International Marketing

Maine Innkeepers Association Marketing Addendum

Winter 2008

DNE SUMMIT AND OTHER INTERNATIONAL MARKETING OPPORTUNITIES

Opportunities for international marketing include NE's International Marketplace and Annual Tourism Summit (year #13 coming up in 2008 at the Omni New Haven Hotel at Yale) and other individual marketing opportunities open to anyone through Discover New England. "The international guests and receptives attending the Summit are the key decision makers in the promotion of New England within their companies" – the Summit gives Maine businesses of any size the opportunity to talk directly with these decision makers, which is not always possible in the larger trade show formats. It also is much less costly to attend the Summit, than, say, International Pow Wow. For more information or to register for the summit go to www.discovernewengland.org

Discover New England Sales Missions to the United Kingdom and Germany are also key elements in attracting the international market. Small delegations consisting of both state tourism offices and individual properties visit key cities to:

- Train retail travel agents
- Promote their products with tour operators
- Meet with press contacts
- UK missions include sales calls

These are great opportunities to highlight a specific property within the general framework of promoting Maine as a destination in New England. Each destination/property gets the same time for presentation, so if the MOT representative gets 5 minutes to present the entire state, a hotel or B&B gets the same to just focus on their business. And the combination gives that much more exposure to the state and gives the tour operators, etc. more reason to include Maine in their product line. This is a valuable pay-to-play opportunity. There are ways to reduce travel costs by rooming with another delegation member, sharing driving expenses to the airport and so on.

INTERNATIONAL SEARCH ENGINES AND DIRECTORIES

By David Boggs, ACRO Global

Because of the current weakness of the US dollar against the GB Pound and the Euro, travel to the USA is a bargain for consumers from our most important European source markets – UK/Ireland and Germany. As I'm writing this, the GBP buys US$1.95 and the Euro US$1.46. Also the Canadian dollar is now even with the US dollar. So it makes a lot of sense for US companies in the travel, tourism and hospitality businesses to get their Web sites in front of consumers in Canada and Europe.

A logical first step in raising the visibility of your business in Canada and Europe is to get listed in the search engines and online directories that are most frequently used by consumers in the international source markets that are most important for New England travel and tourism.

I've taken a shot at identifying some important international search engines and online directories, starting from two Web sites: Search Engine Colossus (searchenginecolossus.com), a directory of search engines and directories by country, and Alexa (alexa.com), which provides popularity-rank data and usage by country for Web sites of all kinds.

There are two main issues in picking a search engine or directory for its ability to reach consumers in an international market: the relative popularity of the site, and the proportion of users of the site who live in the target country. Alexa gives us some insights into both those issues.

In each of the tables below, you'll see some sites in "bold" type and others in "regular" type.

The sites in bold type are search-engine and directory sites that are among the 100 most popular sites (of any kind) in the target country. The Alexa rank shown for these sites is the rank within the target country.

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INTERNATIONAL SEARCH ENGINES AND DIRECTORIES

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Listings on some of these sites are free, some require a backlink (undesirable), and most do paid listings only.

The sites in regular type are not among the 100 most popular sites in the country, but they are known to be targeting consumers in that country. The Alexa rank shown for these sites is the global rank.

Hints:

- A low Alexa rank number (since #1 is best, etc.) and a high User % are desirable.
- To make effective use of a site that's in a language other than English, your site needs to have some useful content in the foreign language.
- Listings on some of these sites are free, some require a backlink (undesirable), and most do paid listings only. Charges run the gamut of the two-to-three figure range annually. Some sites have various levels of listings. Use the Rank and User % numbers, as well as prices, to assess relative value.

Example: MSN Canada, which is the most popular site of any kind in Canada (per Alexa), and has 87.6% Canadian users, looks like a winner provided the cost isn't exorbitant.

