



Tourism Exchange
Great Britain

Introduction to TXGB & key opportunities

Diversify your distribution to increase sales, improve cash flow,
reduce costs, reduce admin and partner with your destination

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Head of Marketing & Partnerships
Tourism Exchange GB



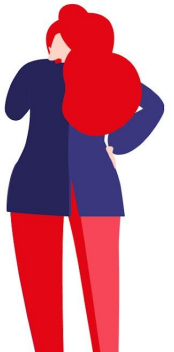
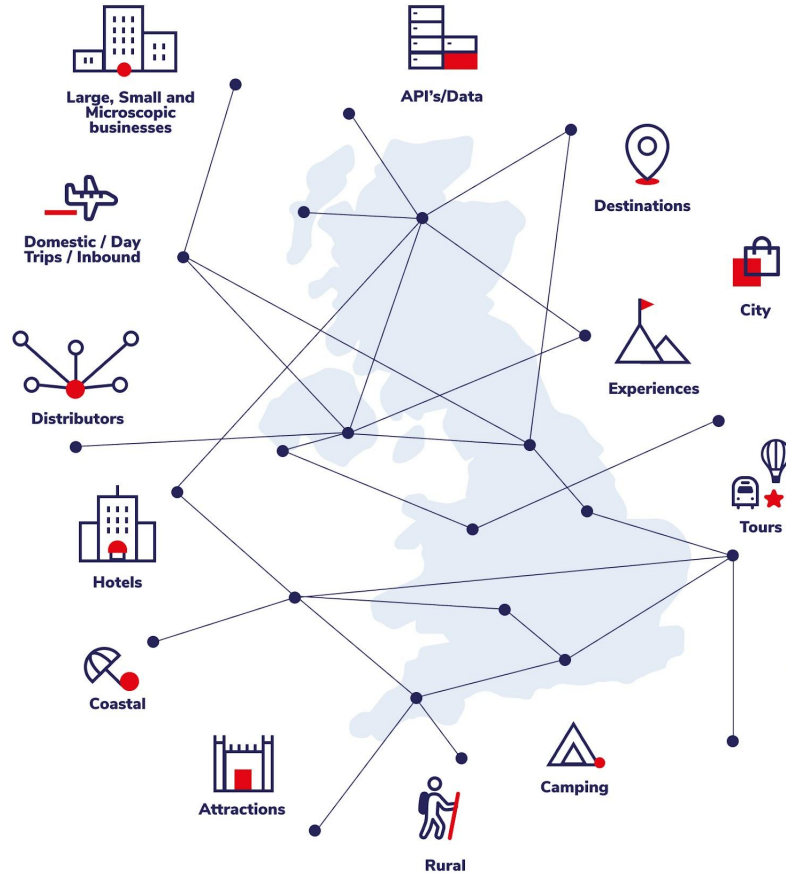
TXGB was launched in partnership with **VisitEngland / VisitBritain**, to provide the UK tourism industry with a central marketplace, enabling tourism businesses to trade, collaborate and innovate.

TXGB makes it easier than ever to be bookable online and share your products with distributors, in order to find new customers and drive sales.



UK Tourism Sector

A highly fragmented market.



Our Purpose

Unlock the **full potential** of the UK tourism sector.

Harnessing the power of our diverse and brilliant tourism community and making better use of digital, data and technology.



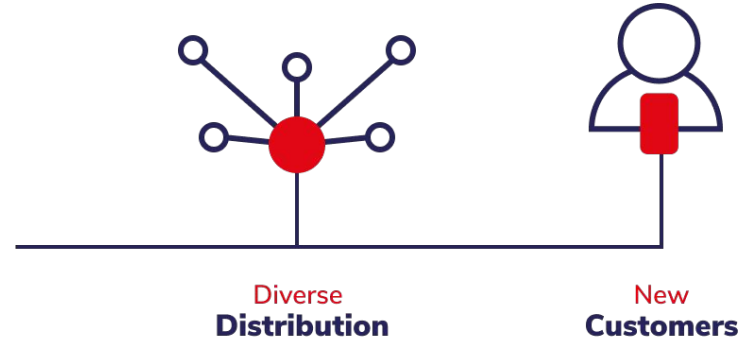
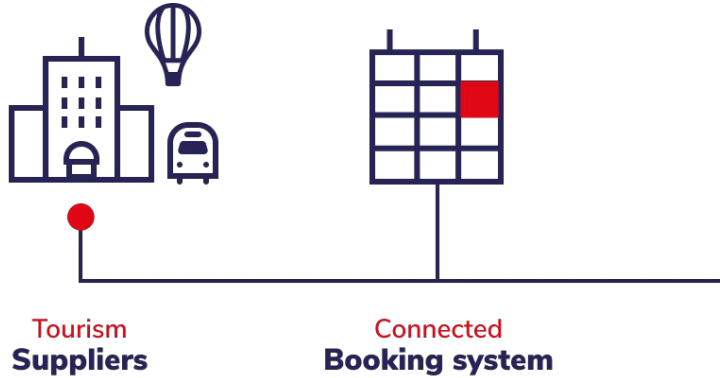
We have worked with **1,000s** of **tourism businesses** in over **100 destinations.**

So far we have:

- Enabled **new and unique routes to market** driving trade up and costs down
- We have helped **digitally enable** businesses across the UK and get them to market through a variety of channels
- **Powered destination campaigns** that focus on driving bookings as well as inspiration
- **Generated millions of pounds of bookings** through the platform for those on the platform
- **Created unique insight** through the data we provide to tourism authorities



How does TXGB work?



**Connect your own
booking system or use
our free built in
booking tools**

**Easily opt in and
connect to our
partners from one
simple dashboard**

Open to all

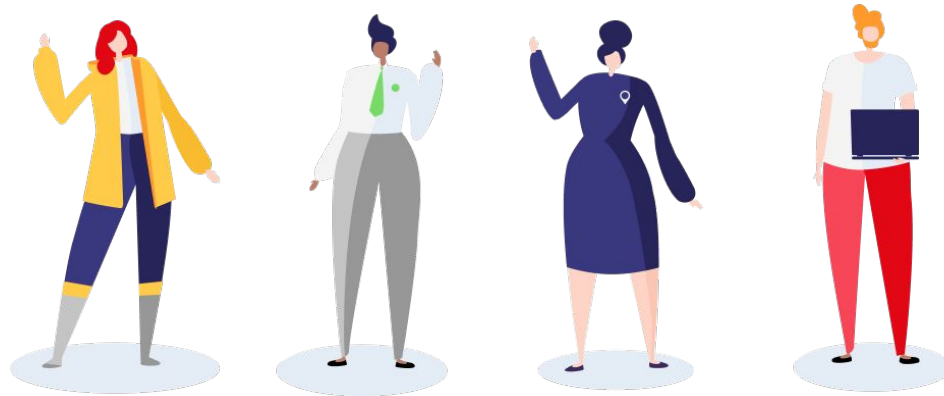
TXGB can enable bookable content for any business

- Accommodation
- Attractions
- Tours
- Experiences
- Events
- Restaurants



Working across all pillars

Bringing the tourism sector together.

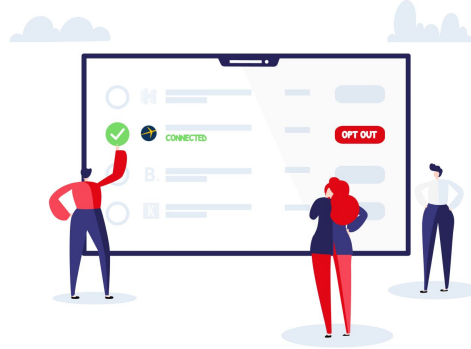


What does it do for you?



**Your Website
& Social
Media**

POP
the gre



**Local & Global
Distributors**



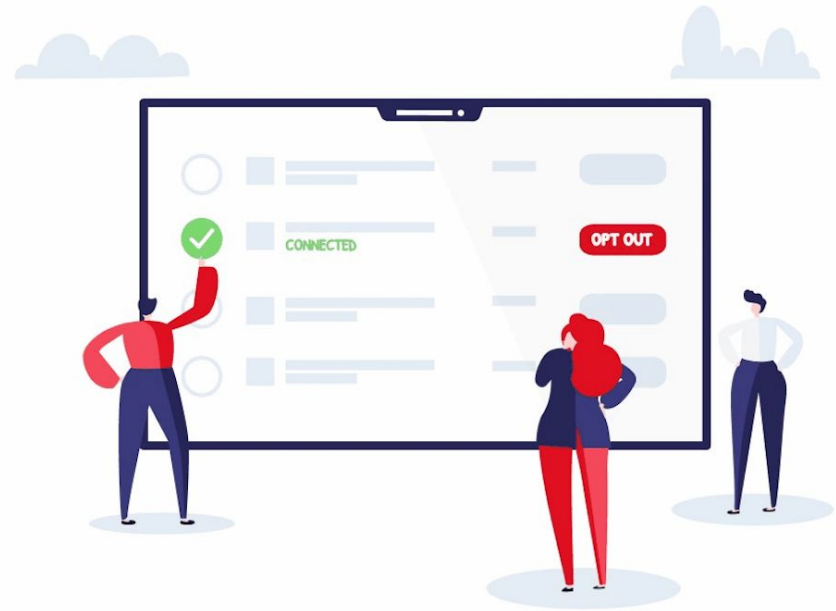
**Destination &
National
Campaigns**

The exchange makes it easier to reach new customers and grow bookings.

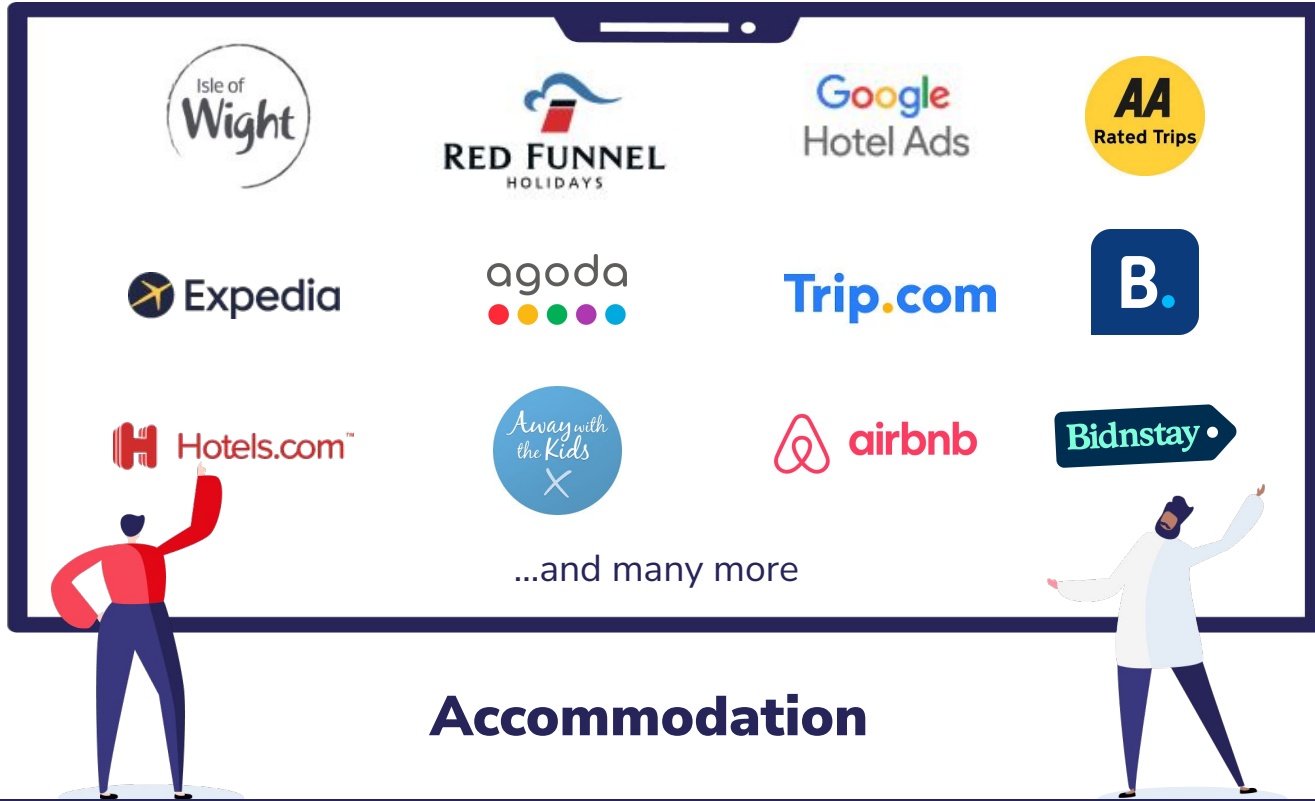
Direct bookings via your local destination website



- **Free to connect** to TXGB and opt in to your local destination website and other available channels.
- **Direct bookings** using your own terms and conditions and **full data ownership**.
- Be part of **smarter regional and national marketing campaigns** that are focused on conversion.
- **Support Visit Isle of Wight - your local destination** to maximise the impact of their marketing and campaign activity



Continuing to connect with **new distribution opportunities**



Accommodation

An increasing range of distribution opportunities for you to select from to further expand your reach.

Red Funnel Holidays

New website now launched



- Working in partnership with TXGB to enable the connection of your booking technology or TXLoad
- A new platform to reach a wider audience offering a one-stop shop for island holidays
- Low commission sales and zero setup fees
- Easily opt into Red Funnel via the TXGB dashboard alongside the destination website and other sales channels
- Working alongside key island businesses and organisations and are driving bookings
- Benefit from Red Funnel Holidays via marketing campaigns



VisitBritain Shop opportunity & most recent campaign success

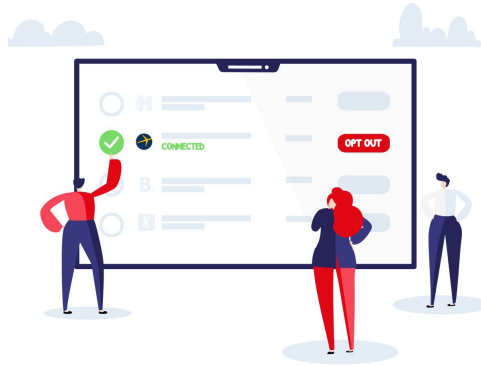
- Generated over £6 million in bookings during the first NLDO21/22 campaign
- Over 500 tourism businesses took part
- A new campaign launched July 2023 with a further £4 million vouchers
- Exciting opportunity for more attractions and experiences to be bookable via the VisitBritain Shop and access future campaigns and all the traffic being driven to the shop
- TXGB is the technology behind the majority of products



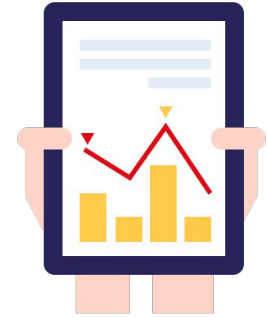
Connecting to **TXGB** - how easy is it?



**Connect Your
Booking System
or use TXLoad**



**Try New
Channels**

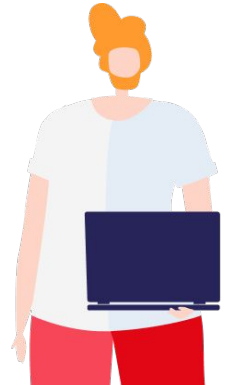


**Track Your
Bookings**

Our platform fits seamlessly into your business to reduce hassle

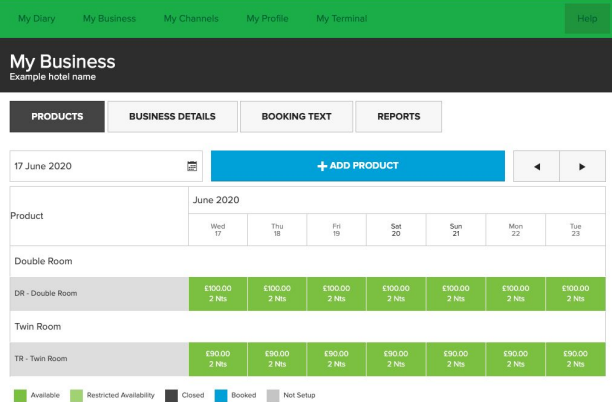
An increasing range of **booking systems** partnerships.

