

What is Yield Management

How to Wholesale your Product

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TRAVEL 

1. Your product

2. Pricing your product

What is Yield Management

3. Promoting your product

4. Distributing your product

How to Wholesale your product

Yield Management = bottom line focus 3 %

After Fixed & Variable Costs

Labour – yourself & staff

Cleaning, Maintenance, repairs

Stock, systems, uniforms

Bank Fees

Insurances

Marketing – all promotional activity

Commission – based on distribution channels

- Increase Yield by setting targets
- Focus on high yield products
- Continually Review your pricing for Accuracy & Competitiveness
- Take care with discounting
- Value Add instead of Discounting

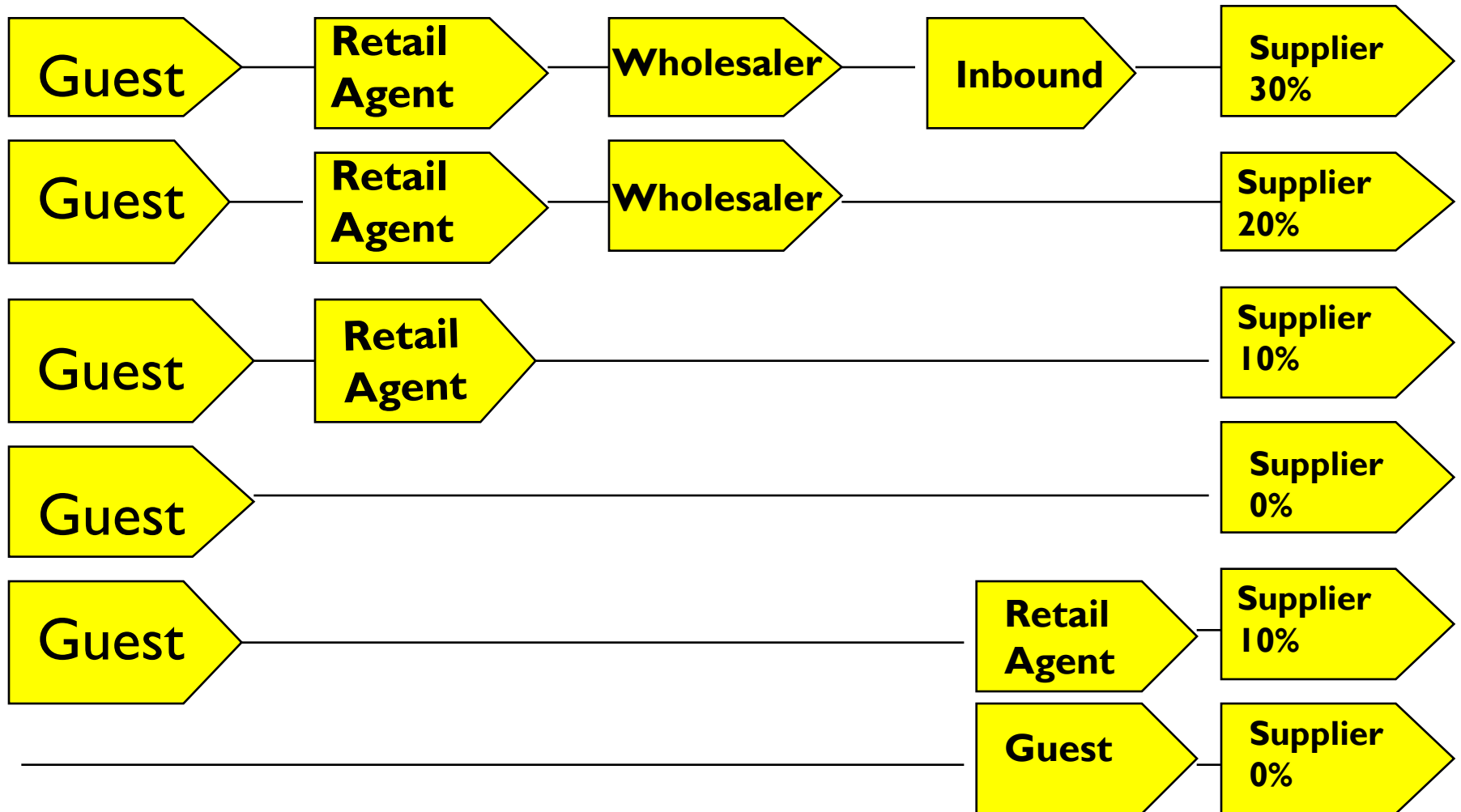
- Not all business is worth chasing
- Visible or Packaged Pricing
- Take full advantage of market trends & seasonality for special offers
- Set safe levels to cover currency fluctuations
- Terms & conditions
- Wholesale Distribution
nett = operating costs & profit

