



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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Tourism Exchange GB



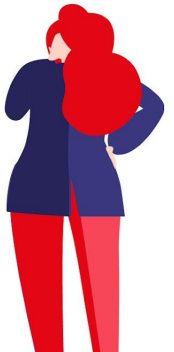
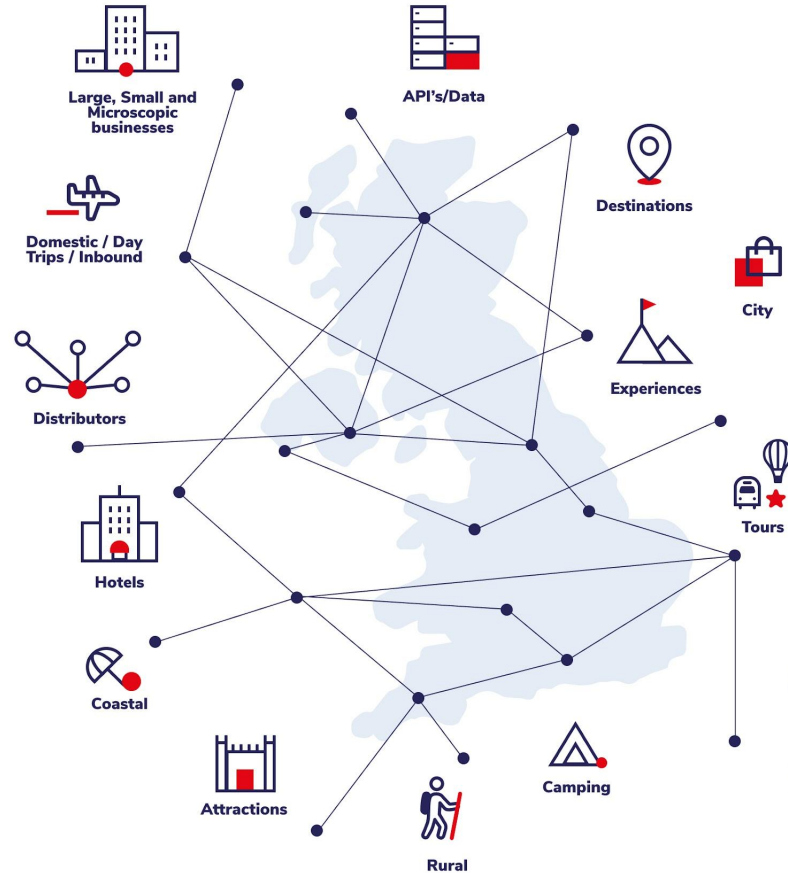
TXGB was launched in partnership with **VisitEngland / VisitBritain**, to provide the UK tourism industry with a central marketplace, enabling tourism businesses to trade, collaborate and innovate.

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.



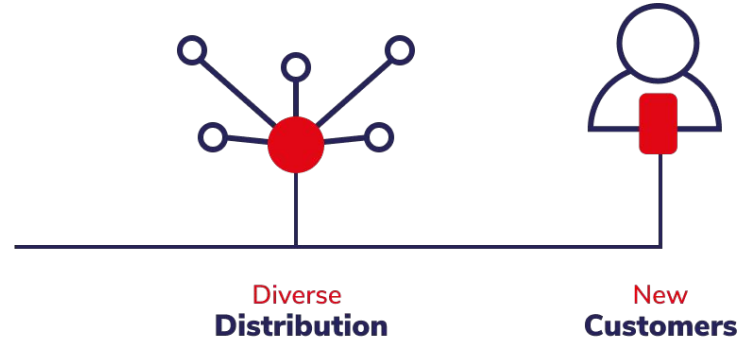
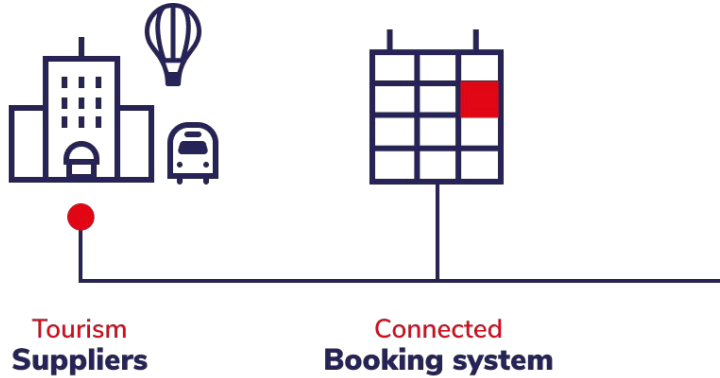
We have worked with **1,000s** of **tourism businesses** in over **100 destinations.**

