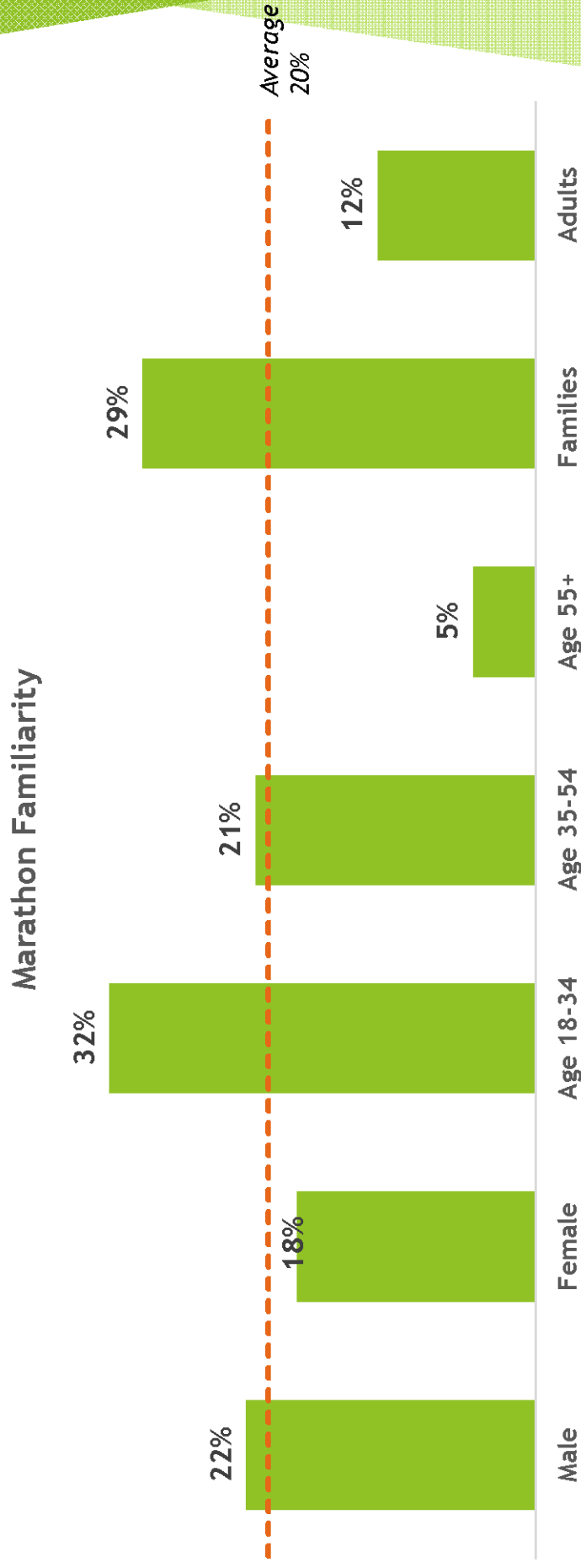


Marathon

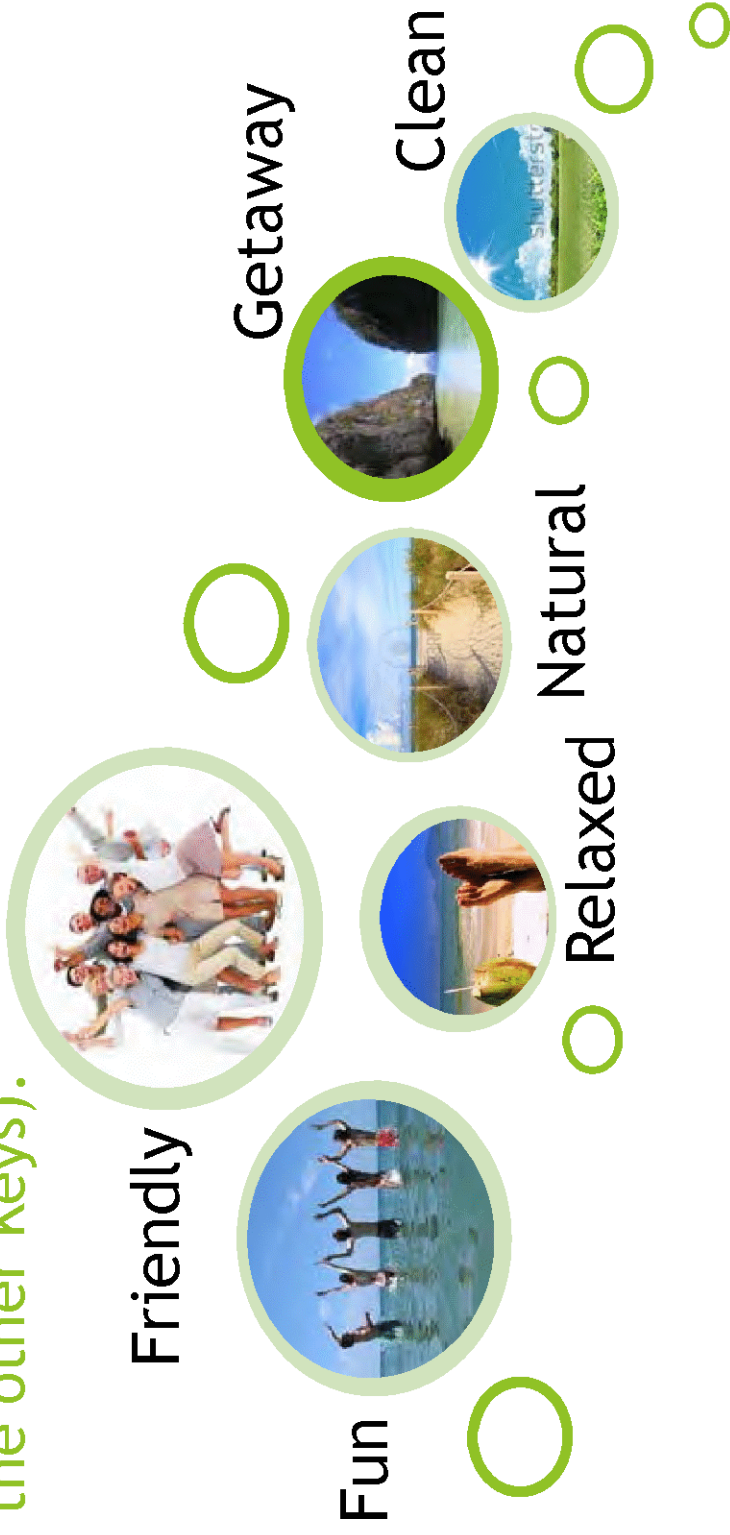


Marathon's familiarity is similar to that of the other Keys across consumer segments, with those aged 35-54 more familiar than average.



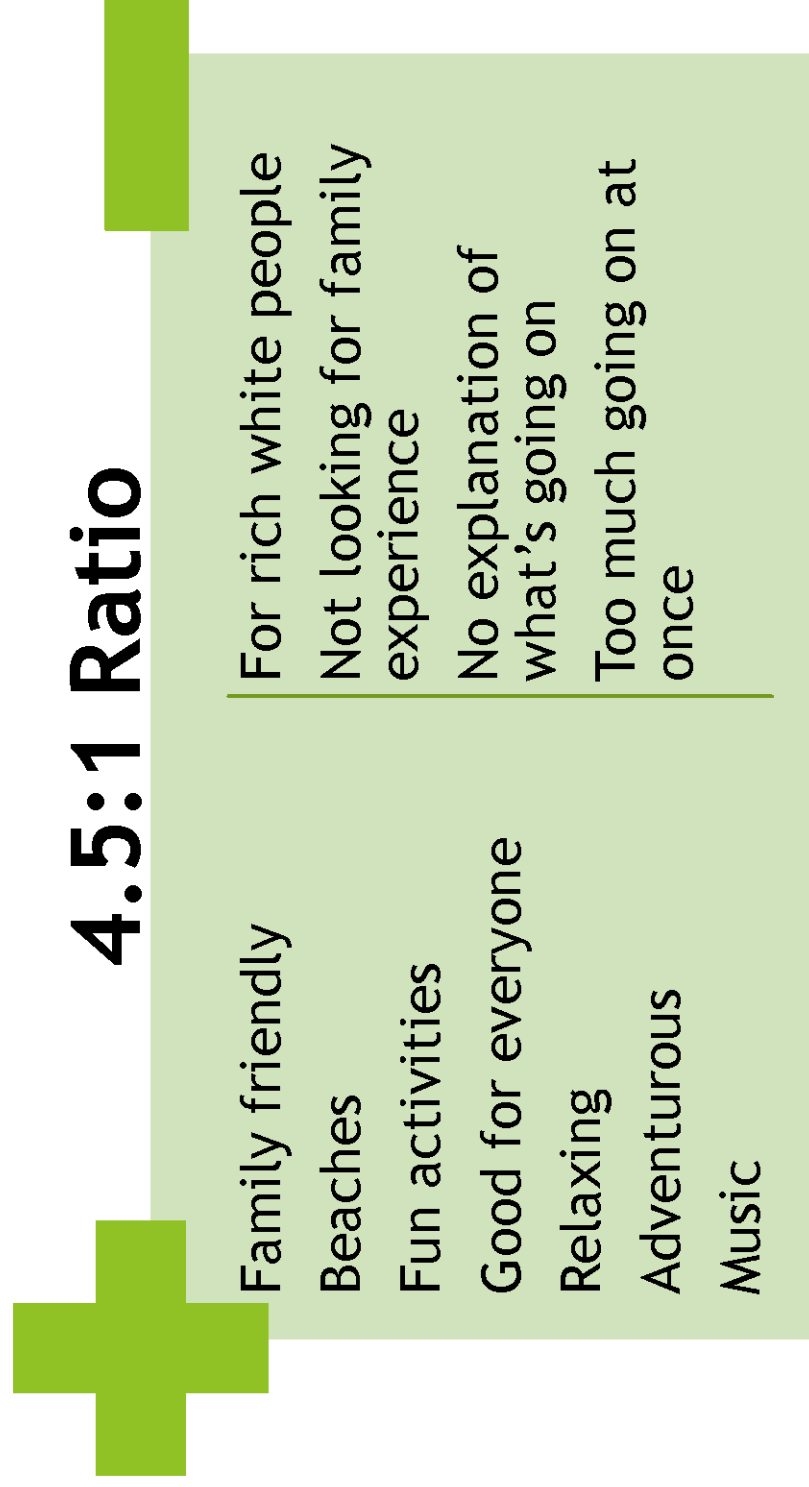
Q17: Please indicate how familiar you are with _____.

Marathon is perceived as being more friendly and fun than other Keys, but is also a relaxed, natural and clean getaway (like the other Keys).



Q18: Which of the following adjectives below would you most associate with Marathon in the Florida Keys?

Likes/Dislikes regarding the advertisement



Q19: Type in everything you particularly liked about this advertisement:
Q20: Is there anything you did not like about this advertisement?

Travelers felt the biggest takeaways from the Marathon TV ad were its Beaches, Family atmosphere and the fact there is Lots to Do on the Water.

