

Maximising Online Distribution Channel

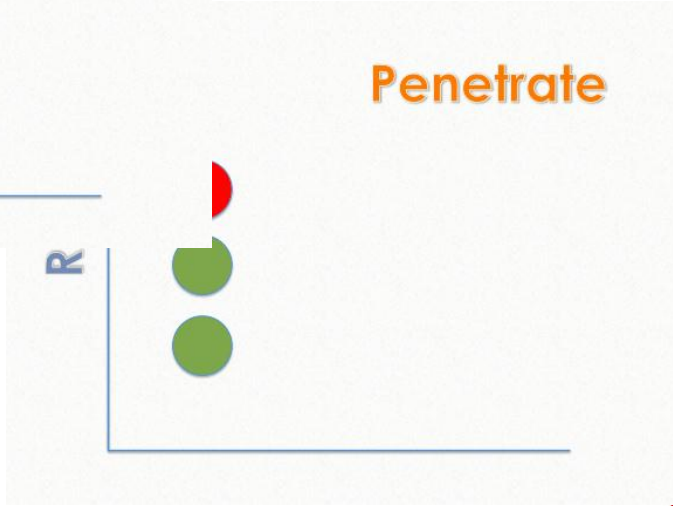
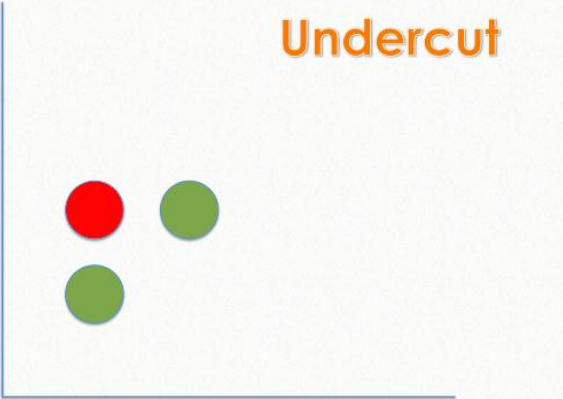
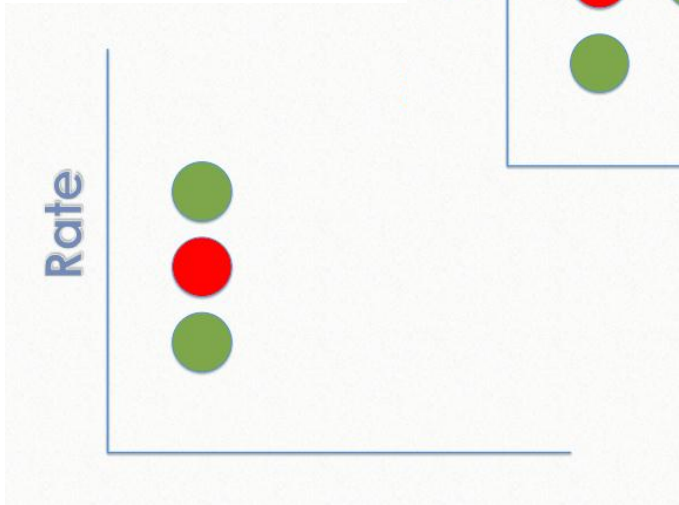
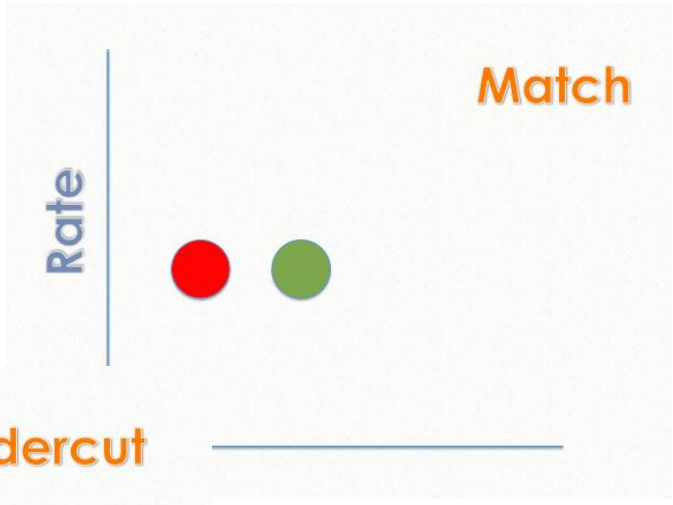
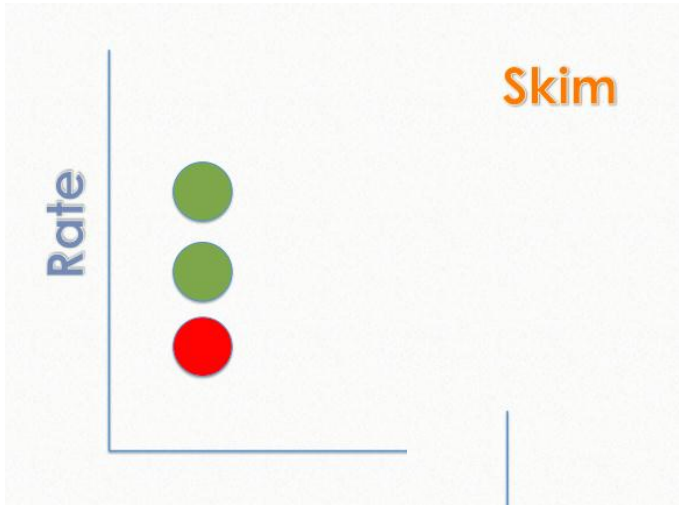
Andy Khen