How to wholesale your product

3 models

1. Large established
2. Exclusive group
3. Direct

Distribution Channel Options



Large established

Advantages

Cheap & no costs
without sales

Proven track record

Marketing Support

Awareness

Disadvantage

Not unique or exclusive

Commission set

Exclusive Group

Advantages

Cost effective

Proven Track Record

Exclusive (UPD)

Not mass marketed

Often > commission &

Network benefits

Marketing support

Disadvantages

Not totally exclusive

Set commission

Direct

Advantages

Distribution Costs

No commission

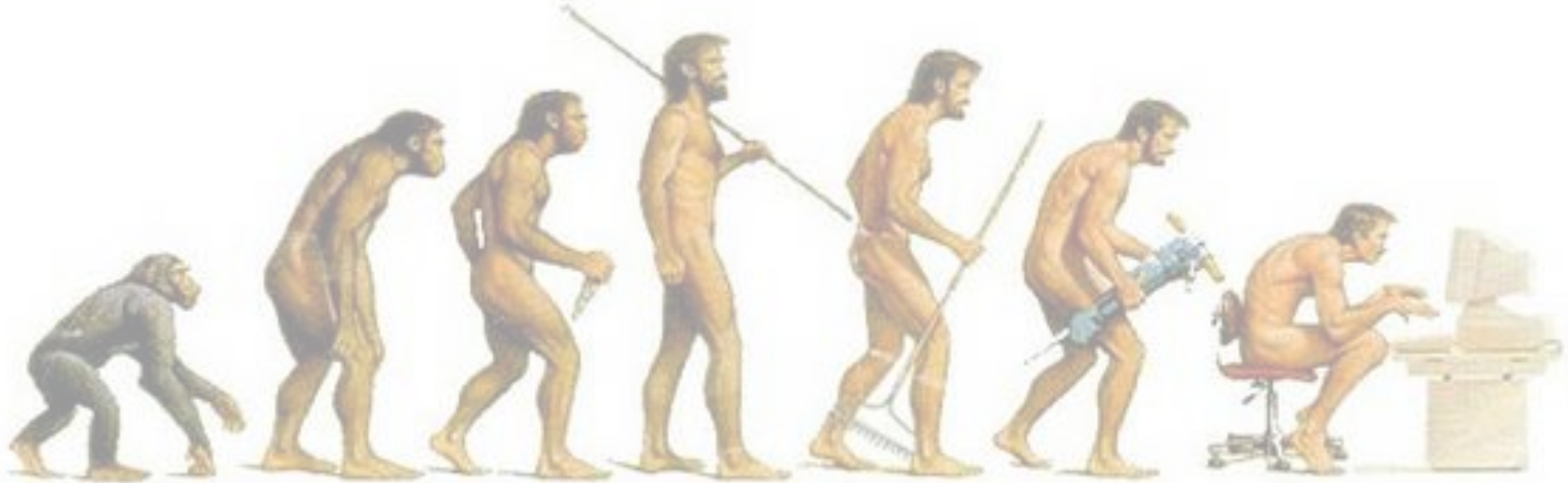
Disadvantages

Overhead Costs

Time & know how

Infrastructure

Statistics for consideration when distributing your product



In 2005:

74% of Australians were online

75% of Internet users accessed daily

53% had broadband

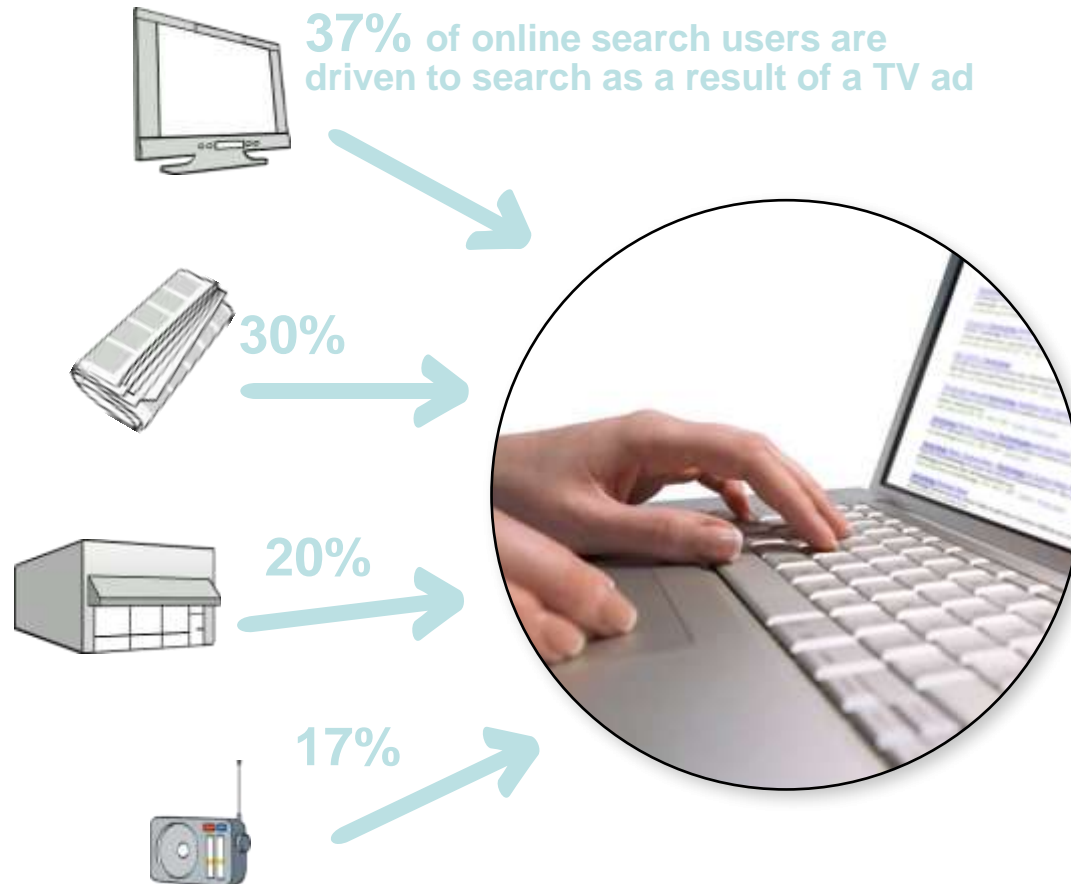
In 2006:

79% of Australians were online

81% of Internet users accessed daily

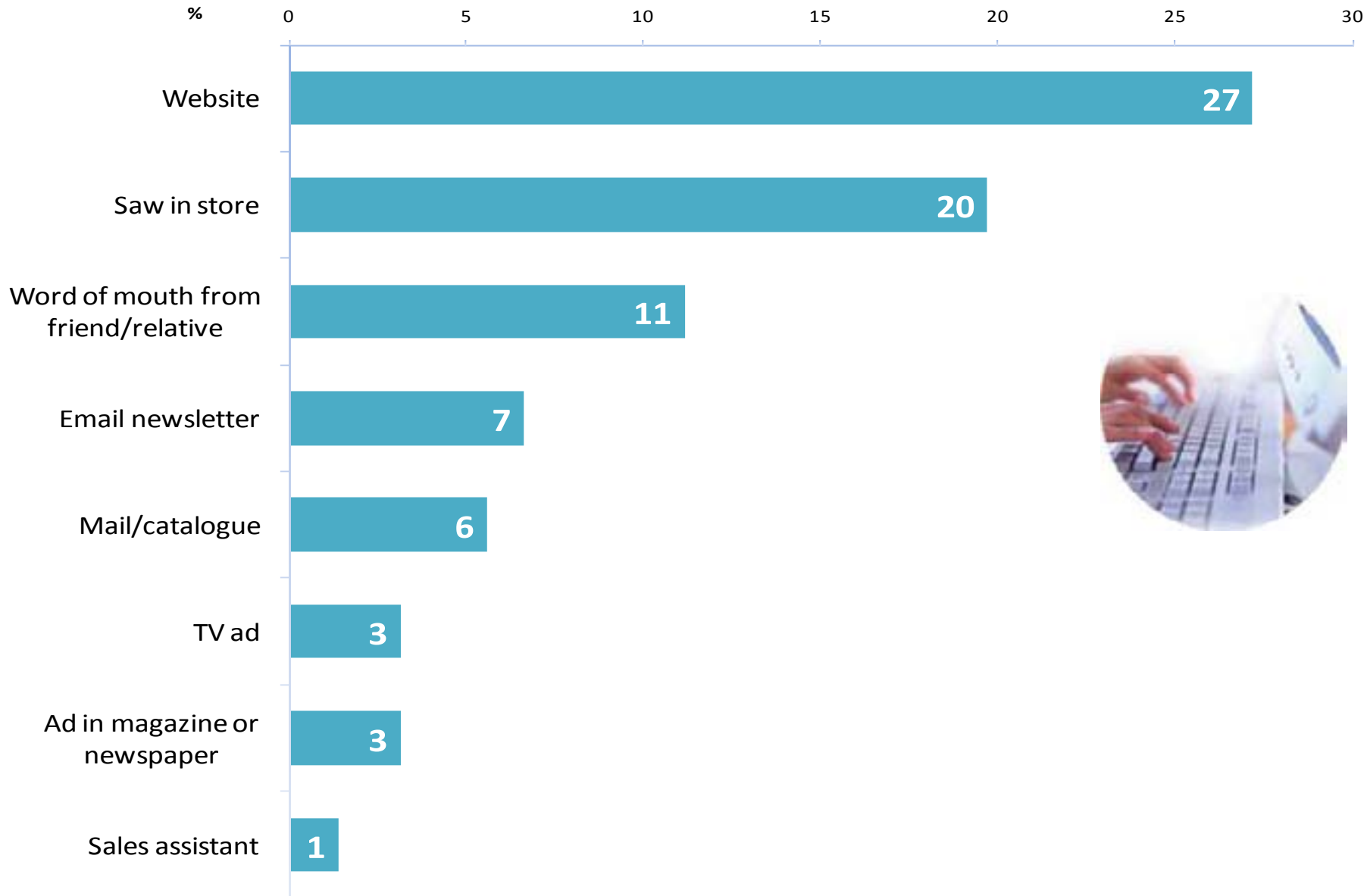
74% had broadband

Leverage your campaigns: advertising drives online search



Source: iProspect, "Offline Channel Influence on Online Search Behavior," 2007. (Q. Within the last six months, which of the following prompted you to go to a search engine to look for information on a particular company, product, service, or slogan? Select all that apply.)

What 'medium' has the most influence on what brand or item consumers purchase?



Your holiday is in the right hands!



Questions