

Online Distribution

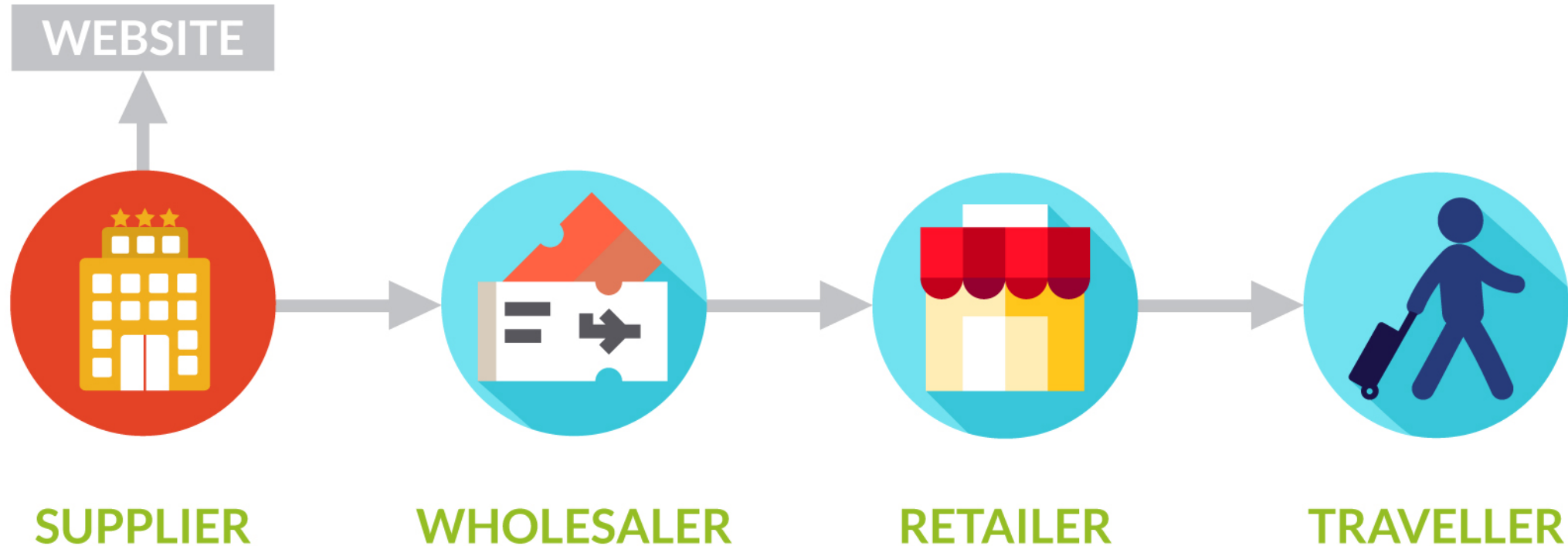
Presented by
Gina Paladini



A dramatic view of Earth from space. The Earth's horizon is visible, showing a thin blue atmosphere and a dark, textured surface. A bright, glowing sun is positioned on the left side of the frame, creating a strong lens flare and illuminating the scene. The text "In the beginning..." is centered in the upper half of the image in a white, serif font.

In the beginning...