- Because of our proximity to Quebec and Atlantic Canada, if targeting Canadians you really need to use one or more French-language engines/directories and have some French content on your site.
- Germans are more likely to be comfortable using English-language sites than are francophone Canadians.
- The Alexa rank and user share for country-specific sites using subdomains (e.g., ca.yahoo.com for Yahoo Canada), as opposed to different top-level domains (like google.ca for Google Canada), is not accurate, so I have shown these as "unknown". Also, Alexa doesn't provide user % information for sites less popular than a rank of 1,000,000 or so.

Here are some choices of search-engine and directory sites that could be used to target Canada, the UK, Ireland and Germany:

Sites targeting Canada

NAME	TYPE	Language	URL	ALEXA RANK	% CANADA USERS
MSN Canada	**Search Engine**	**English**	**sympatico.msn.ca**	**1**	**87.6%**
Canada.com	**Search Engine**	**English**	**canada.com**	**5**	**56.6%**
Yahoo! Canada	**Search Engine /Directory**	**English**	**ca.yahoo.com**	**9**	**unknown**
Linkopedia	Directory	English	linkopedia.com	55,686	9.6%
Amray	Search Engine	English	amray.com	30,286	16.5%
Aviva Directory	Directory	English	avivadirectory.com	7.765	5.2%
Exact Seek	Search Engine /Directory	English	exactseek.com	4,013	4.9%
Findelio Canada	Directory	English	directory.findelio.com	625,286	8.3%
Google Canada	Search Engine	English, French	google.ca	54	90.3%
Massive Links	Directory	English	massivelinks.com	50,398	24.7%
New Web Directory	Directory	English	newwebdirectory.com	103,254	5.7%
Web World	Directory	English	webworldindex.com	19,702	6.1%
Yahoo! Quebec	Search Engine /Directory	French	qc.yahoo.com	unknown	unknown

Sites targeting the UK

NAME	TYPE	Language	URL	ALEXA RANK	% UK USERS
Google UK	**Search Engine**	**English**	**google.co.uk**	**1**	
Yahoo! UK and Ireland	**Search Engine/ Directory**	**English**	**uk.yahoo.com**	**12**	**unknown**
MSN Search UK	**Search Engine**	**English**	**search.msn.co.uk**	**15**	**84.0%**
Tiscali UK	**Search Engine/ Directory**	**English**	**tiscali.co.uk**	**22**	**75.1%**
Ask.com	**Search Engine**	**English**	**uk.ask.com**	**34**	**unknown**
Ezilon	Search Engine	English	uk.ezilon.com	unknown	unknown
ThisIsOurYear	Directory	English	thisisouryear.com	44,636	20.4%
Abacho	Search Engine	English	uk.abacho.com	unknown	unknown
A Biz Directory	Directory	English	abizdirectory.com	50,523	23.6%
Findelio	Search Engine	English	directory.findelio.com	625,286	8.3%
Global Search Directory	Directory	English	globalsearchdirectory.com	1,168,574	unknown
Green Search	Search Engine	English	green-search.co.uk	7,861,604	unknown
Mirago	Search Engine	English	mirago.com	30,209	26.4%
Primo Directory	Directory	English	primodirectory.com	253,104	26.3%
Qango	Search Engine	English	qango.com	48,235	13.4%

INTERNATIONAL SEARCH ENGINES AND DIRECTORIES

(Continued)

The Search Brain	Search Engine	English	thesearchbrain.co.uk	565,623	31.6%
Wotbox	Search Engine	English	wotbox.com	414,331	18.4%

Sites targeting Ireland

NAME	TYPE	Language	URL	ALEXA RANK	% IRELAND USERS
Yahoo!	**Search Engine/ Directory**	**English**	**yahoo.com**	**2**	**< 1.0%**
Google.ie	**Search Engine**	**English**	**google.ie**	**3**	**92.0%**
Google	**Search Engine**	**English**	**google.com**	**5**	**< 1.0%**
Windows Live	**Search Engine**	**English**	**live.com**	**8**	**< 1.0%**
Google UK	**Search Engine**	**English**	**google.co.uk**	**13**	**1.2%**
Findelio	Search Engine	English	directory.findelio.com	625,286	unknown
Global Irish	Directory	English	globalirish.com	1,221,784	unknown
Yahoo! UK and Ireland	Search Engine/ Directory	English	uk.yahoo.com	unknown	unknown

