Hospitality and Tourism

Channels of Distribution

Mr. Orr

**Channels of Distribution:**

**Travel Intermediaries:**

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| --- | --- | --- | --- |
| **Travel Agents** | **Travel Websites** | **Metasearch Engines/** **Fare Aggregators** | **Online Travel Agents** **(OTA)** |
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**How to get your online marketing effort noticed**

**Search Engine Optimization (SEO):**

**Title Optimization:**

**Meta Tags Optimization:**

**HTML Tags:**

**Keyword Optimization:**

|  |  |
| --- | --- |
|  | *Example:*  |
| **Title Optimization** |  |
| **Meta Tags Optimization** |  |
| **HTML Tags** |  |
| **Keyword Optimization** |  |