ANAHEIM CA             |
|  | 13   | HOUSTON-THE WOODLANDS-SUGAR LAND TX           |
|  | 14   | DETROIT-WARREN-DEARBORN MI                    |
|  | 15   | BALTIMORE-COLUMBIA-TOWSON MD                  |
|  | 16   | DENVER-AURORA-LAKEWOOD CO                     |
|  | 17   | CHARLOTTE-CONCORD-GASTONIA NC-SC              |
|  | 18   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI        |
|  | 19   | COLUMBUS OH                                   |
|  | 20   | NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN |
|  | 21   | PITTSBURGH PA                                 |
|  | 22   | SEATTLE-TACOMA-BELLEVUE WA                    |
|  | 23   | SAN FRANCISCO-OAKLAND-HAYWARD CA              |
|  | 24   | CAPE CORAL-FORT MYERS FL                      |
|  | 25   | INDIANAPOLIS-CARMEL-ANDERSON IN               |

| KEY LARGO FL Top Booking Source Locations |      |   |
|---|------|---|
| Q2  | Rank | Persona                                     |
|   | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA        |
|   | 2    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL    |
|   | 3    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 4    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
|   | 5    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 6    | QUEBEC, CA                                  |
|   | 7    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|   | 8    | BUENOS AIRES, AR                            |
|   | 9    | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 10   | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|   | 11   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|   | 12   | DETROIT-WARREN-DEARBORN MI                  |
|   | 13   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|   | 14   | DALLAS-FORT WORTH-ARLINGTON TX              |
|   | 15   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 16   | LONDON, GB                                  |
|   | 17   | SEVILLA, ES                                 |
|   | 18   | CAPE CORAL-FORT MYERS FL                    |
|   | 19   | NUREMBERG, DE                               |
|   | 20   | MANCHESTER-NASHUA NH                        |
|   | 21   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 22   | PROVIDENCE-WARWICK RI-MA                    |
|   | 23   | WAUSAU WI                                   |
|   | 24   | HELSINKI, FI                                |
|   | 25   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |

| KEY LARGO FL Top Searching Persona |      |                    |
|------------------------------------|------|--------------------|
| Q2                                 | Rank | Persona            |
|                                    | 1    | Bucket Listers     |
|                                    | 2    | Experience Seekers |
|                                    | 3    | Adventure Seekers  |
|                                    | 4    | Dream Tripper      |
|                                    | 5    | Go For It Families |
|                                    | 6    | Young Free Spirits |
|                                    | 7    | Visiting Family    |
|                                    | 8    | Self Seekers       |
|                                    | 9    | Frugal Boomers     |
|                                    | 10   | Couponing Families |

| KEY LARGO FL Top Booking Persona |      |                    |
|----------------------------------|------|--------------------|
| Q2                               | Rank | Persona            |
|                                  | 1    | Adventure Seekers  |
|                                  | 2    | Bucket Listers     |
|                                  | 3    | Self Seekers       |
|                                  | 4    | Dream Tripper      |
|                                  | 5    | Experience Seekers |
|                                  | 6    | Go For It Families |
|                                  | 7    | Frugal Boomers     |
|                                  | 8    | Visiting Family    |
|                                  | 9    | Couponing Families |
|                                  | 10   | Young Free Spirits |

| KEY LARGO FL Top Search Source Locations |      |   |
|--|------|---|
| Q3                                       | Rank | Persona                                     |
|  | 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    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|  | 5    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|  | 6    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|  | 7    | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|  | 8    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|  | 9    | DALLAS-FORT WORTH-ARLINGTON TX              |
|  | 10   | ORLANDO-KISSIMMEE-SANFORD FL                |
|  | 11   | KEY WEST FL                                 |
|  | 12   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|  | 13   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|  | 14   | BALTIMORE-COLUMBIA-TOWSON MD                |
|  | 15   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|  | 16   | DETROIT-WARREN-DEARBORN MI                  |
|  | 17   | JACKSONVILLE FL                             |
|  | 18   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|  | 19   | PITTSBURGH PA                               |
|  | 20   | SEATTLE-TACOMA-BELLEVUE WA                  |
|  | 21   | DENVER-AURORA-LAKEWOOD CO                   |
|  | 22   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|  | 23   | CAPE CORAL-FORT MYERS FL                    |
|  | 24   | COLUMBUS OH                                 |
|  | 25   | CINCINNATI OH-KY-IN                         |