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

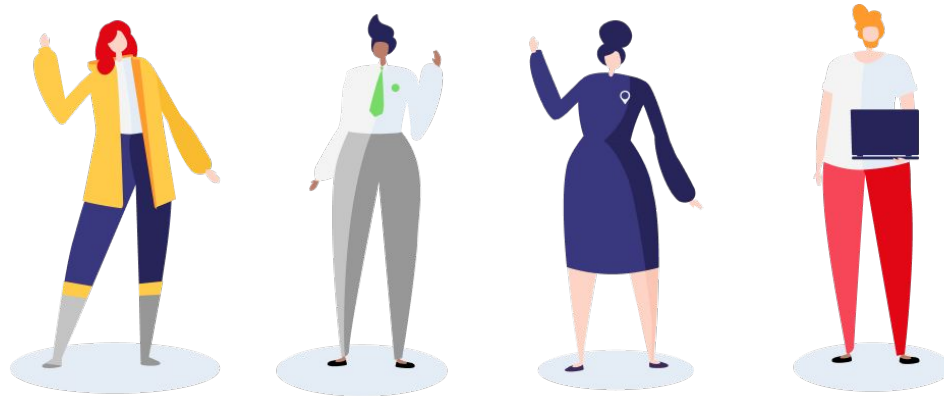
TXGB can enable bookable content for any business

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



Working across all pillars

Bringing the tourism sector together.

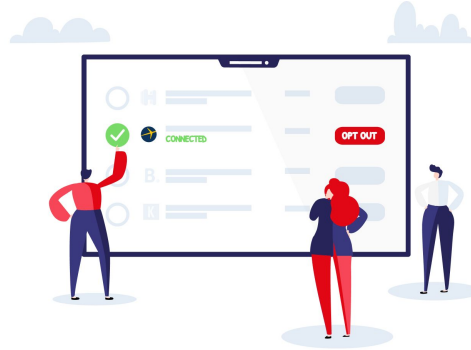


What does it do for you?



