



The Florida Keys & Key West

Date Range: 2018 broken down Quarterly

MONROE COUNTY FL Top Search Source Locations		
2018 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	

MONROE COUNTY FL Top Booking Source Locations		
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18	RICHMOND VA	
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	

MONROE COUNTY FL Top Searching Personas		
2018 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	Young Free Spirits	
9	Frugal Boomers	
10	Couponing Families	

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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	
5	ATLANTA-SANDY SPRINGS-ROSWELL GA	
6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD	
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20	INDIANAPOLIS-CARMEL-ANDERSON IN	
21	ST. LOUIS MO-IL	
22	CINCINNATI OH-KY-IN	
23	COLUMBUS OH	
24	CAPE CORAL-FORT MYERS FL	
25	PROVIDENCE-WARWICK RI-MA	

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KEY WEST FL Top Search Source Locations		
Q3 Rank	Persona	
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2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL	
3	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV	
4	ATLANTA-SANDY SPRINGS-ROSWELL GA	
5	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD	
6	TAMPA-ST. PETERSBURG-CLEARWATER FL	
7	ORLANDO-KISSIMMEE-SANFORD FL	
8	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI	
9	CHARLOTTE-CONCORD-GASTONIA NC-SC	
10	BOSTON-CAMBRIDGE-NEWTON MA-NH	

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	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	BOSTON-CAMBRIDGE-NEWTON MA-NH	
9	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI	
10	CHARLOTTE-CONCORD-GASTONIA NC-SC	

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Q3 Rank	Persona	
1	Adventure Seekers	
2	Bucket Listers	
3	Experience Seekers	
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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	

11	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
12	DALLAS-FORT WORTH-ARLINGTON TX
13	JACKSONVILLE FL
14	HOUSTON-THE WOODLANDS-SUGAR LAND TX
15	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
16	BIRMINGHAM-HOOVER AL
17	BALTIMORE-COLUMBIA-TOWSON MD
18	RICHMOND VA
19	NEW ORLEANS-METAIRIE LA
20	PITTSBURGH PA
21	DETROIT-WARREN-DEARBORN MI
22	ST. LOUIS MO-IL
23	LOS ANGELES-LONG BEACH-ANAHEIM CA
24	DENVER CO
25	DELTONA-DAYTONA BEACH-ORMOND BEACH FL

11	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
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17	DETROIT-WARREN-DEARBORN MI
18	NEW ORLEANS-METAIRIE LA
19	JACKSONVILLE FL
20	RICHMOND VA
21	PITTSBURGH PA
22	DENVER CO
23	LOS ANGELES-LONG BEACH-ANAHEIM CA
24	ST. LOUIS MO-IL
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
	3	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
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	5	TAMPA-ST. PETERSBURG-CLEARWATER FL
	6	ATLANTA-SANDY SPRINGS-ROSWELL GA
	7	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	8	BOSTON-CAMBRIDGE-NEWTON MA-NH
	9	CHARLOTTE-CONCORD-GASTONIA NC-SC
	10	DETROIT-WARREN-DEARBORN MI
	11	ORLANDO-KISSIMMEE-SANFORD FL
	12	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	13	BALTIMORE-COLUMBIA-TOWSON MD
	14	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
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	21	ST. LOUIS MO-IL
	22	CINCINNATI OH-KY-IN
	23	COLUMBUS OH
	24	LOS ANGELES-LONG BEACH-ANAHEIM CA
	25	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI

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	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH 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	Frugal Boomers
	7	Visiting Family
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MARATHON FL Top Search Source Locations		
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	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
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	18	RICHMOND VA
	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	GREENVILLE-ANDERSON-MAULDIN SC

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

MARATHON FL Top Booking Personas		
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	5	Dream Tripper
	6	Self Seekers
	7	Visiting Family
	8	Frugal Boomers
	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	ORLANDO-KISSIMMEE-SANFORD FL
	4	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	5	ATLANTA-SANDY SPRINGS-ROSWELL GA
	6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	7	BALTIMORE-COLUMBIA-TOWSON MD
	8	TAMPA-ST. PETERSBURG-CLEARWATER FL
	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