| KEY LARGO FL Top Booking Source Locations |      |   |
|---|------|---|
| Q3  | Rank | Persona                                       |
|   | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA          |
|   | 2    | ATLANTA-SANDY SPRINGS-ROSWELL GA              |
|   | 3    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL      |
|   | 4    | BUENOS AIRES, AR                              |
|   | 5    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV   |
|   | 6    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD    |
|   | 7    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI             |
|   | 8    | NUREMBERG, DE                                 |
|   | 9    | BOSTON-CAMBRIDGE-NEWTON MA-NH                 |
|   | 10   | LOS ANGELES-LONG BEACH-ANAHEIM CA             |
|   | 11   | ORLANDO-KISSIMMEE-SANFORD FL                  |
|   | 12   | DETROIT-WARREN-DEARBORN MI                    |
|   | 13   | UTICA-ROME NY                                 |
|   | 14   | CHARLOTTE-CONCORD-GASTONIA NC-SC              |
|   | 15   | COLUMBUS OH                                   |
|   | 16   | PITTSBURGH PA                                 |
|   | 17   | SEATTLE-TACOMA-BELLEVUE WA                    |
|   | 18   | WAUSAU WI                                     |
|   | 19   | NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN |
|   | 20   | BALTIMORE-COLUMBIA-TOWSON MD                  |
|   | 21   | AMERSFOORT, NL                                |
|   | 22   | LONDON, GB                                    |
|   | 23   | SEVILLA, ES                                   |
|   | 24   | TAMPA-ST. PETERSBURG-CLEARWATER FL            |
|   | 25   | BIRMINGHAM-HOOVER AL                          |

| KEY LARGO FL Top Searching Persona |      |                    |
|------------------------------------|------|--------------------|
| Q3                                 | Rank | Persona            |
|                                    | 1    | Bucket Listers     |
|                                    | 2    | Adventure Seekers  |
|                                    | 3    | Self Seekers       |
|                                    | 4    | Experience Seekers |
|                                    | 5    | Go For It Families |
|                                    | 6    | Dream Tripper      |
|                                    | 7    | Visiting Family    |
|                                    | 8    | Frugal Boomers     |
|                                    | 9    | Young Free Spirits |
|                                    | 10   | Couponing Families |

| KEY LARGO FL Top Booking Persona |      |                    |
|----------------------------------|------|--------------------|
| Q3                               | Rank | Persona            |
|                                  | 1    | Adventure Seekers  |
|                                  | 2    | Bucket Listers     |
|                                  | 3    | Self Seekers       |
|                                  | 4    | Go For It Families |
|                                  | 5    | Dream Tripper      |
|                                  | 6    | Experience Seekers |
|                                  | 7    | Frugal Boomers     |
|                                  | 8    | Visiting Family    |
|                                  | 9    | Couponing Families |
|                                  | 10   | Young Free Spirits |

| KEY LARGO FL Top Search Source Locations |      |   |
|--|------|---|
| Q4                                       | Rank | Persona                                     |
|  | 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-NAPERVILLE-ELGIN IL-IN-WI           |
|  | 5    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|  | 6    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|  | 7    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|  | 8    | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|  | 9    | KEY WEST FL                                 |
|  | 10   | DALLAS-FORT WORTH-ARLINGTON TX              |
|  | 11   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|  | 12   | BALTIMORE-COLUMBIA-TOWSON MD                |
|  | 13   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|  | 14   | DETROIT-WARREN-DEARBORN MI                  |
|  | 15   | ORLANDO-KISSIMMEE-SANFORD FL                |
|  | 16   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|  | 17   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|  | 18   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|  | 19   | DENVER-AURORA-LAKEWOOD CO                   |
|  | 20   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|  | 21   | COLUMBUS OH                                 |
|  | 22   | CLEVELAND-ELYRIA OH                         |
|  | 23   | SEATTLE-TACOMA-BELLEVUE WA                  |
|  | 24   | PITTSBURGH PA                               |
|  | 25   | CINCINNATI OH-KY-IN                         |

| KEY LARGO FL Top Booking Source Locations |      |   |
|---|------|---|
| Q4  | Rank | Persona                                       |
|   | 1    | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA          |
|   | 2    | LOS ANGELES-LONG BEACH-ANAHEIM CA             |
|   | 3    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI             |
|   | 4    | BUENOS AIRES, AR                              |
|   | 5    | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL      |
|   | 6    | BOSTON-CAMBRIDGE-NEWTON MA-NH                 |
|   | 7    | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV   |
|   | 8    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD    |
|   | 9    | QUEBEC, CA                                    |
|   | 10   | ATLANTA-SANDY SPRINGS-ROSWELL GA              |
|   | 11   | DETROIT-WARREN-DEARBORN MI                    |
|   | 12   | BALTIMORE-COLUMBIA-TOWSON MD                  |
|   | 13   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI        |
|   | 14   | SACRAMENTO--ROSEVILLE--ARDEN-ARCADE CA        |
|   | 15   | TAMPA-ST. PETERSBURG-CLEARWATER FL            |
|   | 16   | PHOENIX-MESA-SCOTTSDALE AZ                    |
|   | 17   | KANSAS CITY MO-KS                             |
|   | 18   | DALLAS-FORT WORTH-ARLINGTON TX                |
|   | 19   | NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN |
|   | 20   | COLUMBUS OH                                   |
|   | 21   | MASON CITY IA                                 |
|   | 22   | LOUISVILLE/JEFFERSON COUNTY KY-IN             |
|   | 23   | BRIDGEPORT-STAMFORD-NORWALK CT                |
|   | 24   | CLEVELAND-ELYRIA OH                           |
|   | 25   | SEATTLE-TACOMA-BELLEVUE WA                    |