Sites targeting Germany

NAME	TYPE	Language	URL	ALEXA RANK	% GERMANY USERS
Google.de	**Search Engine**	**German**	**google.de**	**1**	**88.6%**
Google	**Search Engine**	**English**	**google.com**	**3**	**2.3%**
Yahoo!	**Search Engine/ Directory**	**English**	**yahoo.com**	**5**	**1.3%**
Windows Live	**Search Engine**	**English**	**live.com**	**16**	**< 1.0%**
Lycos.de	**Search Engine**	**German**	**lycos.de**	**67**	**67.1%**
Abacho	Search Engine	German	de.abacho.com	unknown	unknown
Acoon	Directory	German	acoon.de	209,455	40.4%
Allesklar	Directory	German	allesklar.de	49,266	82.3%
Axxasearch	Search Engine	English	axxasearch.com	215,279	1.6%
Ezilon	Search Engine/ Directory	English, German	ezilon.com	5,029	1.4%
Findelio	Search Engine	German	directory.findelio.com	625,286	1.4%
Fixsuche	Directory	German	fixsuche.com	864,418	93.8%
Info Tiger	Search Engine	English	infotiger.com	50,231	1.0%
SRnet	Directory	German	srnet.de	565,898	94.1%
Suche+	Directory	German	sucheplus.de	1,291,713	unknown
Yahoo Germany	Search Engine/ Directory	German	de.yahoo.com	unknown	unknown

By the way: another tool that can make targeting of international markets more effective is the geotargeting option for sponsored (pay-per-click) search which is available from both Google and Yahoo. We have recently written a white paper on this which I'll be glad to send you – just call or e-mail me (contact information below).

David Boggs is President/CEO of ACRO Global, Internet marketers of travel, tourism and hospitality services, with offices in Boothbay Harbor, Maine and Galway, Ireland; VP/Communications of the New England Chapter of HSMAI; a member of Maine Innkeepers Association, Maine Tourism Association, Maine International Trade Center, Usability Professionals Association and Web Analytics Association. You can e-mail David at dhboggs@acroglobal.com or call him at 207-633-3934.

To make effective use of a site that's in a language other than English, your site needs to have some useful content in the foreign language.

MOT INTERNATIONAL MARKETING MISSION

Getting the word out that Maine is easily accessible is a major step in selling our destination!

OVERALL MAINE OFFICE OF TOURISM MARKETING OBJECTIVES

- To attract first time visitors to the state
- To support and encourage regional tourism development and promotion

WHY SHOULD MAINE ENGAGE IN INTERNATIONAL MARKETING IF MOST VISITORS ARE DOMESTIC?

- The market is there.
- Provides for targeted/niche marketing.
- Helps diversify our market.
- Can help increase market share.
- Keep up with the competition.

MAINE'S INTERNATIONAL MARKETING

- Until 1990's, Canada was primary market.
- Weak Canadian dollar inspired regional New England effort (Discover New England) targeting the UK and Germany.
- 2003 – Maine began own effort in France in preparation for St. Croix 2004 celebration.
- 2005-Ireland as emerging market for DNE.

INTERNATIONAL VISITORS BOOK THROUGH...

- International tour operators and travel agents (traditional and e-commerce)
- Receptive tour operators (Tourco, AlliedTPro, Tourmappers)
- Individuals making own arrangements

HOW DOES MOT GET THE WORD OUT?