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	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
	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	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	16	DALLAS-FORT WORTH-ARLINGTON TX
	17	RICHMOND VA
	18	PITTSBURGH PA
	19	JACKSONVILLE FL
	20	ST. LOUIS MO-IL
	21	COLUMBUS OH
	22	LOS ANGELES-LONG BEACH-ANAHEIM CA
	23	PROVIDENCE-WARWICK RI-MA
	24	CINCINNATI OH-KY-IN
	25	CLEVELAND-ELYRIA OH

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

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

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

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

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

KEY WEST FL Top Booking Personas		
Q4	Rank	Persona
	1	Dream Tripper
	2	Bucket Listers
	3	Go For It Families
	4	Adventure Seekers
	5	Frugal Boomers
	6	Experience Seekers
	7	Self Seekers
	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	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	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	8	DETROIT-WARREN-DEARBORN MI
	9	BOSTON-CAMBRIDGE-NEWTON MA-NH
	10	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	11	BALTIMORE-COLUMBIA-TOWSON MD
	12	CHARLOTTE-CONCORD-GASTONIA NC-SC
	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	CINCINNATI OH-KY-IN
	19	CLEVELAND-ELYRIA OH
	20	COLUMBUS OH
	21	JACKSONVILLE FL
	22	ST. LOUIS MO-IL
	23	DALLAS-FORT WORTH-ARLINGTON TX
	24	CAPE CORAL-FORT MYERS FL
	25	INDIANAPOLIS-CARMEL-ANDERSON IN

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	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	5	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	6	DETROIT-WARREN-DEARBORN MI
	7	TAMPA-ST. PETERSBURG-CLEARWATER FL
	8	ATLANTA-SANDY SPRINGS-ROSWELL GA
	9	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	10	BOSTON-CAMBRIDGE-NEWTON MA-NH
	11	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	12	PITTSBURGH PA
	13	DALLAS-FORT WORTH-ARLINGTON TX
	14	BALTIMORE-COLUMBIA-TOWSON MD
	15	CHARLOTTE-CONCORD-GASTONIA NC-SC
	16	ORLANDO-KISSIMMEE-SANFORD FL
	17	RICHMOND VA
	18	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	19	LOUISVILLE/JEFFERSON COUNTY KY-IN
	20	CLEVELAND-ELYRIA OH
	21	CINCINNATI OH-KY-IN
	22	COLUMBUS OH
	23	ST. LOUIS MO-IL
	24	JACKSONVILLE FL
	25	INDIANAPOLIS-CARMEL-ANDERSON IN

ISLAMORADA FL Top Searching Personas		
Q1	Rank	Persona
	1	Bucket Listers
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	6	Self Seekers
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	8	Couponing Families
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ISLAMORADA FL Top Booking Personas		
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	4	Experience Seekers
	5	Go For It Families
	6	Self Seekers
	7	Frugal Boomers
	8	Couponing Families
	9	Visiting Family
	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	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	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	13	DALLAS-FORT WORTH-ARLINGTON TX
	14	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC

ISLAMORADA FL Top Booking 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	ORLANDO-KISSIMMEE-SANFORD FL
	6	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	7	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	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	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	14	DALLAS-FORT WORTH-ARLINGTON TX

ISLAMORADA FL Top Searching Personas		
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	1	Bucket Listers
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	8	Frugal Boomers
	9	Couponing Families
	10	Young Free Spirits

ISLAMORADA FL Top Booking Personas		
Q2	Rank	Persona
	1	Dream Tripper

15	BIRMINGHAM-HOOVER AL
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	DELTONA-DAYTONA BEACH-ORMOND BEACH FL
24	LOS ANGELES-LONG BEACH-ANAHEIM CA
25	MEMPHIS TN-MS-AR

15	BALTIMORE-COLUMBIA-TOWSON MD
16	BIRMINGHAM-HOOVER AL
17	DETROIT-WARREN-DEARBORN MI
18	RICHMOND VA
19	NEW ORLEANS-METAIRIE LA
20	PITTSBURGH PA
21	ST. LOUIS MO-IL
22	BOSTON-CAMBRIDGE-NEWTON MA-NH
23	DELTONA-DAYTONA BEACH-ORMOND BEACH FL
24	MEMPHIS TN-MS-AR
25	LOS ANGELES-LONG BEACH-ANAHEIM CA