Accommodation



... or use our free built in tool - TXLoad

- TXGB has a built in tool called **TXLoad**, that can offer simple booking management to load product inventory and manage your diary
- **TXLoad** is completely **free** to set up with no fees to use other than the standard 2.5% TXGB booking fee, plus chosen distributor commission and standard credit card processing fees
- You can use **TXLoad** to add bookability to **your own website** and take direct bookings
- This is a basic option and suitable for businesses looking to **get started** with online booking and distribution
- ...or can be used alongside your current system whilst you wait for a connection



The screenshot displays the TXLoad interface for a business named "My Business" (Example hotel name). The interface includes a navigation bar with links for "My Diary", "My Business", "My Channels", "My Profile", and "My Terminal", along with a "Help" button. Below the navigation bar, there are tabs for "PRODUCTS", "BUSINESS DETAILS", "BOOKING TEXT", and "REPORTS". The main content area shows a calendar for June 2020, starting from 17 June 2020. A blue button labeled "+ ADD PRODUCT" is visible. The calendar grid shows room availability for "Double Room" and "Twin Room" from Wednesday 17th to Tuesday 23rd. The pricing for each room type is consistent across all dates, with a rate of £100.00 for Double Rooms and £90.00 for Twin Rooms, each with 2 nights. A legend at the bottom indicates the status of each day: Available (green), Restricted Availability (light green), Closed (black), Booked (blue), and Not Setup (grey).

Product	Wed 17	Thu 18	Fri 19	Sat 20	Sun 21	Mon 22	Tue 23
Double Room	£100.00 2 Nts	£100.00 2 Nts	£100.00 2 Nts	£100.00 2 Nts	£100.00 2 Nts	£100.00 2 Nts	£100.00 2 Nts
Twin Room	£90.00 2 Nts	£90.00 2 Nts	£90.00 2 Nts	£90.00 2 Nts	£90.00 2 Nts	£90.00 2 Nts	£90.00 2 Nts



TXLoad Overview

My Diary

- Simple diary management
- Add direct bookings into TXLoad for free
- Distributor bookings load directly into your Diary screen
- Simple to add direct booking functionality to your website or social media account

My Business

- Easily add new products, manage extras
- Control min / max stays and checkin / out details

My Channels

- Opt into multiple channels to reach more customers

My profile

- Add additional options including Accreditations, images,
- Set your location
- Detail booking confirmation text

My Diary
TestAccommodation (TestProviderHotel)

05 October 2022 + ADD BOOKING

October 2022

Wed 05 Thu 06 Fri 07 Sat 08 Sun 09 Mon 10 Tue 11 Wed 12 Thu 13 Fri 14 Sat 15 Sun 16 Mon 17 Tue 18

Double Room with Sea View

Smith, Jo

09 Oct 22 + ADD BOOKING + ADD CLOSEOUT

Dog Friendly Pod

Twin Room

Lew, Lucy Ford, Henry

My Channels
TestAccommodation (TestProviderHotel)

< OPT-IN

Through this section you can search and view Distributors. For each Distributor, you can view the opt-in status.

Search

Opt In Status: Any Direct Direct-OUT Blocked

Payment Type: Any Full Payment To Aggregator or Product Provider Full Payment To Distributor Deposit Payment To Aggregator or Product Provider

SEARCH

View More: Page 1 - AA.HotelTours.com

Distributor	Opt In Status	Fee %	Available Payment Type	Actions
AA.HotelTours.com (AA.HotelTours) Join the AA's HotelTours.com channel and become part of a fast-growing collection of recommended UK travel	Opt-In OUT	0.0000%	• Full Payment To Aggregator or Product Provider	VIEW / OPT IN
AAA My Booking Pages Add a book button to your website	Opt-In IN	0.0000%	• Full Payment To Aggregator or Product Provider	VIEW / OPT OUT
Afternoon Tea or Cream Tea (set) Afternoon Tea or Cream Tea is exactly what it says! Everything related to Afternoon Tea and Cream Tea, the site	Opt-In OUT	2.5000%	• Full Payment To Aggregator or Product Provider	VIEW / OPT IN
Apsida Hotels, web Opt-in enables to accommodation only. Apsida.com is a leading Asia based online hotel reservations	Opt-In OUT	15.0000%	• Full Payment To Distributor	VIEW / OPT IN
Artists (set) Artists is a community based on connection and belonging - it	Opt-In IN	15.0000%	• Full Payment To Distributor	VIEW / OPT OUT

How much does TXGB cost?