- Membership in marketing organizations: DNE, TIA, Visit USA Committees
- In-country representation
- Sales missions and travel shows
- Familiarization tours
- Specialized, foreign-language pieces
- www.visitmaine.com
- Print advertising in selected periodicals

CANADA

- MOT contracts with the New England Tourism Centre in Montreal for:
  - a) Fulfillment
  - b) Representation at shows
  - c) Sales missions
  - d) Media
- Cooperative marketing with New Brunswick ("Two-Nation Vacations")

DISCOVER NEW ENGLAND

- Enables Maine to leverage its marketing resources through regional effort.
- Mutual support and information sharing.
- Maine participates in all DNE sales missions, Summits, and trade/consumer travel show efforts.
- Offers opportunities to Maine businesses for direct contact with international buyers

FRANCE

- Since 2003, Maine has had its own representation in the French market, based on common heritage and proximity to Canada.
- Provided support for Governor Baldacci's 2005 trade mission.
- Sponsors familiarization trips.
- Works to raise Maine's profile with French tourism industry
- Supports efforts to celebrate important cultural/historical anniversaries

WHAT ATTRACTS INTERNATIONAL VISITORS TO MAINE?

- Natural beauty (Acadia, coast, foliage)
- Wide-open spaces/outdoor adventures
- Lobsters
- Outlet shopping

YOU CAN GET HERE FROM THERE!

Getting the word out that Maine is easily accessible is a major step in selling our destination!

- Distances from major ports-of-entry
- Transportation options
- Quality of roads
- Ability to include in multi-state/provincial itineraries

ADVERTISING

MOT staff work with our ad agency to design customized advertising for selected international periodicals.

PUBLIC RELATIONS RESULTS

- Continuous building of relationships with travel journalists yields results.
- In 2006, PR coverage about Maine in UK and German press reached over 5 million consumers.

PUBLIC RELATIONS VALUE OF COVERAGE

- The cost of buying the equivalent ad space would have been more than $3 million dollars.

RETURN ON INVESTMENT

- Maine's international marketing budget is less than $300,000
- Exposure for any destination in Maine helps establish the entire state in the International marketplace.

HOW CAN YOU ASSIST IN MOT'S MARKETING EFFORTS?

- PR Partners Program
- Participate in sales missions and shows
- Provide international visitation numbers to be used as data in formulating our marketing strategies

INTERESTING STATISTICS ON INTERNATIONAL TRAVELERS

Courtesy of David Boggs from Acro Global

Why Market to International Visitors? (2004 statistics)

- Have 4-6weeks of Vacation Annually
- Visit US 2 or more times annually
- Stay Longer (Average of 14 nights)
- 83% of Nights Spent in Hotels
- Spend 58% More Than Domestic Travelers: Average $1,431 Per Visitor Per Trip
- Many Come in Fall Shoulder Season
- Book Early (67 Days), Prepay, Don't Change Plans

US Destinations Visited by Region

- New England 6%
- Middle Atlantic 31%
- Central 18%
- South Atlantic 30%
- Mountain 12%
- Pacific and Islands 38%

Overseas Travelers to the US (2004) Demographics

- 55% Male, 45% Female
- Average Age: 40
- Occupation:
  o Professional, Technical, Managerial: 55%
- Average Household Income: $83,900
- Nights Spent in US: 14
- US Trips in last 12 Months: 2

US Expenditures by Category

- Gifts/Souvenirs 24%
- Lodging 22%
- Food/Beverage 21%
- Transportation 13%
- Entertainment 12%
- Other 8%

Top 5 US International Markets 2004 Visitors

- Canada: 13,854,000
- Mexico: 11,906,000
- United Kingdom: 4,302,737
- Japan: 3,747,620
- Germany: 1,319,904

Top New England International Markets

- Canada
- United Kingdom
- Germany

Competitive Advantages of New England

- America in Microcosm
- Perceived as Safe and Friendly
- Common European Heritage
- Relative Proximity = Lower Air Fares
- Rich in History and Culture
- Perceived as Upscale Destination
- Famous Fall Foliage
- Plentiful Outlet Shopping
- Destination Package Opportunites

