



## The Florida Keys & Key West

Date Range: 2017 broken down Quarterly

MONROE COUNTY FL Top Search Source Locations		
2017	Rank	Persona
	1	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
	3	ORLANDO-KISSIMMEE-SANFORD FL
	4	TAMPA-ST. PETERSBURG-CLEARWATER FL
	5	ATLANTA-SANDY SPRINGS-ROSWELL GA
	6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	7	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	8	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	9	BOSTON-CAMBRIDGE-NEWTON MA-NH
	10	BALTIMORE-COLUMBIA-TOWSON MD
	11	CHARLOTTE-CONCORD-GASTONIA NC-SC
	12	DETROIT-WARREN-DEARBORN MI
	13	DALLAS-FORT WORTH-ARLINGTON TX
	14	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	15	RICHMOND VA
	16	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	17	JACKSONVILLE FL
	18	CLEVELAND-ELYRIA OH
	19	NASHVILLE-DAVIDSON-MURFREESBORO-FRANKLIN TN
	20	PITTSBURGH PA
	21	INDIANAPOLIS-CARMEL-ANDERSON IN
	22	CINCINNATI OH-KY-IN
	23	COLUMBUS OH
	24	LOS ANGELES-LONG BEACH-ANAHEIM CA
	25	KANSAS CITY MO-KS

MONROE COUNTY FL Top Booking Source Locations		
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	16	BALTIMORE-COLUMBIA-TOWSON MD
	17	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	18	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	19	DENVER-AURORA-LAKEWOOD CO
	20	INDIANAPOLIS-CARMEL-ANDERSON IN
	21	KANSAS CITY MO-KS
	22	CINCINNATI OH-KY-IN
	23	COLUMBUS OH
	24	NASHVILLE-DAVIDSON-MURFREESBORO-FRANKLIN TN
	25	PROVIDENCE-WARWICK RI-MA

MONROE COUNTY FL Top Searching Personas		
2017	Rank	Persona
	1	Bucket Listers
	2	Adventure Seekers
	3	Dream Trippers
	4	Go For It Families
	5	Experience Seekers
	6	Self Seekers
	7	Visiting Family
	8	Frugal Boomers
	9	Couponing Families
	10	Young Free Spirits

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KEY WEST FL Top Search Source Locations		
Q2	Rank	Persona
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	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
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	4	TAMPA-ST. PETERSBURG-CLEARWATER FL
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	20	ST. LOUIS MO-IL
	21	NEW ORLEANS-METAIRIE LA
	22	LOS ANGELES-LONG BEACH-ANAHEIM CA
	23	BIRMINGHAM-HOOVER AL
	24	RALEIGH NC
	25	CLEVELAND-ELYRIA OH

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	21	NEW ORLEANS-METAIRIE LA
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	23	BIRMINGHAM-HOOVER AL
	24	RALEIGH NC
	25	GREENVILLE-ANDERSON-MAULDIN SC

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KEY WEST FL Top Search Source Locations		
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	18	NEW ORLEANS-METAIRIE LA
	19	PITTSBURGH PA
	20	DETROIT-WARREN-DEARBORN MI
	21	ST. LOUIS MO-IL
	22	LOS ANGELES-LONG BEACH-ANAHEIM CA
	23	MEMPHIS TN-MS-AR
	24	DELTONA-DAYTONA BEACH-ORMOND BEACH FL
	25	BOSTON-CAMBRIDGE-NEWTON MA-NH

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	1	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
	2	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
	3	TAMPA-ST. PETERSBURG-CLEARWATER FL
	4	ATLANTA-SANDY SPRINGS-ROSWELL GA
	5	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
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	24	MEMPHIS TN-MS-AR
	25	DELTONA-DAYTONA BEACH-ORMOND BEACH FL

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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
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	24	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	25	HOUSTON-THE WOODLANDS-SUGAR LAND TX

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	17	PITTSBURGH PA
	18	ST. LOUIS MO-IL
	19	CLEVELAND-ELYRIA OH
	20	JACKSONVILLE FL
	21	INDIANAPOLIS-CARMEL-ANDERSON IN
	22	CINCINNATI OH-KY-IN
	23	COLUMBUS OH
	24	PROVIDENCE-WARWICK RI-MA
	25	BIRMINGHAM-HOOVER AL