Traditional Distribution Model

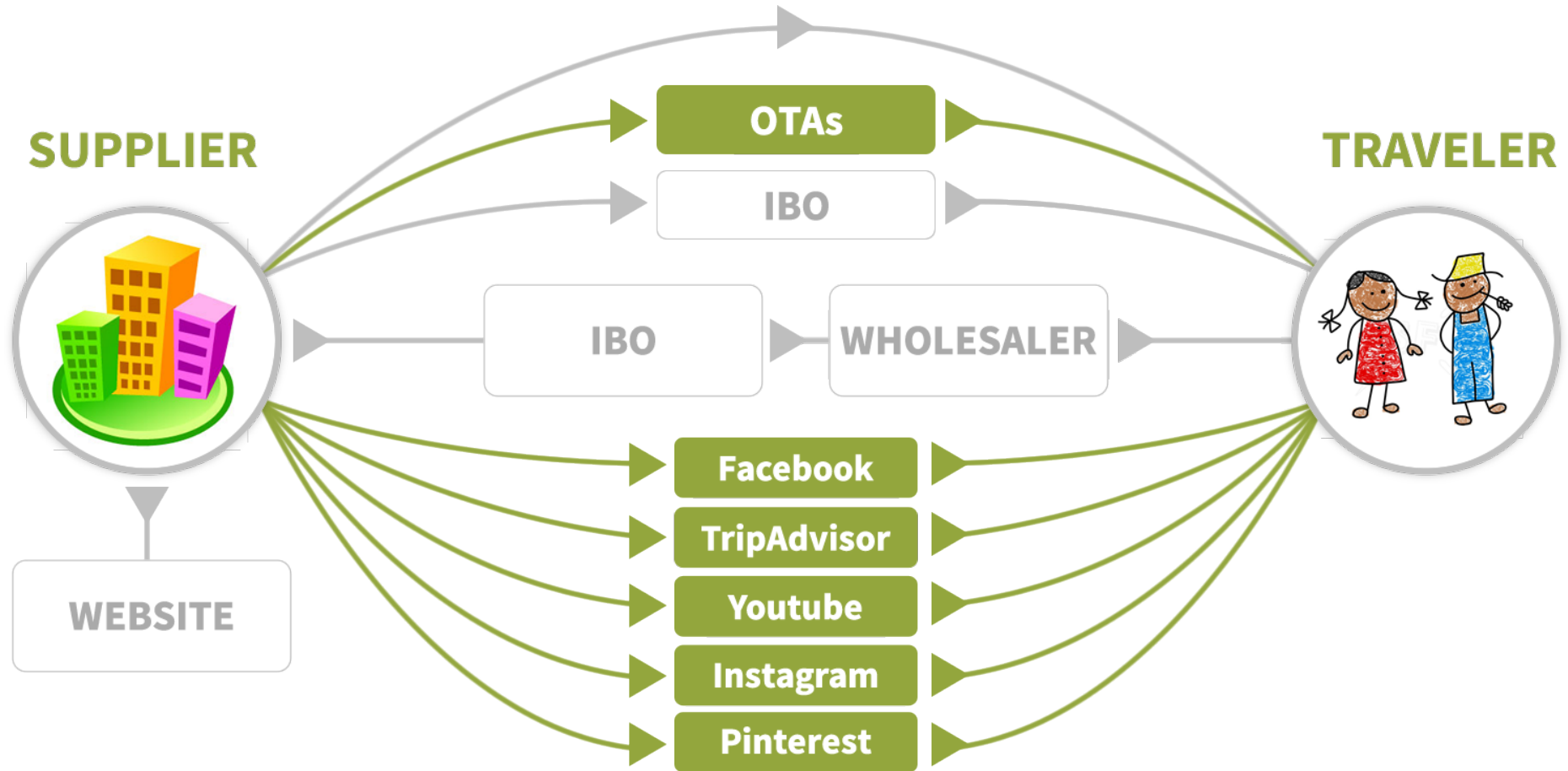




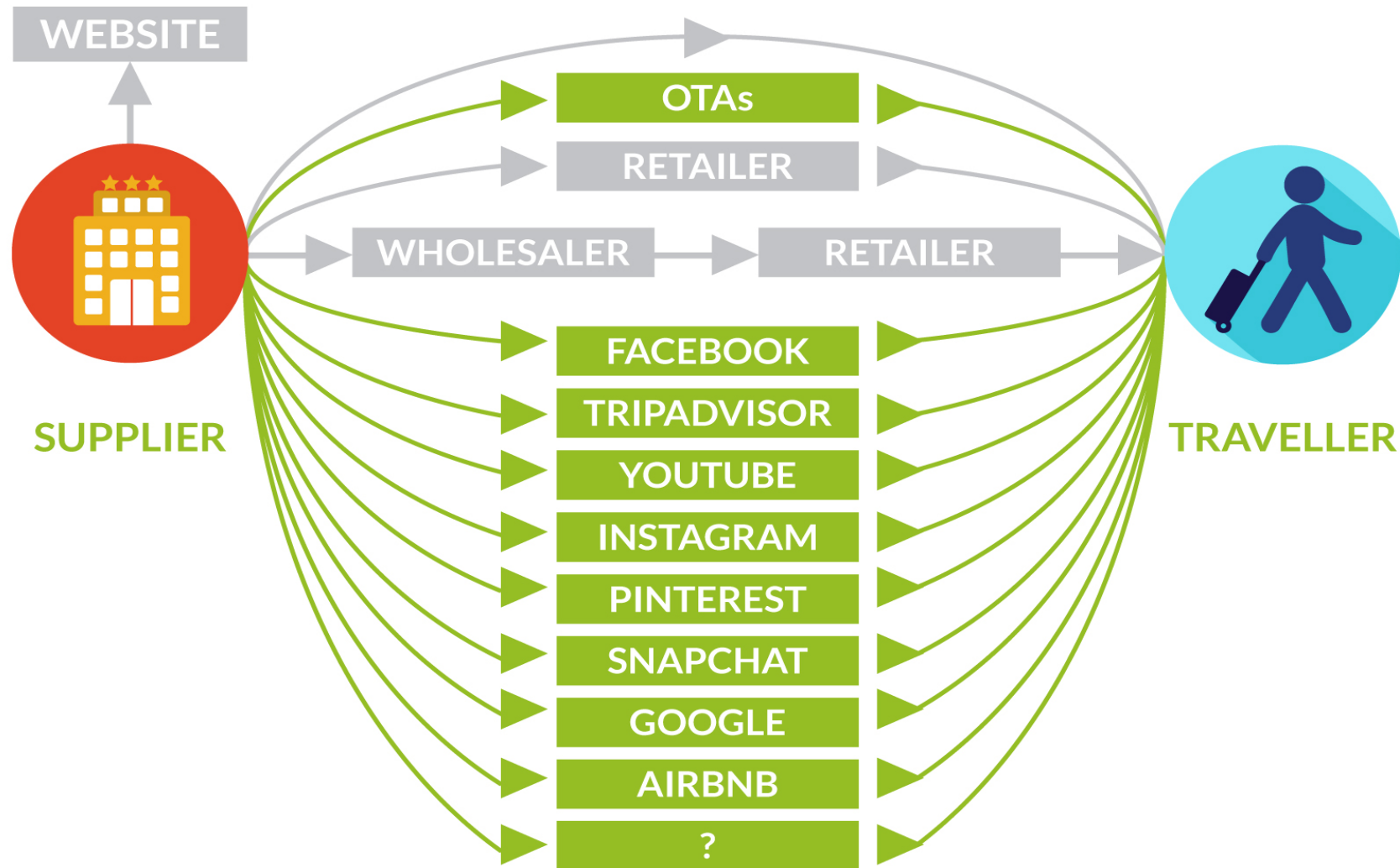
Distribution used to be simple
...a somewhat cute and simple process

New Travel Purchase Model

YoungTECNZ - 2014



New Travel Purchase Model July 2016.....