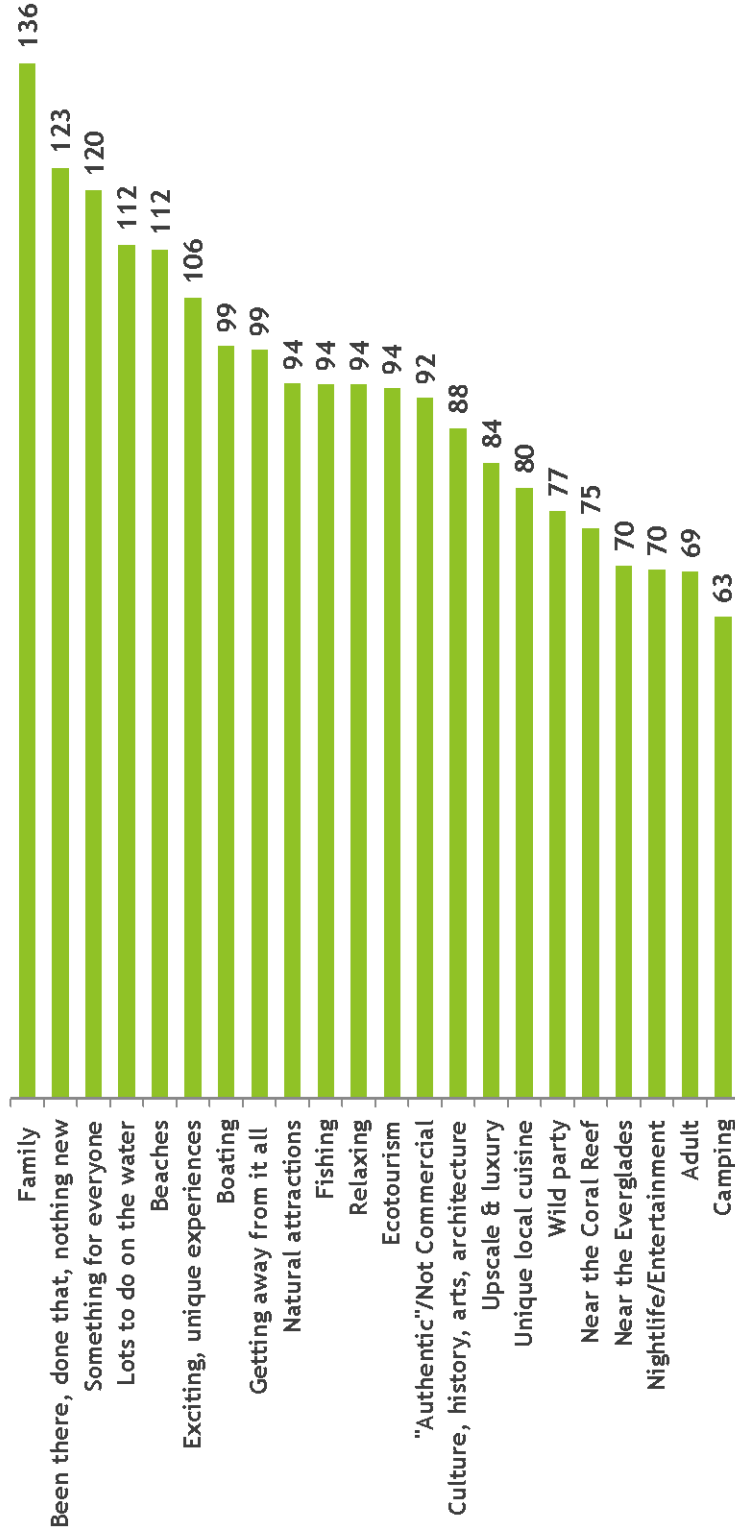
Key Ad Takeaways	FL Keys Visitors	FL Keys Non-Visitors
Beaches	61%	73%
Family	53%	73%
Lots to do on the water	54%	71%
Relaxing	59%	62%
Boating	42%	66%
Getting away from it all	49%	61%
Natural attractions	53%	58%
Fishing	48%	52%
Something for everyone	42%	53%
Exciting, unique experiences	37%	37%
"Authentic"/Not Commercial	27%	38%

Q21: Based upon what you take away from this advertisement, which of the following do you believe best describe Marathon?

RESPONDENT BASE: MARATHON RESPONDENTS

Relative to the other districts, Marathon is most differentiated by its perception of being for Families & having Something for Everyone.

