Hospitality and Tourism

Channels of Distribution

Mr. Bodenburg

**Channels of Distribution:**

**Travel Intermediaries:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Travel Agents** | **Travel Websites** | **Metasearch Engines/**  **Fare Aggregators** | **Online Travel Agents**  **(OTA)** |
|  |  |  |  |

**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** |  |