



The Florida Keys & Key West

Date Range: 2019 broken down Quarterly

MONROE COUNTY 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	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
	4	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	5	BOSTON-CAMBRIDGE-NEWTON MA-NH
	6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	7	TAMPA-ST. PETERSBURG-CLEARWATER FL
	8	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	9	ATLANTA-SANDY SPRINGS-ROSWELL GA
	10	KEY WEST FL
	11	DALLAS-FORT WORTH-ARLINGTON TX
	12	ORLANDO-KISSIMMEE-SANFORD FL
	13	BALTIMORE-COLUMBIA-TOWSON MD
	14	DETROIT-WARREN-DEARBORN MI
	15	CLEVELAND-ELYRIA OH
	16	LOS ANGELES-LONG BEACH-ANAHEIM CA
	17	PITTSBURGH PA
	18	DENVER-AURORA-LAKEWOOD CO
	19	CHARLOTTE-CONCORD-GASTONIA NC-SC
	20	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	21	INDIANAPOLIS-CARMEL-ANDERSON IN
	22	CAPE CORAL-FORT MYERS FL
	23	COLUMBUS OH
	24	KANSAS CITY MO-KS
	25	MILWAUKEE-WAUKESHA-WEST ALLIS WI

MONROE COUNTY FL Top Booking Source Locations		
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	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

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

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	3	Adventure Seekers
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	5	Bucket Listers
	6	Frugal Boomers
	7	Self Seekers
	8	Young Free Spirits
	9	Visiting Family
	10	Couponing Families

MONROE COUNTY FL Top Search Source Locations		
Q2	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	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	6	ORLANDO-KISSIMMEE-SANFORD FL
	7	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	8	CHARLOTTE-CONCORD-GASTONIA NC-SC
	9	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	10	JACKSONVILLE FL
	11	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	12	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	13	DALLAS-FORT WORTH-ARLINGTON TX
	14	BIRMINGHAM-HOOVER AL
	15	HOUSTON-THE WOODLANDS-SUGAR LAND TX

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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
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	5	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	6	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
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	10	JACKSONVILLE FL
	11	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	12	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
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	1	Dream Tripper
	2	Adventure Seekers
	3	Experience Seekers
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	5	Self Seekers
	6	Frugal Boomers
	7	Bucket Listers
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	9	Couponing Families
	10	Visiting Family

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	2	Experience Seekers

	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	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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MONROE COUNTY FL Top Search Source Locations		
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	24	RALEIGH NC
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MONROE COUNTY FL Top Searching Personas		
Q3	Rank	Persona
		Experience Seekers
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		Adventure Seekers
		Self Seekers
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		Frugal Boomers
		Visiting Family
		Bucket Listers
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MONROE COUNTY FL Top Search Source Locations		
Q4	Rank	Persona
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	6	TAMPA-ST. PETERSBURG-CLEARWATER FL
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	8	BOSTON-CAMBRIDGE-NEWTON MA-NH
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	1	Experience Seekers
	2	Dream Tripper
	3	Adventure Seekers
	4	Self Seekers
	5	Go For It Families
	6	Bucket Lister
	7	Frugal Boomers
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	22	CAPE CORAL-FORT MYERS FL
	23	PROVIDENCE-WARWICK RI-MA
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KEY WEST FL Top Search Source Locations		
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KEY WEST FL Top Search Source Locations		
Q2	Rank	Persona

KEY WEST FL Top Booking Source Locations		
Q2		

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	20	ST. LOUIS MO-IL
	21	LOS ANGELES-LONG BEACH-ANAHEIM CA
	22	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC

KEY WEST FL Top Searching Personas		
Q3	Rank	Persona
		Experience Seekers
		Dream Tripper
		Adventure Seekers
		Go For It Families
		Self Seekers
		Frugal Boomers
		Visiting Family
		Bucket Listers
		Couponing Families
		Young Free Spirits