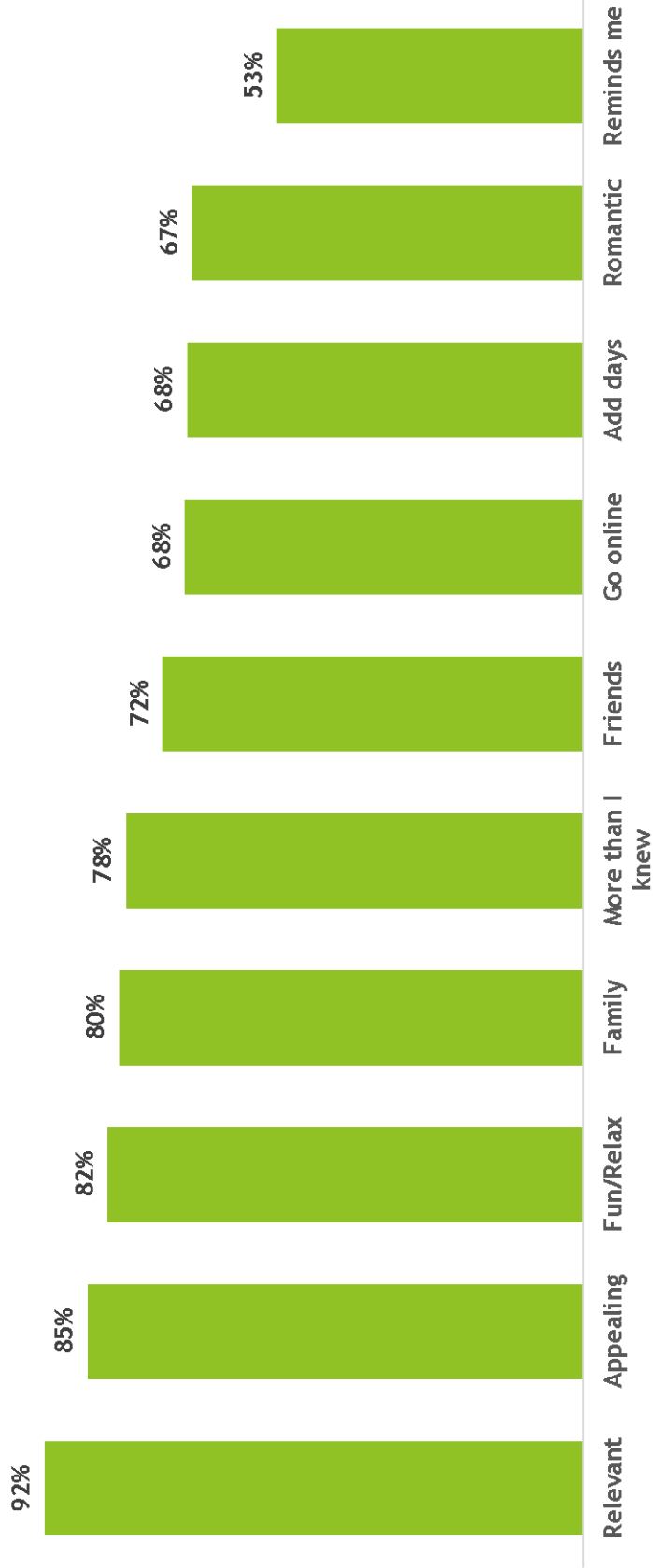
Differentiators Indexed Relative to Overall Average of Other Districts



Q21: Based upon what you take away from this advertisement, which of the following do you believe best describe this district?

The ads are very relevant and appealing to travelers and make Marathon seem fun and for a family.

Ad Empathy Statements - % Top 2 Box



Q22: Overall how did this advertisement make you feel about _____?
 Q23: If you were thinking about _____, how relevant would the points made be to you?
 Q24: Please indicate how much you agree or disagree with the following statements:

RESPONDENT BASE: MARATHON RESPONDENTS

Marathon has many strengths and only a handful of opportunities for improvement such as Enrichment and Having Something for Everyone.

Areas of Opportunity	Greatest Strengths	Nice to Have	Less Important
<ul style="list-style-type: none"> • Value/worth the cost • Enriching • Has something for everyone 	<ul style="list-style-type: none"> • Safe environment • Lets me relax • Warm, sunny weather • Great places to eat • Lifelong memories • Natural beauty • I can be myself • Great sightseeing • Welcoming • Great beaches/pools 	<ul style="list-style-type: none"> • Natural activities, not man-made • Variety of water recreation • Ecotourism/green options 	<ul style="list-style-type: none"> • Authentic • Cultural • Reconnect • Geared toward adults • Nightlife • Upscale • Brag about • Spas • Theme parks • Adrenaline rush • Geared for families

Q27: How well do the following statements describe your experience based upon your trip to _____?

RESPONDENT BASE: MARATHON RESPONDENTS |