Competitive Disadvantages of New England

- States/DMO's Have Small Tourism Marketing Budgets
- Travel Agents Only Know About Fall Foliage
- Distance Makes Beach and Ski Holidays Uncompetitive
- Short Summer Season
- Little or No Spring Product but Airfares Are the Same as Fall
- High Boston City Hotel Prices Discourage Gateway Entry
- Unreliable Weather

Competitors to New England

- US (Primary): New York, Florida and California
- US (Secondary): DC, Maryland, Virginia, Great Lakes, Carolinas and Pennsylvania
- Europeans take 80% of Leisure Trips Within Europe
- South Africa
- Australia
- Canada- Launched Major Ad Campaign in 2005

New England is perceived as an upscale destination

FOREIGN TOURISTS APPRECIATE REMINDERS OF HOME

by Jon Laitin

While foreign tourists in the U.S. usually want an "American experience" when they land on our shores, they are also comforted by the familiar. They are excited by new vistas, different customs, and food preparation that is distinct from their own, yet at the same time they crave and appreciate certain amenities that will make them feel at home, away from home.

Just as many Americans traveling abroad will avoid the ubiquitous McDonalds or a stay at an American franchise hotel, they may appreciate an International Herald Tribune left at their door, menus in English, and an American-style mixed drink at a local bar from time to time.

How far does the American hospitality industry need to go to please the foreign traveler? The rule of thumb is to listen to and not stereotype one's guests. Making an effort to accommodate the foreign traveler's requests is usually sufficient, but a surprise touch of the familiar can never hurt.

British tourists like many Americans enjoy inexpensive meals out and shopping for bargains. A handout steering anyone seeking "cheap eats" or "reduced for clearance" sales to appropriate places would be a nice touch.

The Germans love national parks and often take home frozen lobsters in their luggage. If they chose Maine as a destination they will already know about Acadia National Park but be prepared to recommend a place to purchase a lobster that will survive the journey home.

The Japanese love anything that's American western such as cowboy and Indian paraphernalia. While staging a mock six-gun and bow-and-arrow confrontation in a hotel lobby for a gaggle of Japanese tourists would be overkill, steering them to a formal garden, another preference of Asian guests, would be appreciated.

Shopping is now a must for foreign travelers in the U.S. as the weak American dollar makes American products very attractive. Although sending guests to a mall is the most expedient answer to the question "Where is the best place to shop," a sensitive host will ask his or her guests for specifics and then direct them to the appropriate retail stores.

Stereotyping foreign travelers can be problematic, but knowing certain cultural traits can help make guests more comfortable. Germans, for example, are cleanliness fanatics and hate anything artificial in their food. They dislike "winging it" and prefer pre-planned excursions with lots of little details. Germans look for small, quiet, peaceful places to stay and hiking is their favorite outdoor activity.

Japanese want an activity-based holiday in either natural or man-made settings. Strolling through a beautiful park or gardens or skiing on artificial snow in an indoor arena are both pleasurable experiences. They appreciate complimentary slippers at their place of stay.

Of all the possible amenities a lodging facility can offer the British traveler, tea time at about 4 p.m. is the most appreciated. Served with baked goods such as pastries or cookies, or tiny sandwiches, tea time is the equivalent to the American cocktail hour.

An annual survey of foreign travelers in the U.S. in 2007 found that tea and coffee-making facilities are the most desired provision in a hotel room. For British travelers, 35% want an ironing board too.

Sixty-five percent of the British request non-smoking rooms, according to the survey. This compares to 55% of Germans and 26% of Chinese. Smoking in public places is much more common in Europe and Asia and foreign guests are often puzzled by restrictions in lodging facilities and in many American cities.

But just as our countrymen no longer want to be labeled "ugly Americans" when they travel abroad, foreigners traveling in the U.S. want to make a good impression. They will be sensitive to American customs as if they are foreign ambassadors. Good, old fashioned American hospitality will not only bring them back to the U.S. but they will tell all their friends and relatives about all the friendly Americans they met while vacationing here.