Consideration of the 5 stages of travel are now an element of a distribution strategy

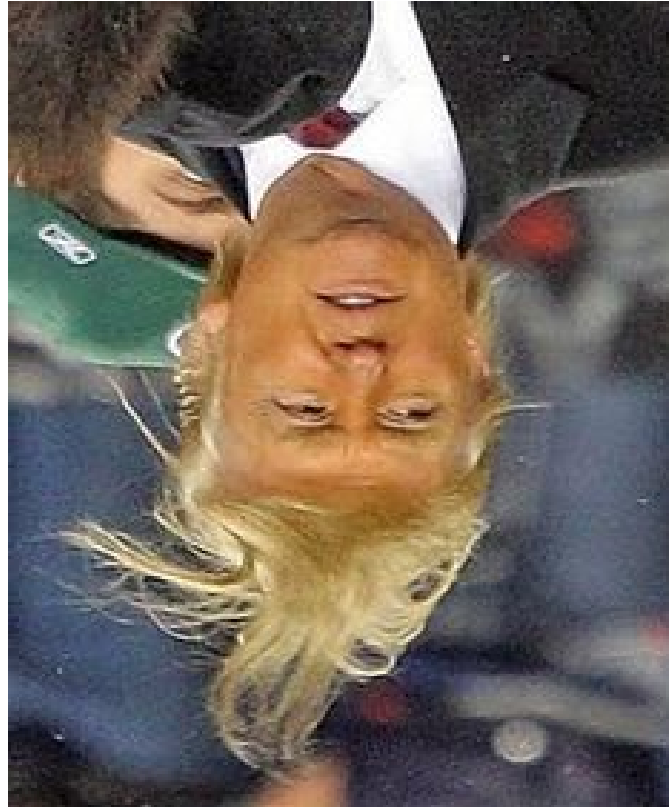
And
which device
sizes should you
distribute on?



Unprecedented changes in Buying



The buying process has flipped its lid



Google – world's #1 search engine is perfecting their booking functionality and offering more travel tools for users and business tools for operators

Social Media platforms are becoming more effective business tools for tourism

TripAdvisor has become a hybrid OTA



**CHANGE
AHEAD**

Distributing the music is so easy it's moot.
So now the delicate art of calling attention
your music means everything. Marketing is
Distribution.

Derek Sivers

Distribution Strategy



Marketing Strategy



Online Distribution 2016

How to distribute – the systems and tools needed to provide seamless, real time distribution

Where to distribute – which channels and devices are used by your target market

What and **when** to distribute – product, content and timing are part of the winning distribution formula

How to Distribute – Systems & Tools Needed

#1 Tool – A strategy to maximise bookings and yield

#2 Tool – A responsive website with responsive booking engine

Reservation Management System

For tour operators:

JRS, Rezdy, Treksoft

For SME accommodation providers:

ResBook, Seekom, Hirus

For large accommodation providers:

Fidelio, Opera, RoomMaster

For Vacation Rental managers:

BookingBoss, ResBookPro

For Information Centres:

BookEasy

Channel Management System – SiteMinder, ResOnline, Seekom, Staah, TravelClick. RentalUnited, Viator

Other Online Distribution Tools:

Facebook/Instagram

Google/YouTube

SnapChat.....soon



Where to Distribute ?



The Current “Big Boys”