**Your Website
& Social
Media**

POP
the gre



**Local & Global
Distributors**



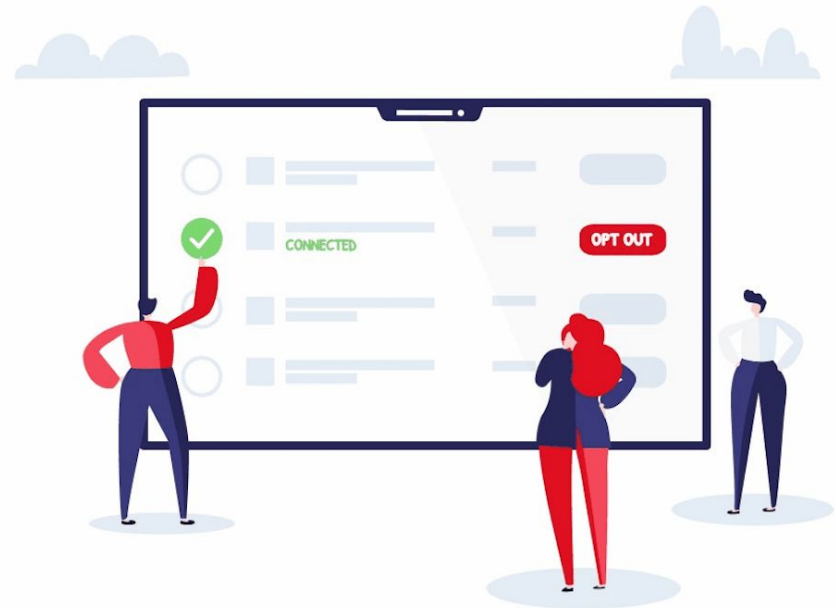
**Destination &
National
Campaigns**

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

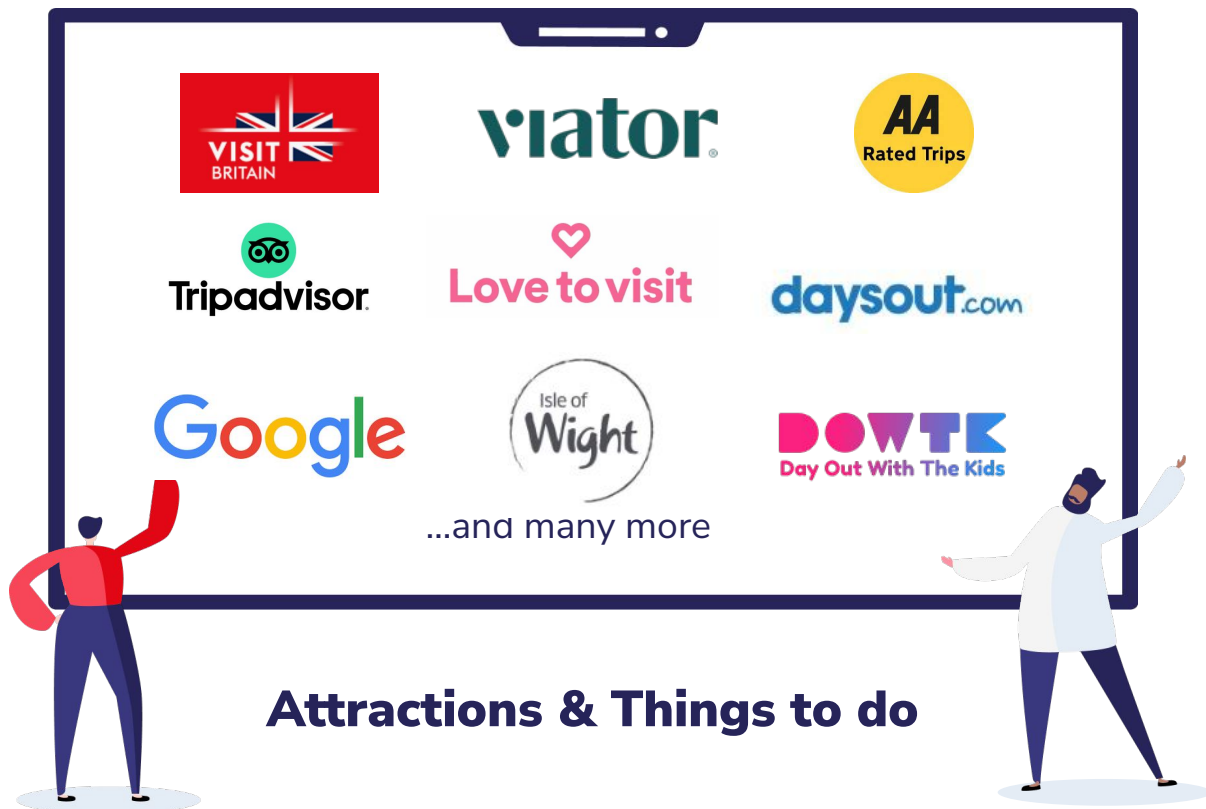
Direct bookings via your local destination website



- **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 your local destination** to maximise the impact of their marketing and campaign activity of Visit Isle of Wight



Continuing to connect with **new distribution opportunities**



Attractions & Things to do

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 accommodation booking technology or TXLoad
- A new recently launched platform to reach a wider audience offering a one-stop shop for island holidays
- Low commission sales and zero setup fees - currently available via TXGB for the accommodation sector
- Red Funnel are looking into options for the attractions and experiences providers and are keen to work with you to hear your thoughts



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 businesses 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**



VisitBritain Shop

[VisitBritainshop.com](https://www.visitbritainshop.com)

Ed Cummins

Planning & Projects Manager

VisitBritain/VisitEngland



VisitEngland

Everything you need for your trip to Britain...

Find your next dream experience [Go](#)



The best of Britain
Discover over 500 top attractions, experiences and activities across more than 300 destinations in Britain.



Book with confidence
Book your tickets in total safety from a trusted brand on the official shop of the British Tourist Board.



Expert travel advice
Our dedicated and knowledgeable team will ensure all your needs are taken care of.