2	Bucket Listers
3	Experience Seekers
4	Go For It Families
5	Adventure Seekers
6	Self Seekers
7	Visiting Family
8	Frugal Boomers
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	ATLANTA-SANDY SPRINGS-ROSWELL GA
	4	TAMPA-ST. PETERSBURG-CLEARWATER FL
	5	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	6	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	7	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	8	CHARLOTTE-CONCORD-GASTONIA NC-SC
	9	ORLANDO-KISSIMMEE-SANFORD FL
	10	DALLAS-FORT WORTH-ARLINGTON TX
	11	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	12	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	13	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	14	BIRMINGHAM-HOOVER AL
	15	BALTIMORE-COLUMBIA-TOWSON MD
	16	RICHMOND VA
	17	JACKSONVILLE FL
	18	NEW ORLEANS-METAIRIE LA
	19	PITTSBURGH PA
	20	DETROIT-WARREN-DEARBORN MI
	21	ST. LOUIS MO-IL
	22	CLEVELAND-ELYRIA OH
	23	LOS ANGELES-LONG BEACH-ANAHEIM CA
	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	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	11	DALLAS-FORT WORTH-ARLINGTON TX
	12	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	13	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	14	BALTIMORE-COLUMBIA-TOWSON MD
	15	DETROIT-WARREN-DEARBORN MI
	16	BIRMINGHAM-HOOVER AL
	17	JACKSONVILLE FL
	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	Adventure Seekers
	3	Bucket Listers
	4	Experience Seekers
	5	Go For It Families
	6	Self Seekers
	7	Couponing Families
	8	Visiting Family
	9	Frugal Boomers
	10	Young Free Spirits

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

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

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

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



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	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	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	8	DETROIT-WARREN-DEARBORN MI
	9	BOSTON-CAMBRIDGE-NEWTON MA-NH
	10	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	11	BALTIMORE-COLUMBIA-TOWSON MD
	12	CHARLOTTE-CONCORD-GASTONIA NC-SC
	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	CINCINNATI OH-KY-IN
	19	CLEVELAND-ELYRIA OH
	20	COLUMBUS OH
	21	JACKSONVILLE FL
	22	ST. LOUIS MO-IL
	23	DALLAS-FORT WORTH-ARLINGTON TX
	24	CAPE CORAL-FORT MYERS FL
	25	INDIANAPOLIS-CARMEL-ANDERSON IN

KEY LARGO 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	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	5	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	6	TAMPA-ST. PETERSBURG-CLEARWATER FL
	7	DETROIT-WARREN-DEARBORN MI
	8	ATLANTA-SANDY SPRINGS-ROSWELL GA
	9	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	10	BOSTON-CAMBRIDGE-NEWTON MA-NH
	11	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	12	PITTSBURGH PA
	13	DALLAS-FORT WORTH-ARLINGTON TX
	14	BALTIMORE-COLUMBIA-TOWSON MD
	15	CHARLOTTE-CONCORD-GASTONIA NC-SC
	16	ORLANDO-KISSIMMEE-SANFORD FL
	17	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN
	18	RICHMOND VA
	19	CINCINNATI OH-KY-IN
	20	COLUMBUS OH
	21	CLEVELAND-ELYRIA OH
	22	ST. LOUIS MO-IL
	23	JACKSONVILLE FL
	24	INDIANAPOLIS-CARMEL-ANDERSON IN
	25	GRAND RAPIDS-WYOMING MI

KEY LARGO FL Top Searching Personas		
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	Couponing Families
	9	Visiting Family
	10	Young Free Spirits

KEY LARGO FL Top Booking Personas		
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	Couponing Families
	9	Visiting Family
	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

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

KEY LARGO FL Top Searching Personas		
Q2	Rank	Persona
	1	Adventure Seekers
	2	Bucket Listers

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

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

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

KEY LARGO FL Top Booking Personas		
2018	Rank	Persona
	1	Adventure Seekers
	2	Experience Seekers
	3	Bucket Listers
	4	Go For It Families
	5	Couponing Families
	6	Dream Tripper
	7	Frugal Boomers
	8	Self Seekers
	9	Young Free Spirits
	10	Visiting Family