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

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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	ORLANDO-KISSIMMEE-SANFORD FL
	4	TAMPA-ST. PETERSBURG-CLEARWATER FL
	5	ATLANTA-SANDY SPRINGS-ROSWELL GA
	6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	7	BALTIMORE-COLUMBIA-TOWSON MD
	8	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	9	CHARLOTTE-CONCORD-GASTONIA NC-SC
	10	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	11	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	12	JACKSONVILLE FL
	13	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	14	DALLAS-FORT WORTH-ARLINGTON TX
	15	DETROIT-WARREN-DEARBORN MI
	16	RICHMOND VA
	17	BOSTON-CAMBRIDGE-NEWTON MA-NH
	18	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	19	PITTSBURGH PA
	20	ST. LOUIS MO-IL
	21	NEW ORLEANS-METAIRIE LA
	22	LOS ANGELES-LONG BEACH-ANAHEIM CA
	23	BIRMINGHAM-HOOVER AL
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	5	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
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	8	CHARLOTTE-CONCORD-GASTONIA NC-SC
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	19	PITTSBURGH PA
	20	DETROIT-WARREN-DEARBORN MI
	21	ST. LOUIS MO-IL
	22	CINCINNATI OH-KY-IN
	23	LOS ANGELES-LONG BEACH-ANAHEIM CA
	24	CAPE CORAL-FORT MYERS FL
	25	BATON ROUGE LA

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	5	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	6	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
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	8	CHARLOTTE-CONCORD-GASTONIA NC-SC
	9	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
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	19	NEW ORLEANS-METAIRIE LA
	20	ST. LOUIS MO-IL
	21	PITTSBURGH PA
	22	LOS ANGELES-LONG BEACH-ANAHEIM CA
	23	CINCINNATI OH-KY-IN
	24	BATON ROUGE LA
	25	BOSTON-CAMBRIDGE-NEWTON MA-NH

MARATHON FL Top Searching Personas		
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	2	Bucket Listers
	3	Dream Tripper
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	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	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	4	TAMPA-ST. PETERSBURG-CLEARWATER FL
	5	ATLANTA-SANDY SPRINGS-ROSWELL GA
	6	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	7	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	8	CHARLOTTE-CONCORD-GASTONIA NC-SC
	9	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	10	DETROIT-WARREN-DEARBORN MI
	11	ORLANDO-KISSIMMEE-SANFORD FL
	12	BOSTON-CAMBRIDGE-NEWTON MA-NH
	13	BALTIMORE-COLUMBIA-TOWSON MD
	14	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	15	ST. LOUIS MO-IL
	16	RICHMOND VA
	17	JACKSONVILLE FL
	18	CLEVELAND-ELYRIA OH
	19	PITTSBURGH PA
	20	DALLAS-FORT WORTH-ARLINGTON TX
	21	COLUMBUS OH
	22	LOS ANGELES-LONG BEACH-ANAHEIM CA
	23	CINCINNATI OH-KY-IN
	24	INDIANAPOLIS-CARMEL-ANDERSON IN
	25	KNOXVILLE TN

MARATHON FL Top Booking Source Locations		
Q4	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	ATLANTA-SANDY SPRINGS-ROSWELL GA
	5	TAMPA-ST. PETERSBURG-CLEARWATER FL
	6	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	7	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	8	CHARLOTTE-CONCORD-GASTONIA NC-SC
	9	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
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	11	DETROIT-WARREN-DEARBORN MI
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	18	PITTSBURGH PA
	19	JACKSONVILLE FL
	20	CLEVELAND-ELYRIA OH
	21	COLUMBUS OH
	22	LOS ANGELES-LONG BEACH-ANAHEIM CA
	23	PROVIDENCE-WARWICK RI-MA
	24	CINCINNATI OH-KY-IN
	25	INDIANAPOLIS-CARMEL-ANDERSON IN

