The travel industry is booming in Southeast Asia. By 2016, gross booking is expected to reach $53.7 billion, a 22% increase from 2013. What destinations are piquing the interest of travellers? (Hint: It's not just about Bali, Phuket, and Bangkok, anymore.) We look close at hotel and airline search queries in Singapore, Malaysia, and Indonesia to figure out the region's preferred destinations.

Sources: