

Diah Sastri®

Distribution Strategy

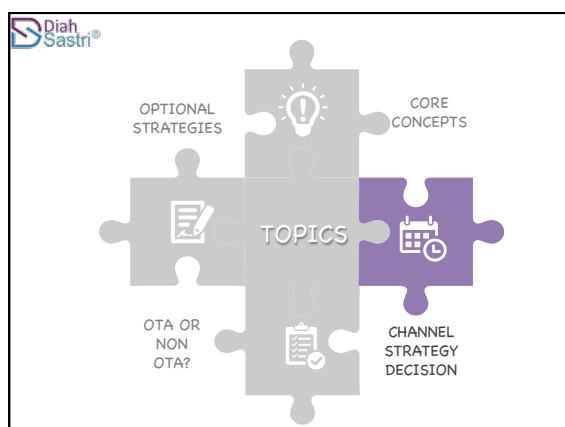
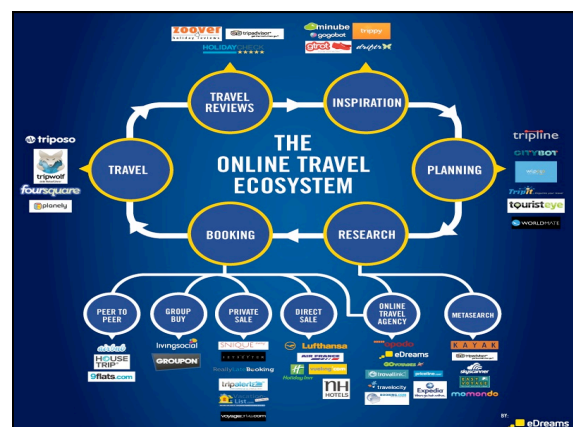
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www.diahsastri.com



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Marketing Framework

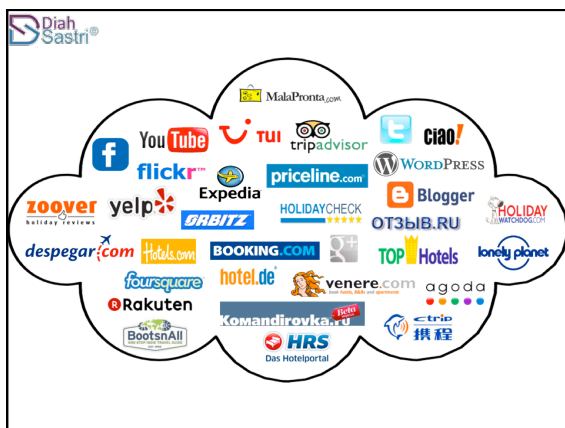
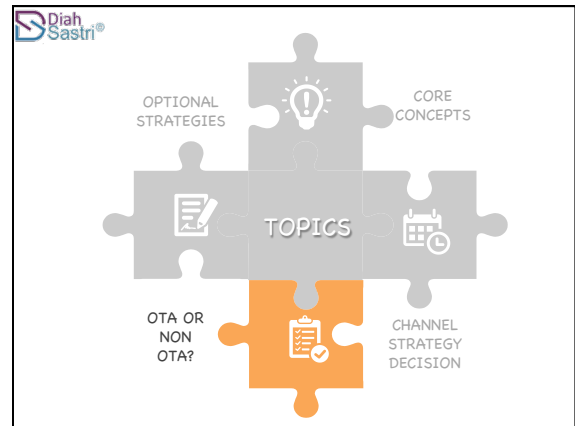
- What are distribution channels, and why do marketers use them?
- What decisions need to be made in designing good distribution networks?
- What does it mean for a channel to be intensive or selective, and when would you use either?
- What is push and pull?
- What happens when the independent but interdependent firms in a channel disagree? How is conflict resolved as a function of power, revenue sharing, and integration?
- What are the roles in marketing channels for retailing, franchise, e-commercial, catalog, and sales force enterprises?



Channel Strategy Decisions

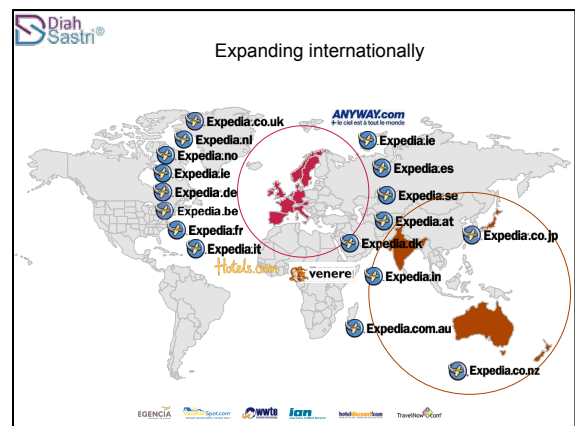
Channel Selection Criteria

- Market Factors**
 - Customer Preference
 - Organizational Customers
 - Geography
- Competitors**
- Nature & Availability of Intermediaries**
- Product Factors**
 - Life Cycle
 - Selling Price/Unit
 - Perishability
 - Size & Weight
 - Consumer Perceptions



Value proposition

- Expedia** No.1 OLTA, in 19 countries
- Hotels.com** No.1 hotel specialist, in 42 countries
- Hotwire** Leading discount travel site reaching price-conscious travelers
- EGENCIA** On-demand, full-service corporate travel agency operating in nine countries
- tripadvisor** No.1 community player with more than 15 million reviews and opinions
- 艺龙旅行网 eLong.com** Leading online travel service provider in China
- Expedia Local Expert** Operating more than 100 in-market concierge and activity desks



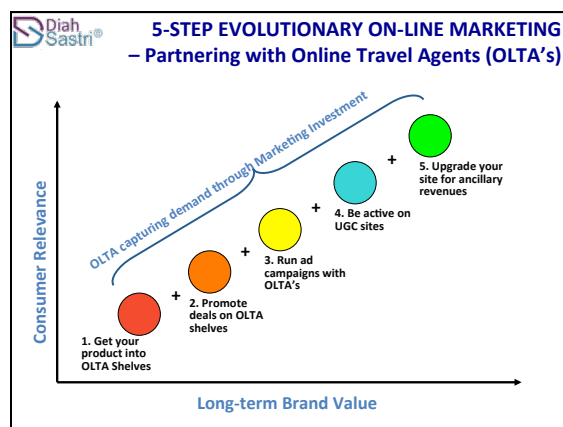
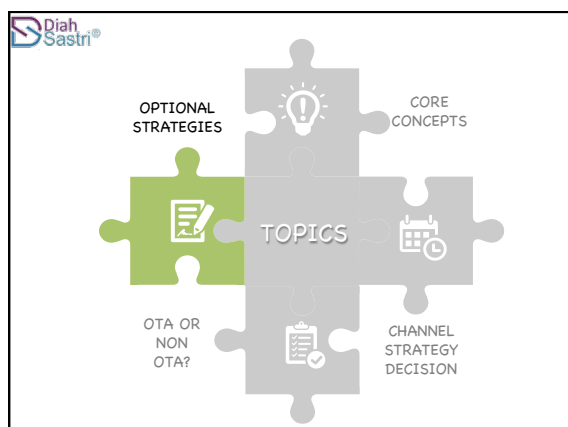
Expanding internationally

A world map illustrating international expansion. The map is color-coded by region: North America (purple), South America (dark purple), Europe (light purple), Asia (dark purple), and Australia (dark purple). The text 'Diah Sastrin' is in the top left. The title 'Expanding internationally' is at the top. Various '.com' domains are placed over different regions: 'Hotels.com' over North America, 'Hotels.com' over Europe, 'Hotels.com' over Asia, 'Hotels.com' over Australia, 'Hotels.com' over South America, and 'Hotels.com' over Africa. A red circle highlights the Asia region, with a red arrow pointing to it from the text 'Hotels.com' in the top right. Below the map, a row of logos is displayed: 'EGENCIA', 'GlobeSaver.com', 'wvta', 'icm', 'HotelSaver.com', and 'TravelNow.com'.

