

Name _____ Period _____ Date _____

Tourism Sales and Distribution Comparison (example)

Locate the information on the Internet of a direct and indirect distribution of a supplier and compare price.

Type of Supplier _____

Destination _____

Dates of Travel _____

Direct Distribution

Indirect Distribution

Travel websites to locate information:

www.expedia.com

www.hotels.com

www.kayak.com

www.travelocity.com

www.tripadvisor.com

www.trivago.com

Notes: Examples - no small cars available;
layover longer than two hours; no king bed
available

Which trip would you take? _____

Explain your reasons? _____

Name three advantages of the direct trip:

1. More choices for flights
2. More choices for hotels
3. Simple travel products available

Name three advantages, other than price, of the indirect trip:

1. Available time to plan trip
2. Guidance and counseling from sales staff
3. Package is ideal for consumer needs