Booking.com



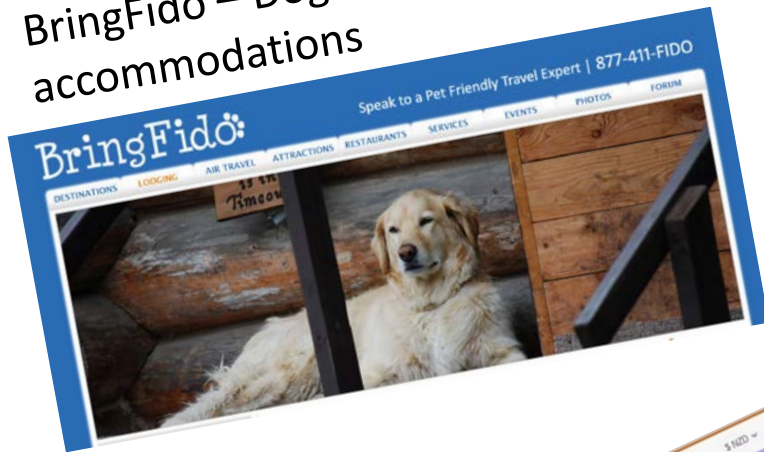
Hotels.com®

OTA	Active users	Listings	Reviews	Countries	Countries / Regions	Commission fees
Booking.com	40,000,000	674,153	49,960,000	212 (79,118 destinations)	Global	Starts at 15%; desire to appear higher in search results, can increase it up to 49%.
Airbnb	20,000,000	2,000,000	N/A	192	Global	3% service fee per booking. Add guest service fee for site costs.
Lonely Planet	4,000,000+ per month	500,000+	N/A	N/A	Global	N/A
Orbitz	11,000,000+ per month	N/A	N/A	N/A	Global	10%+
Travelocity	14,000,000+ per month	510,000+	N/A	N/A	Global	Assumed to be 10-15%
Expedia	25,000,000+ per month	510,000+	N/A	N/A	Global	10%+ Increased commission fees with packages
Hotels.com	16,000,000 per month	435,000+	N/A	60+	Global	10%+
Priceline	20,000,000 per month	N/A	N/A	N/A	Global	Sliding scale

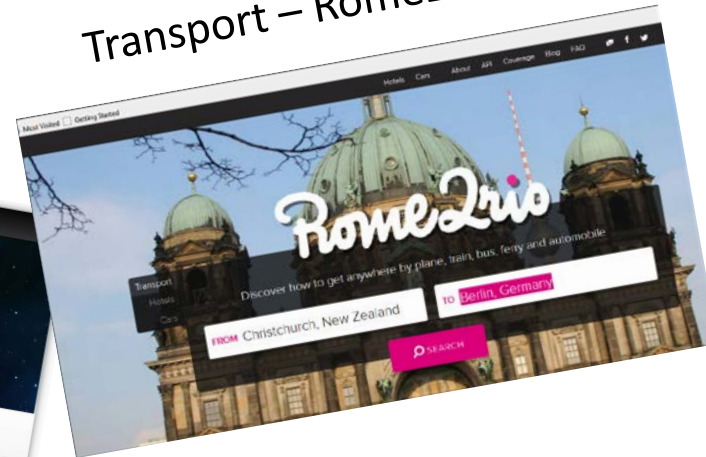


Vertical & Niche Distribution

BringFido – Dog friendly accommodations



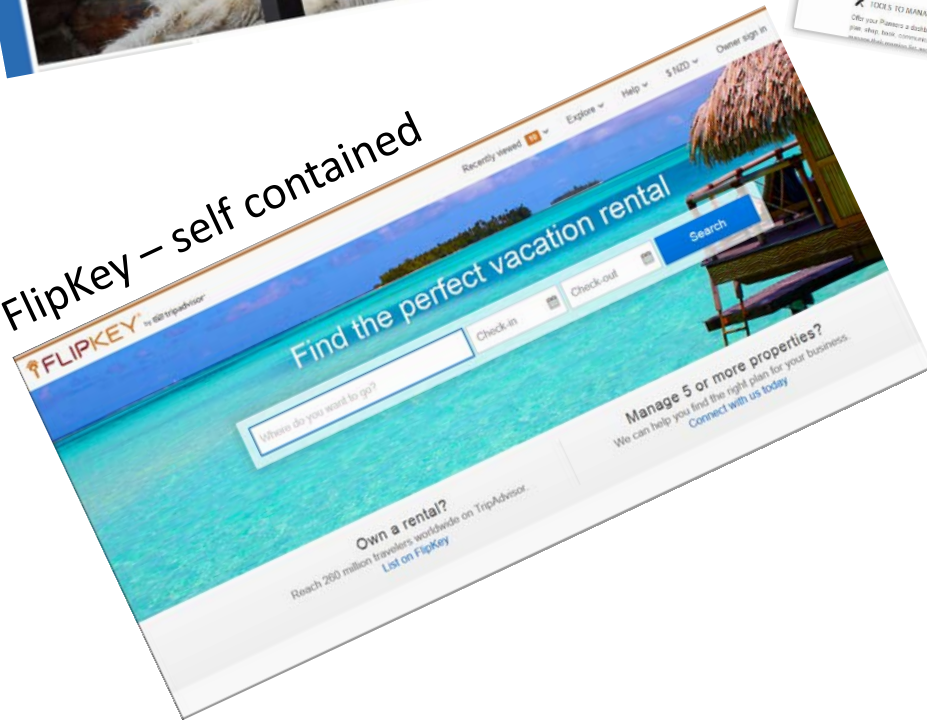
Transport – Rome2rio



GroupB2B



FlipKey – self contained



Mr & Mrs Smith - luxury



Uber – peer2peer transport



Three way battle for your customers is ON!