Bestselling experiences in the UK



Bestseller

Merlin Magical London 5-in-1 Pass

Visit five of London's top attractions with this fantastic and family-friendly combination of...

tagged with Mobile ticket

From: **£130.00**



Bestseller

Windsor Castle, Stonehenge and Oxford Tour

Visit the former residence of The Queen, uncover Stonehenge, and explore the beautiful city of...

tagged with Mobile ticket

From: **£107.00**



Bestseller

Warner Bros. Harry Potter Studio Tour with return transfer

Get a behind-the-scenes look at the spellbinding making of the Harry Potter films with the Warner...

tagged with Mobile ticket

From: **£105.00**



Bestseller

Royal London with Afternoon Tea at the Rubens - Evan Evans Tours

See the best of London on this half-day bus tour and enjoy a traditional Afternoon Tea with a royal...

tagged with Mobile ticket

From: **£85.00**

Home > Brighton i360 Viewing Tower Anytime Ticket

Brighton i360 Viewing Tower Anytime Ticket

Enjoy breathtaking 360-degree views from the Brighton i360 giant glass pod

Bestseller Mobile ticket

Select options for prices

Quantity Select

From: **£19.95**

Once you have completed your booking, you will receive an instant



Free cancellation
Cancel up to 48 hours in advance to receive a full refund.



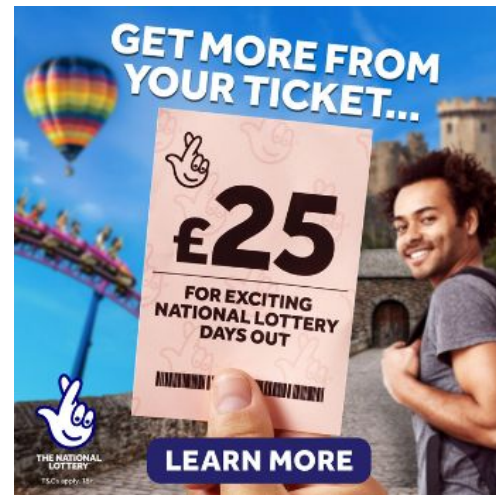
Buy with confidence
We are the official shop of the British Tourist Authority, VisitBritain

The VisitBritain Shop

- **We connect UK suppliers** large and small to a global customer base in over 90 countries.
- We offer **customers** an **authentic and trusted** source to experience Britain thanks to a multi-lingual, multi-currency e-commerce website and the reach of VisitBritain's global network.
- **We connect global travel trade partners** by enabling them to access British products available on our site via our global affiliate network programme and our dedicated agent discount codes. A growing **Trade database of over 1,000 trade partners** globally, with **over 500 global affiliate partners** to date.

The VisitBritain Shop

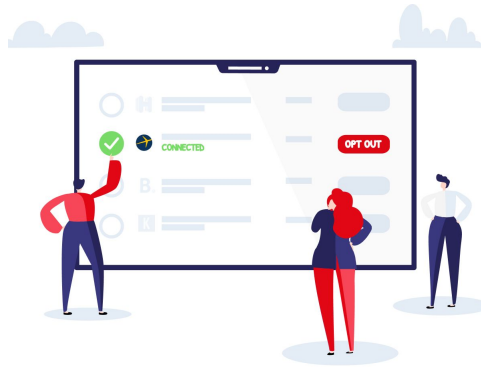
- **Reach customers** through domestic and global consumer VisitEngland and VisitBritain campaigns (**domestic database of over 200,000 customers**).
- **Support the UK Tourism sector**: creating an additional revenue stream to fund wider VisitBritain organisational priorities, such as Destination Britain events and in-market activities.



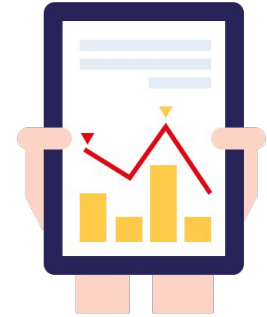
Connecting to **TXGB** - how easy is it?



**Connect Your
Booking System
or use TXLoad**



**Try New
Channels**

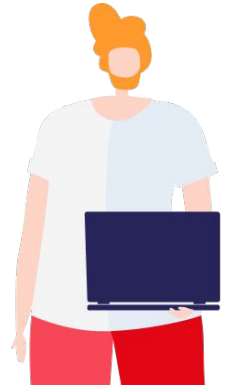


**Track Your
Bookings**

Our platform fits seamlessly into your business to reduce hassle

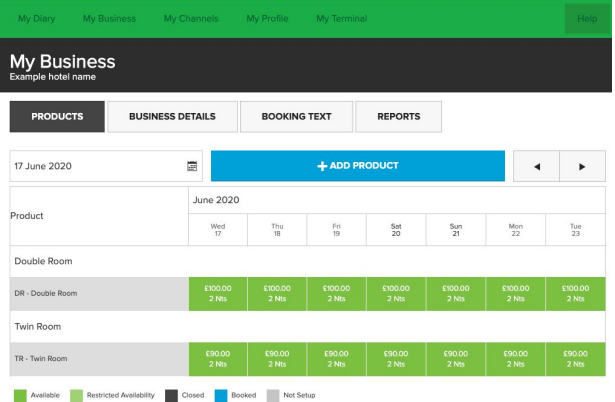
An increasing range of **booking systems** partnerships.