MARATHON FL Top Searching Personas		
Q4	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
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	1	Bucket Listers
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	5	Go For It Families
	6	Self Seekers
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	1	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
	3	TAMPA-ST. PETERSBURG-CLEARWATER FL
	4	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
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	8	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
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	21	BIRMINGHAM-HOOVER AL
	22	CLEVELAND-ELYRIA OH
	23	CINCINNATI OH-KY-IN
	24	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	25	INDIANAPOLIS-CARMEL-ANDERSON IN

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	1	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
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	15	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	16	CHARLOTTE-CONCORD-GASTONIA NC-SC
	17	JACKSONVILLE FL
	18	DENVER-AURORA-LAKEWOOD CO
	19	SAN FRANCISCO-OAKLAND-HAYWARD CA
	20	PITTSBURGH PA
	21	KEY WEST FL
	22	COLUMBUS OH
	23	CLEVELAND-ELYRIA OH
	24	INDIANAPOLIS-CARMEL-ANDERSON IN
	25	CINCINNATI OH-KY-IN

MARATHON FL Top Searching Personas		
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MARATHON FL Top Booking Personas		
2017	Rank	Persona
	1	Couponing Families
	2	Go For It Families
	3	Self Seekers
	4	Bucket Listers
	5	Visiting Family
	6	Experience Seekers
	7	Adventure Seekers
	8	Dream Tripper
	9	Frugal Boomers
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ISLAMORADA FL Top Search Source Locations		
Q1	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	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	5	ATLANTA-SANDY SPRINGS-ROSWELL GA
	6	TAMPA-ST. PETERSBURG-CLEARWATER FL
	7	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
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	10	BOSTON-CAMBRIDGE-NEWTON MA-NH
	11	CHARLOTTE-CONCORD-GASTONIA NC-SC
	12	BALTIMORE-COLUMBIA-TOWSON MD
	13	ORLANDO-KISSIMMEE-SANFORD FL
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	15	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	16	RICHMOND VA
	17	PITTSBURGH PA
	18	ST. LOUIS MO-IL
	19	CLEVELAND-ELYRIA OH
	20	JACKSONVILLE FL
	21	INDIANAPOLIS-CARMEL-ANDERSON IN
	22	CINCINNATI OH-KY-IN
	23	COLUMBUS OH
	24	PROVIDENCE-WARWICK RI-MA
	25	BIRMINGHAM-HOOVER AL

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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	ORLANDO-KISSIMMEE-SANFORD FL
	4	TAMPA-ST. PETERSBURG-CLEARWATER FL
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	19	PITTSBURGH PA
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	25	CLEVELAND-ELYRIA OH

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ISLAMORADA FL Top Search Source Locations		
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	2	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
	3	TAMPA-ST. PETERSBURG-CLEARWATER FL
	4	ATLANTA-SANDY SPRINGS-ROSWELL GA
	5	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
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	12	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	13	DALLAS-FORT WORTH-ARLINGTON TX
	14	BIRMINGHAM-HOOVER AL
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	16	BALTIMORE-COLUMBIA-TOWSON MD
	17	RICHMOND VA
	18	NEW ORLEANS-METAIRIE LA
	19	PITTSBURGH PA
	20	DETROIT-WARREN-DEARBORN MI
	21	ST. LOUIS MO-IL
	22	LOS ANGELES-LONG BEACH-ANAHEIM CA
	23	MEMPHIS TN-MS-AR
	24	DELTONA-DAYTONA BEACH-ORMOND BEACH FL
	25	CINCINNATI OH-KY-IN

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	TAMPA-ST. PETERSBURG-CLEARWATER FL
	4	ATLANTA-SANDY SPRINGS-ROSWELL GA
	5	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	7	ORLANDO-KISSIMMEE-SANFORD FL
	8	CHARLOTTE-CONCORD-GASTONIA NC-SC
	9	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	10	JACKSONVILLE FL
	11	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	12	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	13	DALLAS-FORT WORTH-ARLINGTON TX
	14	BIRMINGHAM-HOOVER AL
	15	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	16	BALTIMORE-COLUMBIA-TOWSON MD
	17	DETROIT-WARREN-DEARBORN MI
	18	RICHMOND VA
	19	NEW ORLEANS-METAIRIE LA
	20	PITTSBURGH PA
	21	ST. LOUIS MO-IL
	22	LOS ANGELES-LONG BEACH-ANAHEIM CA
	23	BOSTON-CAMBRIDGE-NEWTON MA-NH
	24	MEMPHIS TN-MS-AR
	25	DELTONA-DAYTONA BEACH-ORMOND BEACH FL