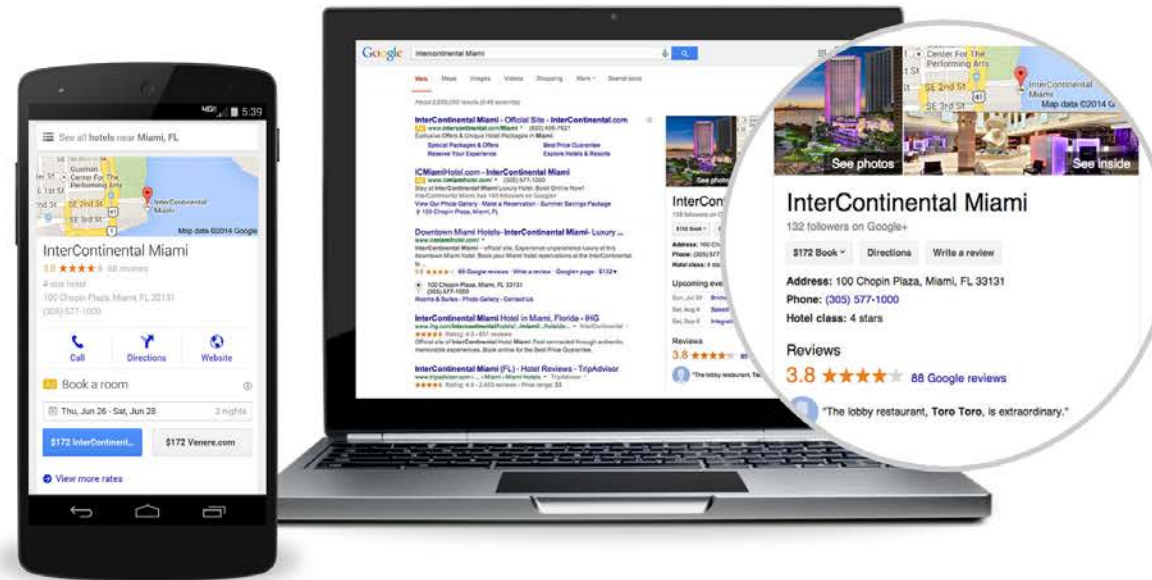
The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background, tilted at an angle.The Google logo, featuring the word "Google" in its multi-colored font, tilted at an angle.



Google Hotel Ads

Reach travelers across Google

Hotel Ads appear globally on google.com and Google Maps, wherever travelers are shopping for hotels – on desktop, tablet and mobile devices.





Google

AdWords & Google My Business

Google

activities in queenstown



All

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News


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Search tools

Queenstown / Points of interest


Milford Sound

Waterfalls, walking, hiking, glaciers, penguins




The Remarkables

Skiing, mountain, ski resort, snowboarding, climbing




Lake Wakatipu

Lakes, fishing, cycling, glaciers, walking




Coronet Peak

Skiing, mountain biking, snowboarding, ski resorts, ski season




Skippers Canyon

Canyon




Lake Wanaka

Lakes, camping, skiing, parachuting, fishing




Routeburn Track

Walking, running, hiking, waterfall, river




Lake Hayes

Lake




Skycity Queenstown

Casino, gambling



Hollyford Track

Walking, camping



Activities in Queenstown - queenstownNZ.co.nz

Ad www.queenstownnz.co.nz/Activities

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Queenstown activities: Things to do in Queenstown, NZ

www.queenstownnz.co.nz/information/things-to-do/

Queenstown

Town in New Zealand





Queenstown, New Zealand, sits on the shore of the South Island's Lake Wakatipu, set against the dramatic Southern Alps. The surrounding Central Otago region is known for its Pinot Noir and Chardonnay vineyards, and for adventure sports. In winter, there's backcountry skiing and the country's highest vertical drops. Summer brings paragliding, mountain biking and bungee-jumping (Kawarau Gorge Suspension Bridge is among the sport's original sites).

Area: 8,705 km²



Weather: -1°C, Wind NE at 13 km/h, 79% Humidity

Getting there: 1 h 50 min flight. [View flights](#)

Local time: Tuesday, 7:00 AM

Google

queenstown st moritz



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Ad www.sofitel.com/StMoritz-Queenstown

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St Moritz Queenstown - stmoritz.co.nz

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Hotel St Moritz: Hotel In Queenstown

www.stmoritz.co.nz/

Hotel St Moritz is located in the heart of Queenstown with wonderful views overlooking Lake Wakatipu to The Remarkables mountain range.

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Contact Us. Hotel St Moritz, Queenstown 10 – 18 Brunswick Street P O Box 1116, Queenstown.

Telephone : +64 3 442 4990. Facsimile : +64 3 442 4667.


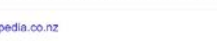



Hotel St Moritz Queenstown - MGallery Collection - Hotel Reviews ...

www.tripadvisor.co.nz · ... · Otago Region · Queenstown · Queenstown Hotels ▾



★★★★★ Rating: 4.5 · 1,475 reviews · Price range: \$230 - \$392 (Based on Average Rates for a Standard Room)

Hotel St Moritz Queenstown - MGallery Collection, Queenstown: See 1416 traveller reviews, 534 photos, and cheap rates for Hotel St Moritz Queenstown ...

Images for queenstown st moritz



Report images



See photos

See inside

Hotel St Moritz Queenstown - MGallery Collection

Website

Directions

4.3 ★★★★★

5-star hotel

Overlooking Lake Wakatipu to The Remarkables mountains, this refined hotel is an 11-minute walk from the Skyline Gondola and 17 km from Coronet Peak ski area. ... [More](#)

Address: 10/18 Brunswick St, Queenstown 9300

Phone: 03-442 4990

Hours: Open today · 12AM–11:30PM ▾

[Suggest an edit](#)

Ad Book a room

Check in

Sun, 24 Jul

Check out

Mon, 25 Jul

Booking.com

Read Real Guest Reviews · Get Instant Confirmation

\$334

>

Expedia.co.nz

\$359

>



Google Remarketing Ads

The image displays a collage of Google Remarketing Ads. A large red arrow points to a video ad for "The TrekkSoft App" by TrekkSoft, which shows a hand holding a smartphone. Another red arrow points to a sidebar of video thumbnails for "America's Got Talent 2016". A third red arrow points to a news article about Theresa May. A fourth red arrow points to a Rezo ad for "Tour Booking Software".

