

**Masifnya Penggunaan *Online Travel Agents*
Dalam Meningkatkan *Revenue Pemasaran***

by

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ABSTRACT :

Marketing Strategy Concept E-Marketing is based Online Travel Agents (OTA). Online travel agents are travel agents that make media promotion and online sales through a website. Today almost all companies have a website for the promotion of products to consumers. Various advantages of using e-marketing strategy is not in doubt, the Internet has changed the practice of marketing. Developments in information technology resulted in the transformation of marketing and provide modern marketing channels that drive change in the conventional communication towards digital communications.

Gains from sales promotion via OTA (Online Travel Agents), data occupancy rate Inna Sindhu Beach in 2015 showed that 50% of them are reservations through online travel agents, 30% through offline travel agents, and 20% a reservation directly via email or phone. This shows that online travel agents is a medium that is able to significantly increase the level of occupancy hotels and in terms of saving time because it is not necessary sales calls. Hardly any losses cooperate with Online Travel Agents (OTA) because the registration and promotion is free. Another advantage experienced is if the guest is satisfied with the services hotel, the guest has the potential to become a repeater guest and implications for the positive word of mouth.

Keywords : Marketing Strategy, E-Marketing, Online Travel Agents (OTA).

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