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Reaching diverse customer segments

Expedia	Hotels.com	wwte
<ul style="list-style-type: none"> #1 online travel site 20 POS Broadest product offering focusing on "the whole trip" Package-focused Broad, upscale customer mix Longer booking window/longer LOS 	<ul style="list-style-type: none"> #1 hotel specialist 40 POS Consumer site focused on user reviews Two-thirds drive Last-minute shoppers Call center heavy Hotel Only 	<ul style="list-style-type: none"> Wider and specific distribution Hotel/Package ▶ longer length of stay TravelNow.com American Airlines Greenlee pal up WANTAS



The screenshot shows the Expedia homepage with several key features highlighted by red circles and arrows:

- Booking Paths:** Points to the top navigation bar.
- Multiple Search Options:** Points to the search filters on the left.
- Descriptions / Rich Content:** Points to the hotel details section.
- Traveller opinions:** Points to the 'Reviews' section.
- Special Offers:** Points to the 'Special Offers' section.
- Photos and Virtual Tours:** Points to the 'Photos' section.
- Additional Facilities:** Points to the 'Facilities' section.
- Maps:** Points to the 'Map' section.
- Loyalty Programmes:** Points to the 'Loyalty' section.
- Call Center Service:** Points to the 'Call Center' section.
- Media Solutions:** Points to the 'Media' section.
- Expedia Special Rate:** Points to the 'Special Rate' section.

[illegible]

2. Promote Deals on OLTA Shelves

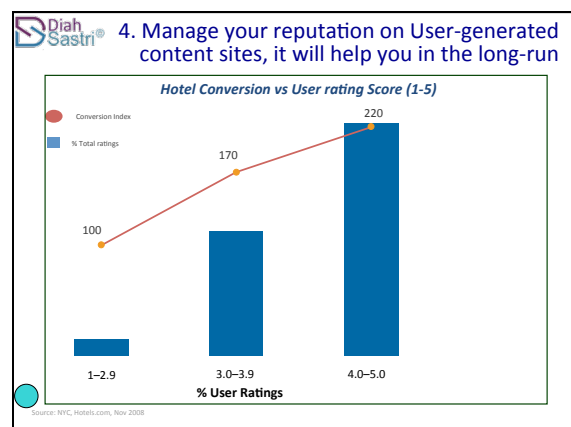
The screenshot displays a website with multiple sections for travel deals. At the top, there's a 'Last minute hotel deals' section with a list of offers. Below that, 'Great travel deals for the weekend' and 'Great holiday hotel special offers' are featured. A 'Top destinations' section highlights deals for Dublin and London, including flight and hotel packages. A 'Hot hotel deals' section shows a specific offer for a hotel in London. The bottom of the page features a 'Valentine's Day - February 14' promotion with a 'Spoil that special someone' headline.

3. Run ad campaigns and build your brand

The screenshot shows the Expedia.com website. It features a 'Get a free computer headset' offer, a 'Discover the friendliest place in the world - from only £139' promotion, and a 'Where to go first?' section with travel tips. The website layout includes a navigation bar, a main content area with various deals, and a sidebar with additional offers.

4. The Power of User Generated Content

The screenshot displays a section of the website dedicated to user-generated content. It includes a 'Traveler ratings summary' for a hotel, showing an overall satisfaction score of 4.8. Below this, there are 'Individual ratings and reviews' from a traveler named Ann Arbor, MI, who provides detailed feedback on the hotel service, condition, and cleanliness. The section also mentions that Expedia has more than 1.5 million traveler reviews in 9 languages and that 14.5% of customers posted reviews globally.



Manage your reputation globally

The screenshot shows the TripAdvisor website for Istanbul hotels. It features a search bar, a list of hotels, and a 'Best deals: Istanbul hotels' section. A specific hotel, 'Sirkeci Konak Hotel', is highlighted with its TripAdvisor Traveller Rating of 4.5 based on 320 reviews. The website also includes a 'Recommended Hotels' section and a 'More On Istanbul' sidebar with links to flights, deals, and local attractions.

5. Upgrade your site for ancillary revenues

The screenshot displays the Pegasus Airlines website. It features a search bar, a list of flight deals, and a 'Pegasus Advantages' section. A prominent banner advertises a partnership with Expedia, stating 'Expedia - Pegasus co-branded hotel partnership will help Pegasus expand its consumer offering with minimal investment'. The website also includes a 'Cheap Hotels' section and a 'Pegasus Advantages' sidebar with links to flights, deals, and local attractions.