The TrekkSoft App
by TrekkSoft

Skip Ad ▶

Ad · 0:56 · info.trekksoft.com

0:31 / 1:27

Confidence and Enthusiasm Scares Simon Cowell - America's Got Talent 2016

TrekkSoft
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America's Got Talent 2016 Daniel Joyner Makes An Old Song New Full Audition Clip
Anthony Ying
390,570 views · NEW

Ryan Beard: Homeschooled Singer Charms the Ladies with Humorous Tune - America's Got Talent
America's Got Talent
1,912,751 views

Skylar Ka Performs
America's Got Talent
459,342 views

Steven Br...

Shooter took gun from police officer and shot two people dead before being gunned down, report says.

Zimbabwe closer to edge
11:33 AM Angry at not being paid, workers strike as drought, cash shortages and unemployment push Zimbabwe closer to crisis.

Castile 'mistaken for robber'

South Sudan on verge of war

May to be Britain's next PM
David Cameron will resign on Wednesday, making way for Theresa May to become PM.

rezoo
Tour Booking Software

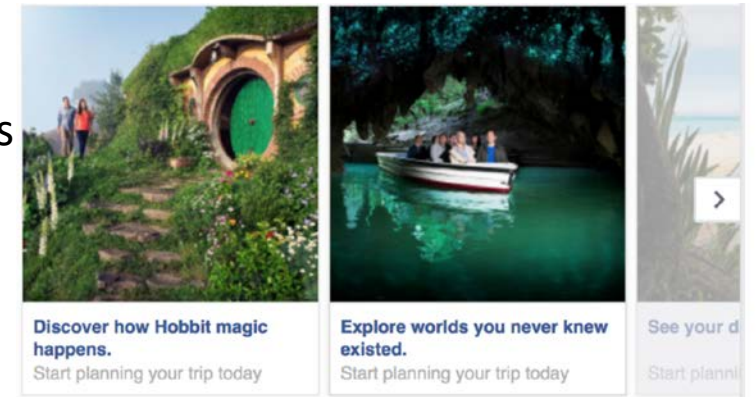
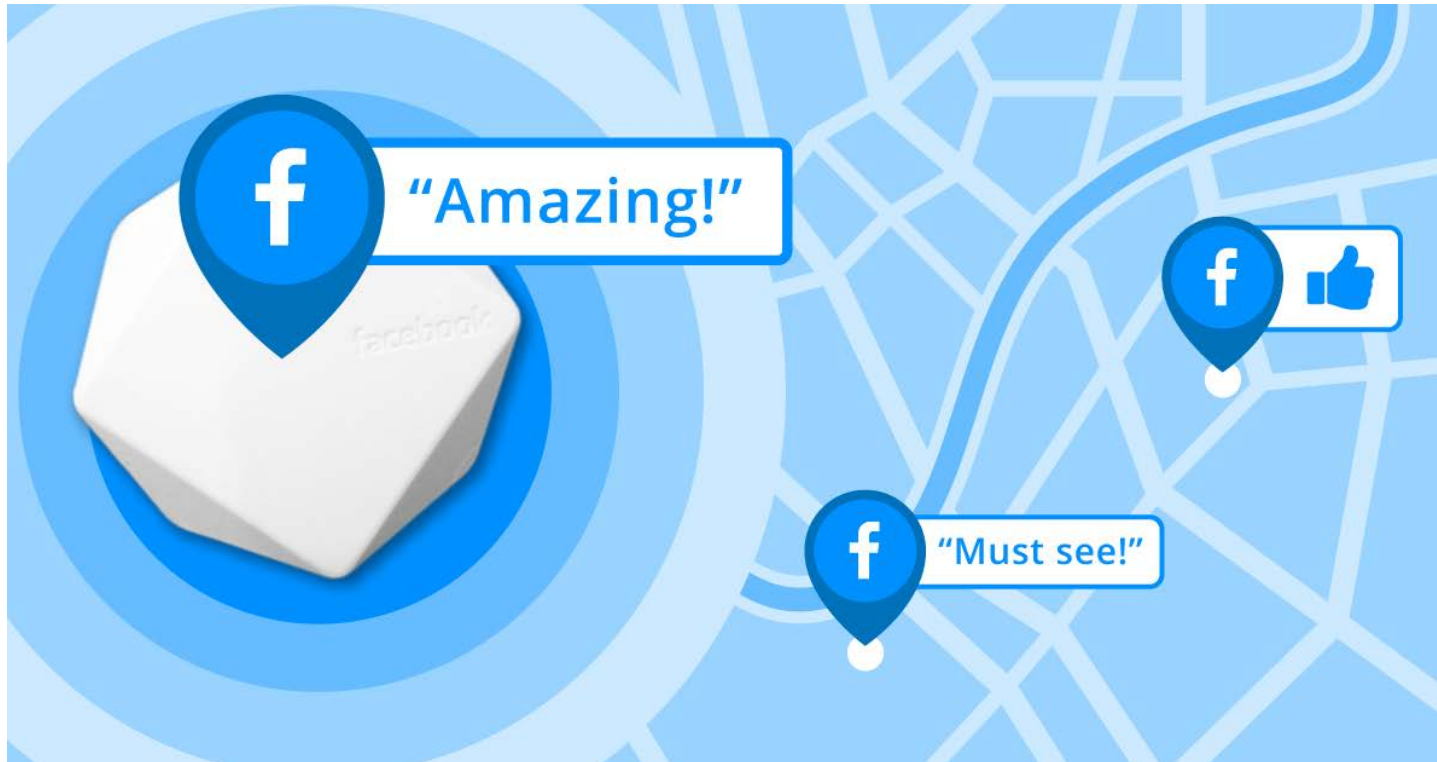
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New Distribution Tools: Beacons, Canvas, Lead Generation Ads, Services/Shopping pages



