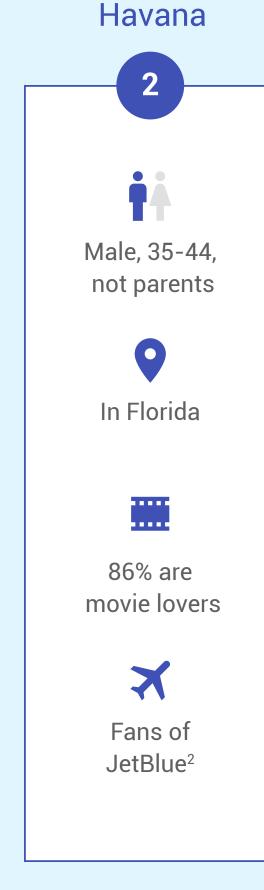
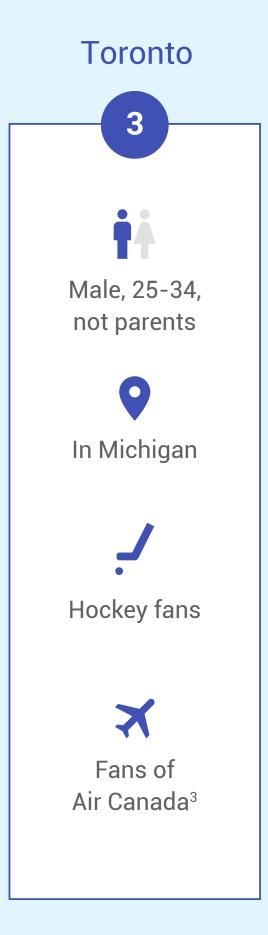
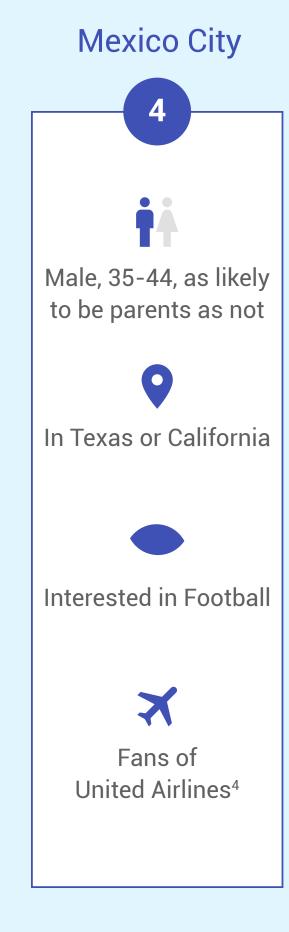
## Top 5 Fastest Rising Cities and Audiences Most Likely to Be Interested\*













\*Destinations on Google Data, Mar. 2016, U.S. Any of the following might be true.

## SOURCING

- Google Internal Data from Insights Finder, as of Jul. 25, 2016. Google-defined lifestyle, psychographic, and behavioral audiences based on anonymized, aggregated user browsing behavior on the Google Display Network. Audience defined as men and women in the U.S., 18-65+, interested in Reykjavik. Benchmark audience defined as men and women in the U.S., 18-65+.
- Google Internal Data from Insights Finder, as of Jul. 25, 2016. Google-defined lifestyle, psychographic, and behavioral audiences based on anonymized, aggregated user browsing behavior on the Google Display Network. Audience defined as men and women in the U.S., 18-65+, interested in Havana. Benchmark audience defined as men and women in the U.S., 18-65+.
- Google Internal Data from Insights Finder, as of Jul. 25, 2016. Google-defined lifestyle, psychographic, and behavioral audiences based on anonymized, aggregated user browsing behavior on the Google Display Network. Audience defined as men and women in the U.S., 18-65+, interested in Toronto. Benchmark audience defined as men and women in the U.S., 18-65+.
- Google Internal Data from Insights Finder, as of Jul. 25, 2016. Google-defined lifestyle, psychographic, and behavioral audiences based on anonymized, aggregated user browsing behavior on the Google Display Network. Audience defined as men and women in the U.S., 18-65+, interested in Mexico City. Benchmark audience defined as men and women in the U.S., 18-65+.
- Google Internal Data from Insights Finder, as of Jul. 25, 2016. Google-defined lifestyle, psychographic, and behavioral audiences based on anonymized, aggregated user browsing behavior on the Google Display Network. Audience defined as men and women in the U.S., 18-65+, interested in Tokyo. Benchmark audience defined as men and women in the U.S., 18-65+.