Several years ago a single German traveling with a tour on his way to Disneyland deplaned in Bangor where his chartered aircraft stopped for refueling. He thought he was in Los Angeles and took a cab to a hotel. When a story about his fate appeared in the Bangor Daily News scores of local residents invited him into their homes and gave him tours of their city. Bangor housewives scoured their cookbooks for German recipes and a local pub organized an impromptu German beer festival.

A major airline even offered to fly him to Los Angeles free of charge but the man declined. He had made so many new friends in Bangor he decided to stay.

Foreign tourism in New England and Maine has been growing in recent years and while it doesn't take an outpouring of an entire city to make these guests feel welcome, outstanding customer service and anticipating the needs and preferences of

While foreign tourists in the U.S. usually want an "American experience" when they land on our shores, they are also comforted by the familiar.

FOREIGN TOURISTS APPRECIATE REMINDERS OF HOME
(CONTINUED)

foreign guests will do the trick. A smile, kind word, and a complementary pair of slippers can make all the difference.

Jon Laitin is the owner of Evergreen Publications, a full service advertising agency, an allied member of the Maine Innkeeper's Association, and a member of the Association's Marketing Committee.

INTERNATIONAL COMMENTARY
Matt Mattingly, Pine Crest B&B Inn

"Two roads diverge in a yellow wood." Is it the road less traveled or is it the road which makes more sense at that moment in time. Sometimes the right road makes no sense at all but we run on a tank full of instinct. And most of the time, we are right.

I remember as a child hearing my father say many times, "Pick one thing.... You can only do one thing at a time" To myself I often answered "Why? Why only one?"

I heard from my grandfather often say "Flying by the seat of your pants." and to this day I know what the figurative meaning is but I have no idea what it really means. What do my pants have to do with flying?

In retrospect, if my grandfather was here today I would hear him say exactly that. I am flying by the seat of my pants. My father would say "You're doing too many things." But for me, I can hardly do enough. As an Innkeeper of a small 7 room Inn, my recommendation is that you pick both roads. Follow your instinct. For the niche market Inn, each guest is another road. Understanding that each and every person you meet has the ability to take you down roads not thought of and to destinations you haven't begun to imagine will take your business to new levels

I am going to take you down a road I recently traveled. Looking back I can see now how much sense it has made, but at first I knew nothing of the potential direction or future destination. I was wandering on a tank full of instinct.

This story begins with an email from someone in town who was inquiring about making reservations for her father when he came to visit. At the PineCrest we have a standing invitation that those who stay with us may invite their family, friends or relatives from the area to join them at breakfast.

During one particular morning, that family came to visit her father and have breakfast. During my pass through the dining room I stopped to chat about why I serve a roasted garlic peanut sauce with an omelette and the woman who was having breakfast without guest was a chef who had recently sold her Portland restaurant. We had wanted to start a private club at the Inn and I needed a chef. To make a long story short, a year and half later, we now serve dinner every Friday night, live musicians sit on the side porch and jam, we cater 25 events each month and our F&B business will add 40% to our total yearly revenue.

But that's not the path I want to tell you about. During the formation of the PineCrest Club I began to learn about wines. My experience was limited to what I could buy under $15 at the grocery store. While embarking on a steep learning curve to stay ahead of our new members, I met a newly licensed wine distributor north of Freeport, Devine Wines. He was a former chef and Portland restaurant owner and we had much in common. We traveled to Boston a few times to attend industry wine tasting events. An industry tasting is not your run of the mill wine tasting. Sort of what you might expect to find once a month at your above average wine store but on steroids. At my first tasting there were 650 wines. Yeah, I left with a headache but if you ever get a chance to go to one, go. Go but first drink lots of water before if you are adverse to spitting.

It was during one of these trips I learned that reps from the vineyards travel around the world visiting the distributors to promote their wines. The reps from the vineyards almost exclusively visit the distributors and retailers. But seeing the direct benefit to my guests and club members I formed an odd alliance. Now, about 6 to 8 times a year, we tap into a wine makers tour. We have had visits from vineyard owners from Australia, Chile, Argentina, Italy and Napa.