Adrenalin Fiji
Written by Ashley Harding [?] · July 8 at 1:23pm · 🌐

Dive special on 16 July! Share the fun and adventure with Adrenalin Dive for PADI Women Dive Day. Dive, snorkel or enjoy a day in the sunshine on our boats. Cap off an amazing day with champagne and sandwiches.



PADI Women Dive Day

In honour of the PADI Women Dive Day, we're offering a special dive package event on 16 July, 2016. No matter what skill level you are (or just want to simply relax) we hope you join us for this special Adrenalin Fiji event. Numbers are limited for...

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Type: Scenic Railroads, Trams

Owner description The TranzAlpine scenic train between Christchurch and Greymouth, from one coast to the other. From the comfort of world... more »



301 visitor photos

Is your business found across all devices?

Travel Bookings on mobile devices in 2016 are estimated to be 58.6%*

WHAT DEVICES ARE CONSUMERS USING?

To Research an Upcoming Trip ¹	88% Computer	53% Smartphone	70% Tablet
To Look Up Maps or Directions ¹	83% Computer	78% Smartphone	59% Tablet
To Book Accommodations ¹	87% Computer	25% Smartphone	27% Tablet

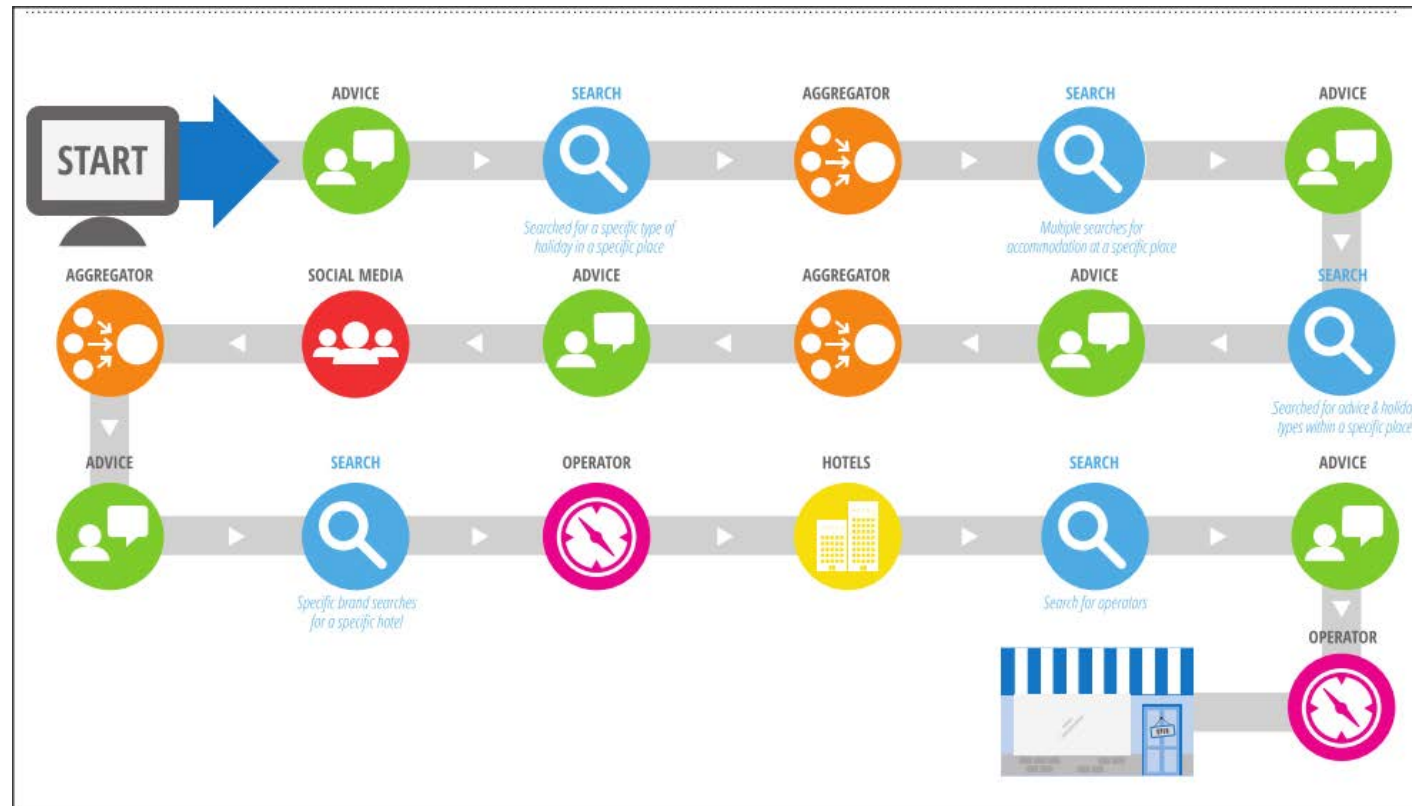
*eMarketers.com November 2015 report

What and When to Distribute

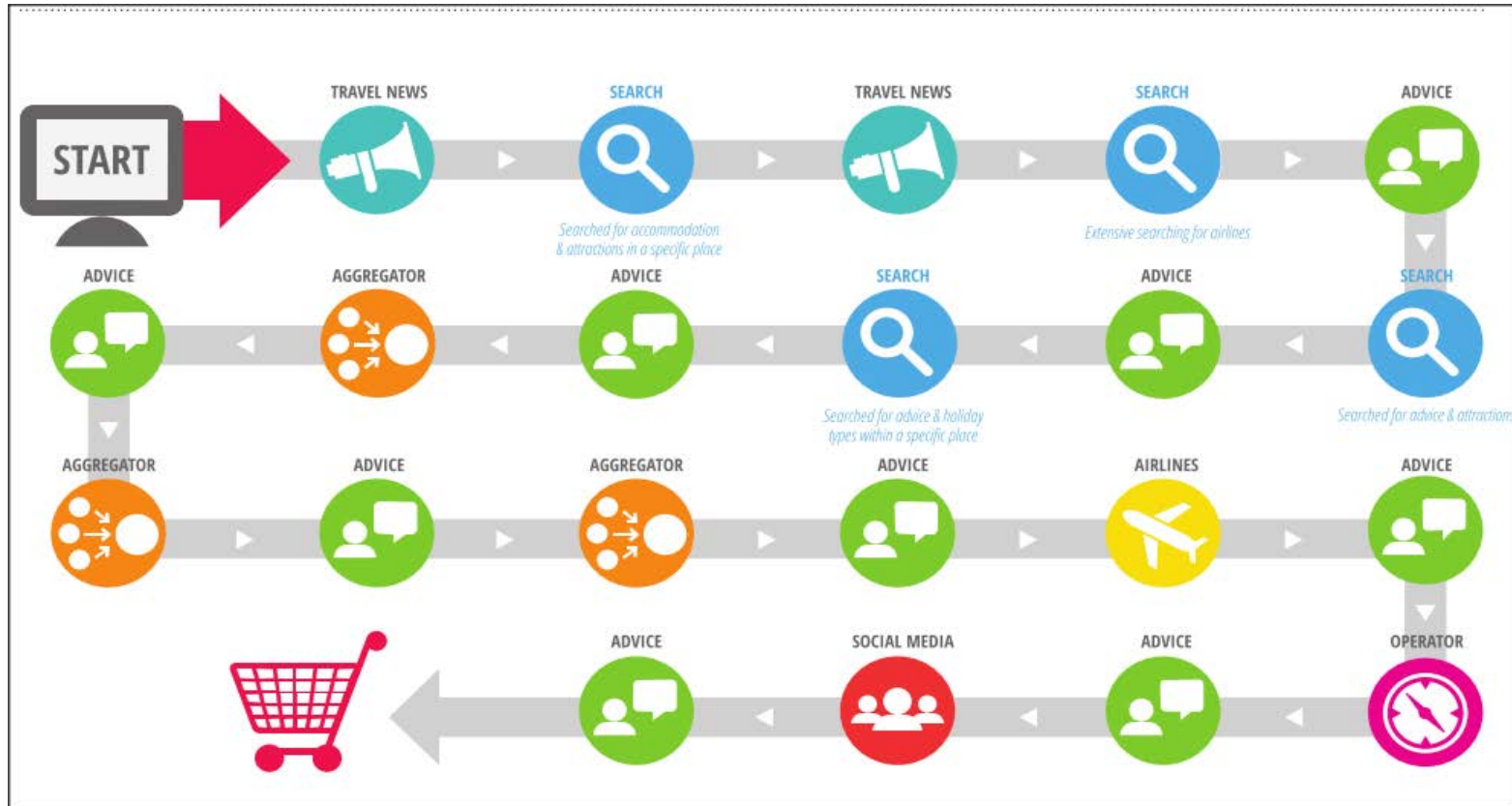
Travel Stage	What to Distribute
Dream	Emotive Images & video with CTA on appropriate Social Media platforms
Research / Plan	Google AdWords (remarketing ads), blogs, company website, TripAdvisor, Agents
Book	Company website with direct booking offers, OTAs, Agents, MetaSites,
Experience	Beacons on Facebook, last minute OTAs activity OTAs
Share	Social Media

Your business focuses
on Agency Business?

Offline Bookers (agent bookings)



Online Bookers



90% of travel is researched online.
Understanding the full value of a travel
business's online presence has never
been demonstrated so definitively.

What does this all mean to my business's distribution?



Main Takeaways

- ✓ Distribute everywhere your customers are, every day in every way
- ✓ Your customers help you distribute– The Good and the Bad
- ✓ Never lose focus on the quality of your website as your main distribution channel
- ✓ Your distribution strategy and marketing strategy are one in the same



THANK YOU



TOMAHAWK 