Focus



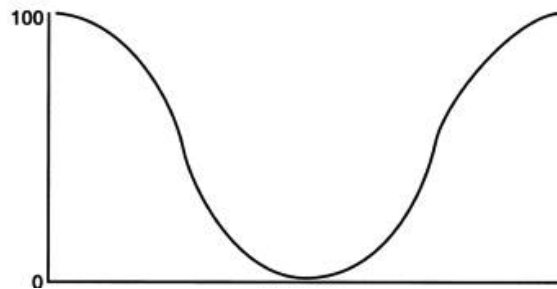
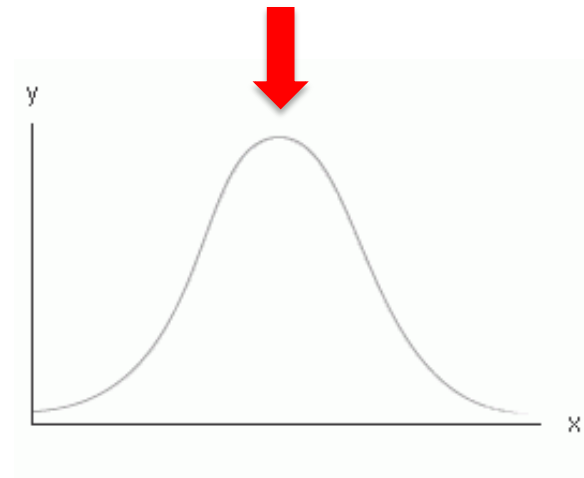
Account Management

- Online content
- Direct distribution channel
- Parity
- Rate Fences
- OTA, Online wholesaler & Flash deal sites
- Rate Strategy



