



Top 10 Destinations by Market 2014 vs 2015

	Australia				Japan				China			
	2014		2015		2014		2015		2014		2015	
1	Australia	52%	Australia (domestic)	50%	USA	36%	USA	38%	Japan	29%	Japan	40%
2	USA	34%	USA	34%	Japan	31%	Japan (domestic)	28%	USA	29%	USA	31%
3	UK	31%	U.K.	29%	Spain	23%	Italy	22%	Taiwan	26%	New Zealand	27%
4	New Zealand	29%	New Zealand	27%	Italy	22%	France	20%	New Zealand	25%	Australia	26%
5	Canada	23%	Italy	22%	Taiwan	21%	Spain	18%	Thailand	24%	Taiwan	25%
6	Italy	22%	France	22%	Thailand	19%	Australia	17%	Maldives	24%	Thailand	22%
7	Thailand	21%	Canada	21%	Australia	17%	Taiwan	17%	Australia	23%	Maldives	21%
8	France	20%	Thailand	18%	France	17%	Thailand	15%	Italy	19%	China (domestic)	18%
9	Singapore	15%	Vietnam	17%	Vietnam	16%	Switzerland	15%	Switzerland	18%	Italy	16%
10	Vietnam	15%	Singapore	16%	Korea	15%	Singapore	14%	Greece	17%	France	16%

	Hong Kong				Taiwan			
	2014		2015		2014		2015	
1	Japan	43%	Japan	49%	Japan	53%	Japan	56%
2	Australia	32%	Australia	31%	USA	26%	Switzerland	22%
3	Korea	29%	Korea	28%	China	21%	Italy	20%
4	Maldives	27%	Maldives	25%	France	21%	USA	20%
5	Taiwan	22%	Thailand	21%	Switzerland	19%	Maldives	19%
6	Thailand	22%	Taiwan	21%	Italy	18%	France	17%
7	UK	18%	UK	18%	Thailand	17%	New Zealand	16%
8	Switzerland	17%	New Zealand	18%	New Zealand	16%	Australia	16%
9	New Zealand	16%	Spain	18%	Australia	16%	China	15%
10	Greece	15%	Greece	18%	UK	16%	Spain	15%