KEY WEST FL Top Booking Personas		
Q3	Rank	Persona
		Experience Seekers
		Dream Tripper
		Adventure Seekers
		Go For It Families
		Self Seekers
		Bucket Listers
		Frugal Boomers
		Couponing Families
		Young Free Spirits

23	CLEVELAND-ELYRIA OH
24	NEW ORLEANS-METAIRIE LA
25	LOS ANGELES-LONG BEACH-ANAHEIM CA

23	RICHMOND VA
24	CLEVELAND-ELYRIA OH
25	NEW ORLEANS-METAIRIE LA

	Visiting Family
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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
	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
	8	DETROIT-WARREN-DEARBORN MI
	9	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	10	BOSTON-CAMBRIDGE-NEWTON MA-NH
	11	CHARLOTTE-CONCORD-GASTONIA NC-SC
	12	BALTIMORE-COLUMBIA-TOWSON MD
	13	ORLANDO-KISSIMMEE-SANFORD FL
	14	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	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

KEY WEST 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	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	5	ATLANTA-SANDY SPRINGS-ROSWELL GA
	6	TAMPA-ST. PETERSBURG-CLEARWATER FL
	7	DETROIT-WARREN-DEARBORN MI
	8	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	9	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	10	BOSTON-CAMBRIDGE-NEWTON MA-NH
	11	CHARLOTTE-CONCORD-GASTONIA NC-SC
	12	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	13	BALTIMORE-COLUMBIA-TOWSON MD
	14	ORLANDO-KISSIMMEE-SANFORD FL
	15	RICHMOND VA
	16	PITTSBURGH PA
	17	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	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

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

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



MARATHON 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	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	ORLANDO-KISSIMMEE-SANFORD FL
	11	DETROIT-WARREN-DEARBORN MI
	12	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	13	LOS ANGELES-LONG BEACH-ANAHEIM CA

MARATHON FL Top Booking Source Locations		
Q1	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	ORLANDO-KISSIMMEE-SANFORD FL
	9	ATLANTA-SANDY SPRINGS-ROSWELL GA
	10	TAMPA-ST. PETERSBURG-CLEARWATER FL
	11	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	12	DALLAS-FORT WORTH-ARLINGTON TX
	13	LOS ANGELES-LONG BEACH-ANAHEIM CA

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

MARATHON FL Top Booking Personas		
Q1	Rank	Persona

	14	BALTIMORE-COLUMBIA-TOWSON MD
	15	DENVER-AURORA-LAKEWOOD CO
	16	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	17	CHARLOTTE-CONCORD-GASTONIA NC-SC
	18	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	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

	14	CHARLOTTE-CONCORD-GASTONIA NC-SC
	15	PITTSBURGH PA
	16	DENVER-AURORA-LAKEWOOD CO
	17	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	18	BALTIMORE-COLUMBIA-TOWSON MD
	19	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	20	PITTSBURGH PA
	21	COLUMBUS OH
	22	PROVIDENCE-WARWICK RI-MA
	23	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	24	ROCHESTER MN
	25	SAN FRANCISCO-OAKLAND-HAYWARD CA

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

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	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		
Q2	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 Personas		
Q2	Rank	Persona
	1	Bucket Listers
	2	Dream Tripper
	3	Adventure Seekers
	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 Personas		
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	3	Experience Seekers
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	5	Go For It Families
	6	Frugal Boomers
	7	Self Seekers
	8	Visiting Family
	9	Young Free Spirits
	10	Couponing Families

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	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

MARATHON FL Top Booking Source Locations		
Q3	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	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	5	TAMPA-ST. PETERSBURG-CLEARWATER FL
	6	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	7	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV

MARATHON FL Top Searching Personas		
Q3	Rank	Persona
	1	Experience Seekers
	2	Dream Tripper
	3	Bucket Listers
	4	Adventure Seekers
	5	Go For It Families
	6	Self Seekers
	7	Frugal Boomers