| KEY LARGO FL Top Searching Persona |      |                    |
|------------------------------------|------|--------------------|
| Q4                                 | Rank | Persona            |
|                                    | 1    | Bucket Listers     |
|                                    | 2    | Adventure Seekers  |
|                                    | 3    | Dream Tripper      |
|                                    | 4    | Experience Seekers |
|                                    | 5    | Go For It Families |
|                                    | 6    | Self Seekers       |
|                                    | 7    | Visiting Family    |
|                                    | 8    | Frugal Boomers     |
|                                    | 9    | Young Free Spirits |
|                                    | 10   | Couponing Families |

| KEY LARGO FL Top Booking Persona |      |                    |
|----------------------------------|------|--------------------|
| Q4                               | Rank | Persona            |
|                                  | 1    | Adventure Seekers  |
|                                  | 2    | Bucket Listers     |
|                                  | 3    | Dream Tripper      |
|                                  | 4    | Self Seekers       |
|                                  | 5    | Go For It Families |
|                                  | 6    | Experience Seekers |
|                                  | 7    | Visiting Family    |
|                                  | 8    | Frugal Boomers     |
|                                  | 9    | Young Free Spirits |
|                                  | 10   | Couponing Families |

| KEY LARGO FL Top Search Source Locations |      |   |
|--|------|---|
| 2016                                     | Rank | Persona                                     |
|  | 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-NAPERVILLE-ELGIN IL-IN-WI           |
|  | 5    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|  | 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   | KEY WEST FL                                 |
|  | 11   | ORLANDO-KISSIMMEE-SANFORD FL                |
|  | 12   | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|  | 13   | DETROIT-WARREN-DEARBORN MI                  |
|  | 14   | BALTIMORE-COLUMBIA-TOWSON MD                |
|  | 15   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|  | 16   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|  | 17   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|  | 18   | SAN FRANCISCO-OAKLAND-HAYWARD CA            |
|  | 19   | DENVER-AURORA-LAKEWOOD CO                   |
|  | 20   | PITTSBURGH PA                               |
|  | 21   | SEATTLE-TACOMA-BELLEVUE WA                  |
|  | 22   | COLUMBUS OH                                 |
|  | 23   | CLEVELAND-ELYRIA OH                         |
|  | 24   | INDIANAPOLIS-CARMEL-ANDERSON IN             |
|  | 25   | CINCINNATI OH-KY-IN                         |

| KEY LARGO FL Top Booking Source Locations |      |   |
|---|------|---|
| 2016                                      | Rank | Persona                                     |
|   | 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    | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD  |
|   | 5    | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI           |
|   | 6    | BOSTON-CAMBRIDGE-NEWTON MA-NH               |
|   | 7    | ATLANTA-SANDY SPRINGS-ROSWELL GA            |
|   | 8    | BUENOS AIRES, AR                            |
|   | 9    | LOS ANGELES-LONG BEACH-ANAHEIM CA           |
|   | 10   | DETROIT-WARREN-DEARBORN MI                  |
|   | 11   | BALTIMORE-COLUMBIA-TOWSON MD                |
|   | 12   | QUEBEC, CA                                  |
|   | 13   | MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI      |
|   | 14   | HOUSTON-THE WOODLANDS-SUGAR LAND TX         |
|   | 15   | CHARLOTTE-CONCORD-GASTONIA NC-SC            |
|   | 16   | TAMPA-ST. PETERSBURG-CLEARWATER FL          |
|   | 17   | DALLAS-FORT WORTH-ARLINGTON TX              |
|   | 18   | DENVER-AURORA-LAKEWOOD CO                   |
|   | 19   | ORLANDO-KISSIMMEE-SANFORD FL                |
|   | 20   | PITTSBURGH PA                               |
|   | 21   | COLUMBUS OH                                 |
|   | 22   | SEATTLE-TACOMA-BELLEVUE WA                  |
|   | 23   | PROVIDENCE-WARWICK RI-MA                    |
|   | 24   | NUREMBERG, DE                               |
|   | 25   | KEY WEST FL                                 |

| KEY LARGO FL Top Searching Persona |      |                    |
|------------------------------------|------|--------------------|
| 2016                               | Rank | Persona            |
|                                    | 1    | Bucket Listers     |
|                                    | 2    | Adventure Seekers  |
|                                    | 3    | Dream Tripper      |
|                                    | 4    | Experience Seekers |
|                                    | 5    | Go For It Families |
|                                    | 6    | Self Seekers       |
|                                    | 7    | Visiting Family    |
|                                    | 8    | Young Free Spirits |
|                                    | 9    | Frugal Boomers     |
|                                    | 10   | Couponing Families |

| KEY LARGO FL Top Booking Persona |      |                    |
|----------------------------------|------|--------------------|
| 2016                             | Rank | Persona            |
|                                  | 1    | Bucket Listers     |
|                                  | 2    | Adventure Seekers  |
|                                  | 3    | Dream Tripper      |
|                                  | 4    | Experience Seekers |
|                                  | 5    | Self Seekers       |
|                                  | 6    | Go For It Families |
|                                  | 7    | Frugal Boomers     |
|                                  | 8    | Visiting Family    |
|                                  | 9    | Couponing Families |
|                                  | 10   | Young Free Spirits |