It only took a couple of visits to start seeing more than just wine. We now provide lodging to several import companies in charge of wine tours. This year, May brought 27 additional nights because of a group of winemakers from Australia. For a seven room Inn, that's a lot of nights in May, a traditionally slow month.

I think the lesson is here somewhere. For any Inn wanting to take the time to learn about people, opportunities follow.

INTERNATIONAL COMMENTARY
(Continued)

It was prior to that visit from the owners of a Margaret River Valley vineyard that I was researching their region and saw additional potential. The Margaret River Valley features a Mediterranean climate, coastal community of about 40 vineyards all within a fairly compact geographic region. And several vineyards with export channels to the US already in place.

After the vineyard owners arrival and a couple of bottles of wine, it only took a few minutes to hatch a new plan. The next day I made contact with the Australian Director of Wine Exports for that region. Out of a quick discussion, an international wine and cuisine exchange tour was born.

Where it goes from here, I don't know. I can tell you that I am now in discussion with several niche market Inns in Australia to create a counter part to a US Cuisine tour but in Australia.

I think the lesson is here somewhere. For any Inn wanting to take the time to learn about people, opportunities follow. Some big, some small. Some instant success others bring a long labor. But each one came from a point of humble origin. A nice breakfast with an odd combination of food. By the way, if you haven't ever had Stonewall Kitchen Roasted Garlic Peanut sauce with eggs, you have to try it. You will never have plain eggs again.

TRAVEL SUMMARY FROM AMERICA'S TOP ORIGIN MARKETS

United Kingdom

Destination	2000	2005	% Change
United States	$4,703,000.00	$4,345,000.00	-7.6%
Canada	$879,000.00	$906,300.00	3.0%
Australia	$578,000.00	$708,300.00	22.5%
Turkey	$342,000.00	$618,000.00	80.5%
India	$432,600.00	$618,600.00	43.0%
China	$283,900.00	$499,600.00	76.0%

France

Destinations	2000	2005	% Change
United States	$1,087,100.00	$878,600.00	-19.2%
Morocco	$813,900.00	$1,115,500.00	37.1%
Turkey	$553,800.00	$668,600.00	20.7%
China	$185,000.00	$372,000.00	101.1%
Canada	$405,700.00	$356,000.00	-12.3%
Israel	$202,400.00	$312,000.00	54.2%

Japan

Destination	2000	2005	% Change
United States	$5,061,000.00	$3,803,900.00	-23.3%
Italy	$1,617,000.00	$1,496,400.00	-7.5%
Germany	$915,000.00	$756,100.00	-17.4%
Australia	$720,000.00	$685,500.00	-4.8%
Canada	$507,800.00	$424,000.00	-16.5%
Turkey	$301,800.00	$355,300.00	17.7%

Australia

Destination	2000	2005	% Change
United States	$539,000.00	$558,400.00	3.5%
United Kingdom	$777,000.00	$914,600.00	17.7%
Hong Kong	$352,000.00	$525,600.00	49.1%
Japan	$147,400.00	$213,000.00	44.5%
Canada	$174,500.00	$202,000.00	15.8%
Vietnam	$35,900.00	$152,300.00	324.2%

South Korea

Destination	2000	2005	% Change
United States	$661,800.00	$705,100.00	6.5%
Australia	$160,200.00	$250,400.00	56.3%
Canada	$133,800.00	$180,000.00	34.5%
United Kingdom	$111,000.00	$132,000.00	18.9%
Turkey	$2,500.00	$115,300.00	451.2%
Russia	$61,000.00	$96,800.00	58.7%

Germany

Destination	2000	2005	% Change
United States	$1,786,000.00	$1,415,000.00	-20.7%
Turkey	$1,818,500.00	$4,784,000.00	163.1%
Russia	$363,200.00	$528,400.00	45.5%
China	$239,100.00	$454,900.00	90.3%
Brazil	$290,300.00	$383,400.00	32.1%
Canada	$387,300.00	$324,000.00	-16.3%