8	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
9	CHARLOTTE-CONCORD-GASTONIA NC-SC
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	CINCINNATI OH-KY-IN
23	LOS ANGELES-LONG BEACH-ANAHEIM CA
24	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
25	HOUSTON-THE WOODLANDS-SUGAR LAND TX

8	CHARLOTTE-CONCORD-GASTONIA NC-SC
9	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
10	BOSTON-CAMBRIDGE-NEWTON MA-NH
11	DETROIT-WARREN-DEARBORN MI
12	ORLANDO-KISSIMMEE-SANFORD FL
13	BALTIMORE-COLUMBIA-TOWSON MD
14	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
15	DALLAS-FORT WORTH-ARLINGTON TX
16	ST. LOUIS MO-IL
17	RICHMOND VA
18	JACKSONVILLE FL
19	PITTSBURGH PA
20	CLEVELAND-ELYRIA OH
21	COLUMBUS OH
22	PROVIDENCE-WARWICK RI-MA
23	CINCINNATI OH-KY-IN
24	LOS ANGELES-LONG BEACH-ANAHEIM CA
25	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI

8	Visiting Family
9	Couponing Families
10	Young Free Spirits

KEY WEST FL Top Booking Personas		
Q4	Rank	Persona
	1	Experience Seekers
	2	Dream Tripper
	3	Bucket Listers
	4	Adventure 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	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	4	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	5	TAMPA-ST. PETERSBURG-CLEARWATER FL
	6	ATLANTA-SANDY SPRINGS-ROSWELL GA
	7	DETROIT-WARREN-DEARBORN MI
	8	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	9	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	10	BOSTON-CAMBRIDGE-NEWTON MA-NH
	11	CHARLOTTE-CONCORD-GASTONIA NC-SC
	12	BALTIMORE-COLUMBIA-TOWSON MD
	13	ORLANDO-KISSIMMEE-SANFORD FL
	14	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	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

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	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	5	TAMPA-ST. PETERSBURG-CLEARWATER FL
	6	ATLANTA-SANDY SPRINGS-ROSWELL GA
	7	DETROIT-WARREN-DEARBORN MI
	8	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	9	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	10	BOSTON-CAMBRIDGE-NEWTON MA-NH
	11	CHARLOTTE-CONCORD-GASTONIA NC-SC
	12	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	13	BALTIMORE-COLUMBIA-TOWSON MD
	14	ORLANDO-KISSIMMEE-SANFORD FL
	15	RICHMOND VA
	16	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	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		
Q4	Rank	Persona
	1	Experience Seekers
	2	Dream Tripper
	3	Adventure Seekers
	4	Bucket Listers
	5	Go For It Families
	6	Self Seekers
	7	Frugal Boomers
	8	Visiting Family
	9	Young Free Spirits
	10	Couponing Families

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



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	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	ORLANDO-KISSIMMEE-SANFORD FL
	11	LOS ANGELES-LONG BEACH-ANAHEIM CA
	12	DETROIT-WARREN-DEARBORN MI
	13	BALTIMORE-COLUMBIA-TOWSON MD
	14	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	15	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	16	CHARLOTTE-CONCORD-GASTONIA NC-SC
	17	DENVER-AURORA-LAKEWOOD CO
	18	PITTSBURGH PA
	19	SAN FRANCISCO-OAKLAND-HAYWARD CA
	20	KEY WEST FL
	21	SEATTLE-TACOMA-BELLEVUE WA
	22	PROVIDENCE-WARWICK RI-MA
	23	CLEVELAND-ELYRIA OH
	24	INDIANAPOLIS-CARMEL-ANDERSON IN
	25	JACKSONVILLE FL