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

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	20	JACKSONVILLE FL
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	25	BIRMINGHAM-HOOVER AL

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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	ORLANDO-KISSIMMEE-SANFORD FL
	4	TAMPA-ST. PETERSBURG-CLEARWATER FL
	5	ATLANTA-SANDY SPRINGS-ROSWELL GA
	6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	7	BALTIMORE-COLUMBIA-TOWSON MD
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	10	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
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	12	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	13	JACKSONVILLE FL
	14	DALLAS-FORT WORTH-ARLINGTON TX
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	17	BOSTON-CAMBRIDGE-NEWTON MA-NH
	18	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	19	PITTSBURGH PA
	20	ST. LOUIS MO-IL
	21	NEW ORLEANS-METAIRIE LA
	22	LOS ANGELES-LONG BEACH-ANAHEIM CA
	23	BIRMINGHAM-HOOVER AL
	24	RALEIGH NC
	25	CLEVELAND-ELYRIA OH

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	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
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	4	ATLANTA-SANDY SPRINGS-ROSWELL GA
	5	TAMPA-ST. PETERSBURG-CLEARWATER FL
	6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	7	BALTIMORE-COLUMBIA-TOWSON MD
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	3	TAMPA-ST. PETERSBURG-CLEARWATER FL
	4	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	5	ATLANTA-SANDY SPRINGS-ROSWELL GA
	6	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	7	ORLANDO-KISSIMMEE-SANFORD FL
	8	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	9	CHARLOTTE-CONCORD-GASTONIA NC-SC
	10	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	11	BALTIMORE-COLUMBIA-TOWSON MD
	12	DETROIT-WARREN-DEARBORN MI
	13	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	14	BOSTON-CAMBRIDGE-NEWTON MA-NH
	15	JACKSONVILLE FL
	16	RICHMOND VA
	17	DALLAS-FORT WORTH-ARLINGTON TX
	18	PITTSBURGH PA
	19	ST. LOUIS MO-IL
	20	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	21	BIRMINGHAM-HOOVER AL
	22	CLEVELAND-ELYRIA OH
	23	CINCINNATI OH-KY-IN
	24	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	25	COLUMBUS OH

KEY LARGO FL Top Booking Source Locations		
2017	Rank	Persona
	1	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
	3	ORLANDO-KISSIMMEE-SANFORD FL
	4	ATLANTA-SANDY SPRINGS-ROSWELL GA
	5	TAMPA-ST. PETERSBURG-CLEARWATER FL
	6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	7	BALTIMORE-COLUMBIA-TOWSON MD
	8	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	9	CHARLOTTE-CONCORD-GASTONIA NC-SC
	10	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	11	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	12	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	13	JACKSONVILLE FL
	14	DETROIT-WARREN-DEARBORN MI
	15	DALLAS-FORT WORTH-ARLINGTON TX
	16	RICHMOND VA
	17	BOSTON-CAMBRIDGE-NEWTON MA-NH
	18	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	19	PITTSBURGH PA
	20	ST. LOUIS MO-IL
	21	NEW ORLEANS-METAIRIE LA
	22	LOS ANGELES-LONG BEACH-ANAHEIM CA
	23	BIRMINGHAM-HOOVER AL
	24	RALEIGH NC
	25	COLUMBUS OH

KEY LARGO FL Top Searching Personas		
2017	Rank	Persona
	1	Adventure Seekers
	2	Dream Tripper
	3	Bucket Listers
	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 Booking Personas		
2017	Rank	Persona
	1	Couponing Families
	2	Go For It Families
	3	Self Seekers
	4	Bucket Listers
	5	Visiting Family
	6	Experience Seekers
	7	Adventure Seekers
	8	Dream Tripper
	9	Frugal Boomers
	10	Young Free Spirits