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

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

KEY LARGO 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 LARGO 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	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	PROVIDENCE-WARWICK RI-MA
	24	COLUMBUS OH
	25	DALLAS-FORT WORTH-ARLINGTON TX

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

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



Date Range: 2018

Key West, FL

International Searching	
Rank	Persona
1	TORONTO, CA
2	LONDON, GB
3	MONTREAL, CA
4	PARIS, FR
5	BARCELONA, ES
6	SHEFFIELD, GB
7	OTTAWA, CA
8	BERLIN, DE
9	MUNICH, DE
10	BUENOS AIRES, AR

International Booking	
Rank	Persona
1	TORONTO, CA
2	LONDON, GB
3	PARIS, FR
4	MONTREAL, CA
5	OTTAWA, CA
6	SHEFFIELD, GB
7	BUENOS AIRES, AR
8	BERLIN, DE
9	WINNIPEG, DE
10	MUNICH, DE

KEY WEST FL Top Searching Personas		
Q1	Rank	Persona
	1	Adventure Seekers
	2	Bucket Listers
	3	Experience Seekers
	4	Dream Tripper
	5	Go For It Families

KEY WEST FL Top Booking Personas		
Q1	Rank	Persona
	1	Adventure Seekers
	2	Bucket Listers
	3	Dream Tripper
	4	Experience Seekers
	5	Self Seekers

International Searching	
Rank	Persona
1	TORONTO, CA
2	LONDON, GB
3	MONTREAL, CA
4	PARIS, FR
5	SHEFFIELD, GB
6	OTTAWA, CA
7	WINNIPEG, CA
8	BERLIN, DE
9	MUNICH, DE
10	MILAN, IT

International Booking	
Rank	Persona
1	TORONTO, CA
2	LONDON, GB
3	MONTREAL, CA
4	PARIS, FR
5	OTTAWA, CA
6	SHEFFIELD, GB
7	BERLIN, DE
8	WINNIPEG, CA
9	VANCOUVER, CA
10	MUNICH, DE

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

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

International Searching	
Rank	Persona
1	TORONTO, CA
2	LONDON, GB
3	MONTREAL, CA
4	OTTAWA, CA
5	BERLIN, DE
6	PARIS, FR
7	VANCOUVER, CA
8	HAMBURG, DE
9	MUNICH, DE
10	WINNIPEG, CA

International Booking	
Rank	Persona
1	TORONTO, CA
2	MONTREAL, CA
3	LONDON, GB
4	PARIS, FR
5	OTTAWA, CA
6	BERLIN, DE
7	HAMBURG, DE
8	VANCOUVER, CA
9	QUEBEC, CA
10	MUNICH, DE

KEY WEST FL Top Searching Personas		
Q3	Rank	Persona
	1	Bucket Listers
	2	Adventure Seekers
	3	Experience Seekers
	4	Dream Tripper
	5	Go For It Families

KEY WEST FL Top Booking Personas		
Q3	Rank	Persona
	1	Bucket Listers
	2	Experience Seekers
	3	Adventure Seekers
	4	Dream Tripper
	5	Self Seekers

International Searching	
Rank	Persona
1	TORONTO, CA
2	MONTREAL, CA
3	OTTAWA, CA
4	LONDON, GB
5	BERLIN, DE
6	WINNIPEG, CA
7	PARIS, FR
8	HAMBURG, DE
9	BUENOS AIRES, AR
10	VANCOUVER, CA

International Booking	
Rank	Persona
1	TORONTO, CA
2	MONTREAL, CA
3	OTTAWA, CA
4	LONDON, GB
5	PARIS, FR
6	BERLIN, DE
7	WINNIPEG, CA
8	HAMBURG, DE
9	VANCOUVER, CA
10	MUNICH, DE

KEY WEST FL Top Searching Personas		
Q4	Rank	Persona
	1	Bucket Listers
	2	Adventure Seekers
	3	Experience Seekers
	4	Dream Tripper
	5	Go For It Families

KEY WEST FL Top Booking Personas		
Q4	Rank	Persona
	1	Bucket Listers
	2	Adventure Seekers
	3	Dream Tripper
	4	Experience Seekers
	5	Go For It Families