ISLAMORADA FL Top Booking Source Locations		
Q1	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	TAMPA-ST. PETERSBURG-CLEARWATER FL
	10	BALTIMORE-COLUMBIA-TOWSON MD
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	12	LOS ANGELES-LONG BEACH-ANAHEIM CA
	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	BRIDGEPORT-STAMFORD-NORWALK CT
	21	ORLANDO-KISSIMMEE-SANFORD FL
	22	KEY WEST FL
	23	PHOENIX-MESA-SCOTTSDALE AZ
	24	HARRISBURG-CARLISLE PA
	25	CINCINNATI OH-KY-IN

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

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

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

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

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

ISLAMORADA FL Top Booking Personas		
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	1	Dream Tripper
	2	Experience Seekers
	3	Bucket Listers
	4	Self Seekers
	5	Go For It Families
	6	Adventure Seekers
	7	Frugal Boomers



	21	SEATTLE-TACOMA-BELLEVUE WA
	22	COLUMBUS OH
	23	SAN FRANCISCO-OAKLAND-HAYWARD CA
	24	INDIANAPOLIS-CARMEL-ANDERSON IN
	25	JACKSONVILLE FL

	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

	8	Visiting Family
	9	Couponing Families
	10	Young Free Spirits

ISLAMORADA FL Top Search 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	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	CLEVELAND-ELYRIA OH
	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	CLEVELAND-ELYRIA OH
	25	DELTONA-DAYTONA BEACH-ORMOND BEACH FL

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

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

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	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
	8	DETROIT-WARREN-DEARBORN MI
	9	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	10	BOSTON-CAMBRIDGE-NEWTON MA-NH
	11	CHARLOTTE-CONCORD-GASTONIA NC-SC
	12	BALTIMORE-COLUMBIA-TOWSON MD
	13	ORLANDO-KISSIMMEE-SANFORD FL
	14	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI

ISLAMORADA 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	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	5	ATLANTA-SANDY SPRINGS-ROSWELL GA
	6	TAMPA-ST. PETERSBURG-CLEARWATER FL
	7	DETROIT-WARREN-DEARBORN MI
	8	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	9	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	10	BOSTON-CAMBRIDGE-NEWTON MA-NH
	11	CHARLOTTE-CONCORD-GASTONIA NC-SC
	12	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	13	BALTIMORE-COLUMBIA-TOWSON MD
	14	ORLANDO-KISSIMMEE-SANFORD FL

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

ISLAMORADA FL Top Booking Personas		
Q4	Rank	Persona
	1	Dream Tripper

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

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

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



KEY LARGO 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	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	ORLANDO-KISSIMMEE-SANFORD FL
	11	BALTIMORE-COLUMBIA-TOWSON MD
	12	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	13	LOS ANGELES-LONG BEACH-ANAHEIM CA
	14	DETROIT-WARREN-DEARBORN MI
	15	CHARLOTTE-CONCORD-GASTONIA NC-SC
	16	SAN FRANCISCO-OAKLAND-HAYWARD CA
	17	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	18	CINCINNATI OH-KY-IN
	19	DENVER-AURORA-LAKEWOOD CO
	20	CLEVELAND-ELYRIA OH
	21	INDIANAPOLIS-CARMEL-ANDERSON IN
	22	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	23	COLUMBUS OH
	24	PITTSBURGH PA
	25	ST. LOUIS MO-IL

KEY LARGO FL Top Booking Source Locations		
Q1	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	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	6	BOSTON-CAMBRIDGE-NEWTON MA-NH
	7	ORLANDO-KISSIMMEE-SANFORD FL
	8	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	9	BALTIMORE-COLUMBIA-TOWSON MD
	10	ATLANTA-SANDY SPRINGS-ROSWELL GA
	11	TAMPA-ST. PETERSBURG-CLEARWATER FL
	12	DETROIT-WARREN-DEARBORN MI
	13	DALLAS-FORT WORTH-ARLINGTON TX
	14	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	15	CHARLOTTE-CONCORD-GASTONIA NC-SC
	16	SAN FRANCISCO-OAKLAND-HAYWARD CA
	17	DENVER-AURORA-LAKEWOOD CO
	18	KANSAS CITY MO-KS
	19	PHOENIX-MESA-SCOTTSDALE AZ
	20	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	21	CINCINNATI OH-KY-IN
	22	COLUMBUS OH
	23	ST. LOUIS MO-IL
	24	PITTSBURGH PA
	25	RICHMOND VA

