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 ________________________________________________________________

<table>
<thead>
<tr>
<th>Direct Distribution</th>
<th>Indirect Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel websites to locate information:</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.expedia.com">www.expedia.com</a></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.hotels.com">www.hotels.com</a></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.kayak.com">www.kayak.com</a></td>
<td></td>
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<tr>
<td><a href="http://www.travelocity.com">www.travelocity.com</a></td>
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<tr>
<td><a href="http://www.tripadvisor.com">www.tripadvisor.com</a></td>
<td></td>
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</tbody>
</table>

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

www.trivago.com

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