- TXGB is **free** to sign up with **no upfront fees or subscription costs**, with a simple **2.5%** per booking fee
- Distributors commission detailed in the dashboard giving you the flexibility to choose the partnerships that work best for you, **ranging from 0% - 20%**
- Set up a **direct debit** agreement so TXGB can automate a monthly collection of our booking fee and any commissions owed to our partners
- Many channels use our **'Direct Payment'** model, including Visit ISle of Wight, where you will get paid directly at point of sale via **Stripe**, with typical credit card processing fees.



Getting started

Simple steps to connection.

Simply visit **txgb.co.uk** and:

- 1** Click **Get Started** to complete a **2 minute form** to start a connection to TXGB
- 2** Complete your **direct debit** mandate
- 3** Your username and password for access to your **TXGB dashboard** will arrive via email along with a welcome message from the Support Team to help you **connect your booking system** or **get started setting up TXLoad**.
- 4** Link your **Stripe account**
- 5** From your dashboard, you can start to **choose the sales channels** you want to share live availability and prices with. Simply go to the **'My Channels'** tab, search for a specific channel or review all. Then just select **'opt in'** on your chosen channels.

All done!

You are now ready to start sharing live availability and pricing with your chosen sales channels.



Summary

- **Free to sign up** with no setup or additional monthly subscription fees, just 2.5% booking fee + distributor commission. Full Support Team available.
- **Real time two way sharing of data.** Send availability and prices, and receive bookings directly into your booking system with full customer data
- **Extend your reach** to distribution channels you would not otherwise have access to. All completely optional and in your control via the TXGB Dashboard
- **Optimise commission costs** with unique, low commission channels alongside established distributors
- **Access to direct payment channels** that ensure you are paid directly, at point of sale, protecting cash flow and sharing customer data
- **Support your destination - Visit Isle of Wight.** Enable smarter regional and national marketing campaigns that offer more direct bookings



“We’re halfway between Belfast and Derry – guests come here to take in the panoramic views of five neighbouring counties.

Prior to using TXGB we managed all of our bookings manually, with up to 100 messages a day which was totally overwhelming and we knew we had to change. We needed to find an online system that could solve all these problems.

Tourism Northern Ireland introduced us to TXGB. The TXGB team were extremely helpful and it only took a matter of hours to set up the system. It took minimal effort and stress and they were there every step of the way to help us.

Customer want to view real time availability and the TXGB system allows for that. It is user friendly for me as well. We would 100 percent recommend TXGB. 100 percent of our bookings have been via the system. We simply couldn’t operate without TXGB – .“

Ryan Donnelly

Founder



WATCH THE VIDEO [HERE](#)



Since its establishment in the 1960's with a single hotel, the Cairn Hotel Group has grown to a portfolio of unique accommodations.

These comprise branded and non-branded hotels, from boutique spas to serviced apartments, throughout the UK.

Still a family run business, the group has already connected 14 of its hotels to TXGB to unlock exciting commercial opportunities.

“We're delighted to be working with TXGB and VisitEngland. It's a superb platform to work with new providers and also gives us an opportunity to work more closely with our regional destination partners on key events such as the Rugby League World Cup.”

Tina O'Hara

Groups Sales Director



“Being able to connect to my local destination websites through TXGB has been a really positive step forwards for the Hotel. As an independent business run solely by myself I need to focus primarily on the guests and their stay at the Hotel. Anything that I can do to help automate all the ‘back of house’ procedures to ensure the Hotel remains competitive online whilst I’m operational is a real bonus.

The joining process couldn’t have been easier. The TXGB team were so helpful and patient it made the whole process simple and one I wouldn’t have a hesitation to recommend to others. I think this is a massive step forward for UK Tourism and a big thank you to VisitEngland for their focus on enabling this.”

Lindsey Holland

Owner, Cleeve Hill Hotel, Cheltenham

Cleeve Hill Hotel





Our team is here to help

0330 223 5050

hello@txgb.co.uk

website live chat

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VisitBritain Shop

Your points of contact

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Product@visitbritain.org