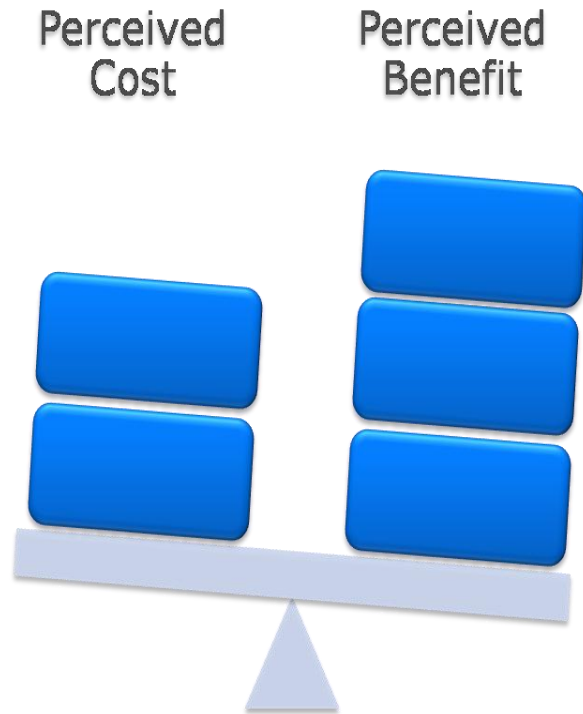
Account Management

To get as high rate as possible
when we are on the peaks



To increase demand during
low periods

Account Management

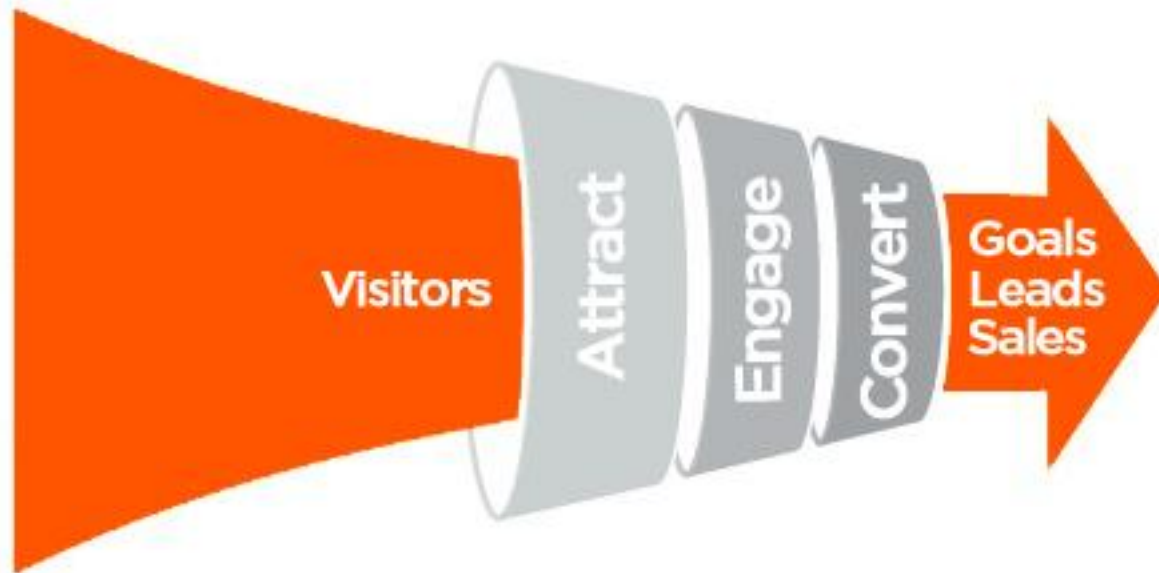


Maximise the
upselling on
online channels
wherever possible

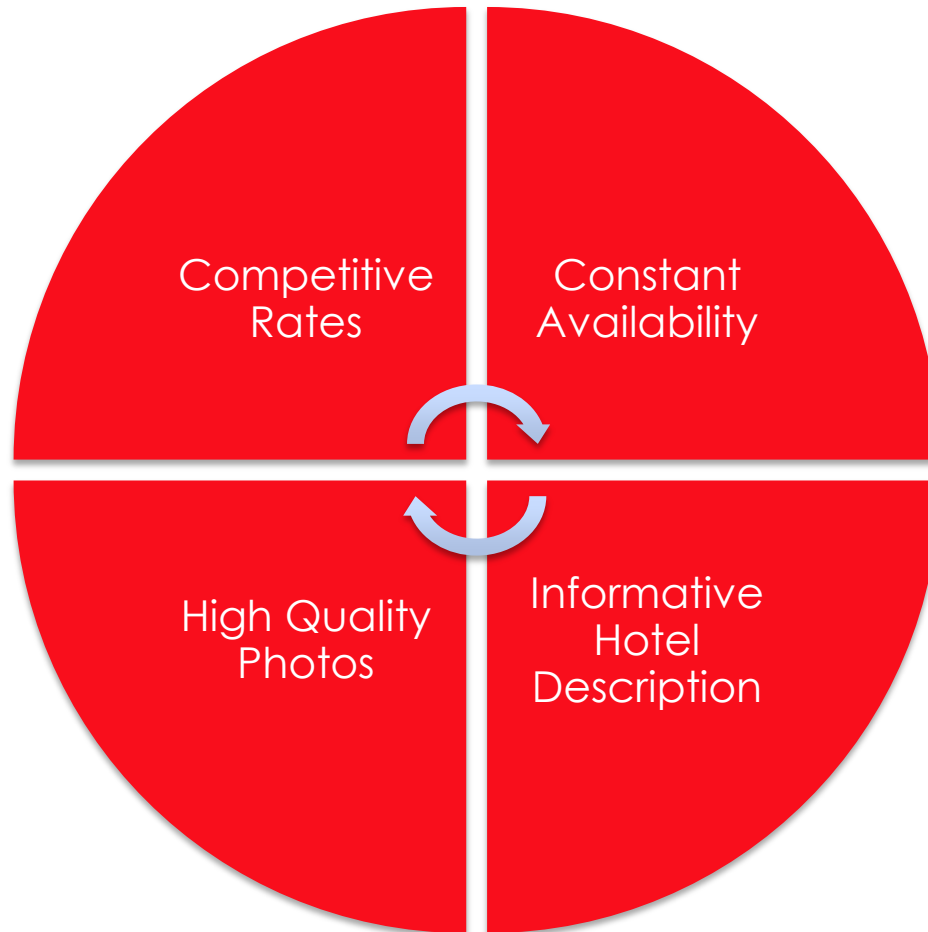
Visibility

- Expand indirect distribution channels to maximise the billboard effect and online exposure
- Work closely with MetaSearch sites
- Maximise digital marketing
- Utilise social media channels to increase visibility of the brand

Conversion



Conversion



Turn lookers into bookers!

Thank you

Please send comment or feedback to
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