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

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

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

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	ORLANDO-KISSIMMEE-SANFORD FL
	4	ATLANTA-SANDY SPRINGS-ROSWELL GA
	5	TAMPA-ST. PETERSBURG-CLEARWATER FL
	6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD

KEY LARGO FL Top Searching Personas		
Q2	Rank	Persona
	1	Experience Seekers
	2	Dream Tripper
	3	Bucket Listers
	4	Go For It Families
	5	Adventure Seekers
	6	Young Free Spirits

	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	DALLAS-FORT WORTH-ARLINGTON TX
	15	RICHMOND VA
	16	DETROIT-WARREN-DEARBORN MI
	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

	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	GREENVILLE-ANDERSON-MAULDIN SC

	7	Visiting Family
	8	Self Seekers
	9	Frugal Boomers
	10	Couponing Families

KEY LARGO FL Top Booking Personas		
Q2	Rank	Persona
	1	Experience Seekers
	2	Dream Tripper
	3	Bucket Listers
	4	Adventure 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		
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	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

KEY LARGO FL Top Booking Source Locations		
Q3	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	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	5	TAMPA-ST. PETERSBURG-CLEARWATER FL
	6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	7	ORLANDO-KISSIMMEE-SANFORD FL
	8	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	9	JACKSONVILLE FL
	10	CHARLOTTE-CONCORD-GASTONIA NC-SC
	11	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	12	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	13	DALLAS-FORT WORTH-ARLINGTON TX
	14	BALTIMORE-COLUMBIA-TOWSON MD
	15	DETROIT-WARREN-DEARBORN MI
	16	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	17	PITTSBURGH PA
	18	BOSTON-CAMBRIDGE-NEWTON MA-NH
	19	NEW ORLEANS-METAIRIE LA
	20	LOS ANGELES-LONG BEACH-ANAHEIM CA
	21	ST. LOUIS MO-IL
	22	CINCINNATI OH-KY-IN
	23	RICHMOND VA
	24	COLUMBUS OH
	25	PROVIDENCE-WARWICK RI-MA

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

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

KEY LARGO FL Top Search Source Locations		
Q4	Rank	Persona

KEY LARGO FL Top Booking Source Locations		
Q4	Rank	Persona

KEY LARGO FL Top Searching Personas		
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	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
9	CHARLOTTE-CONCORD-GASTONIA NC-SC
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	CINCINNATI OH-KY-IN
23	LOS ANGELES-LONG BEACH-ANAHEIM CA
24	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
25	HOUSTON-THE WOODLANDS-SUGAR LAND TX

1	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
3	ATLANTA-SANDY SPRINGS-ROSWELL GA
4	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
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
10	BOSTON-CAMBRIDGE-NEWTON MA-NH
11	DETROIT-WARREN-DEARBORN MI
12	ORLANDO-KISSIMMEE-SANFORD FL
13	BALTIMORE-COLUMBIA-TOWSON MD
14	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
15	DALLAS-FORT WORTH-ARLINGTON TX
16	ST. LOUIS MO-IL
17	RICHMOND VA
18	JACKSONVILLE FL
19	PITTSBURGH PA
20	CLEVELAND-ELYRIA OH
21	COLUMBUS OH
22	LOS ANGELES-LONG BEACH-ANAHEIM CA
23	CINCINNATI OH-KY-IN
24	PROVIDENCE-WARWICK RI-MA
25	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI

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

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