Things to do / attractions



... 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. At the top, there are navigation links: My Diary, My Business, My Channels, My Profile, My Terminal, and Help. Below this is the business name 'My Business' and 'Example hotel name'. The main navigation bar includes 'PRODUCTS', 'BUSINESS DETAILS', 'BOOKING TEXT', and 'REPORTS'. The current view is a calendar for June 2020, starting on 17 June 2020. A '+ ADD PRODUCT' button is visible. The calendar shows room availability for 'Double Room' and 'Twin Room' from Wednesday 17th to Tuesday 23rd. The pricing is consistent across all dates, with Double Rooms at £100.00 and Twin Rooms at £90.00, each for 2 nights. A legend at the bottom indicates: 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							
DR - 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							
TR - 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)

STATS SEARCH

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
							Smith, Jo						
+ ADD BOOKING + ADD CLOSEOUT													
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-Only Direct-Only + Blocked

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

SEARCH

Distributor	Opt In Status	Fee %	Available Payment Type	Actions
AA Travel Tips.com (AA Travel Tips) Join the AA Travel Tips.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 Out	0.0000%	• Full Payment To Aggregator or Product Provider	VIEW / OPT OUT
Affirmation, Tea or Cream, Tea (set) Affirmation, Tea or Cream, Tea is exactly what it says! Everything related to Affirmation, Tea and Cream, Tea, the site	Opt-In Out	2.5000%	• Full Payment To Aggregator or Product Provider	VIEW / OPT IN
Asoda Librada, web Opt-in needed to accommodation only. Asoda.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 Out	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 where you will get paid up front at point of sale via **Stripe**, with typical credit card processing fees.



Getting started

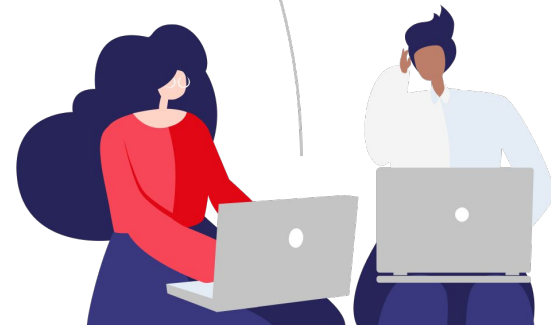
Simple steps to connection.

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 Visit Isle of Wight - your destination.** Enable smarter regional and national marketing campaigns that offer more direct bookings



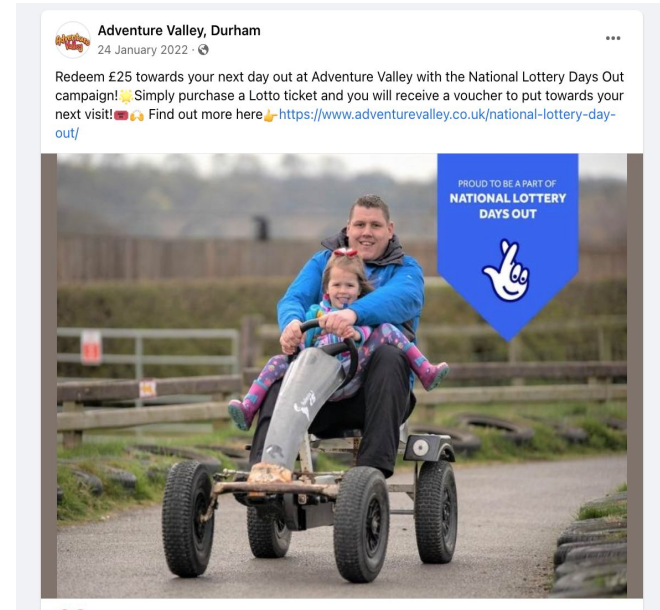
The team at Visit Durham made us aware of TXGB's capabilities and we subsequently connected using Digitickets, our existing booking technology.

'As a result, it was straightforward for Adventure Valley to be able to take part in the National Lottery Days Out Scheme. We saw a rise of 32 percent in our visitor numbers, with March 2022 being our busiest on record, because of this national opportunity.

'I would recommend both connecting to TXGB and taking part in the National Lottery Campaign - it has improved our business and driven new and repeat customers to visit Adventure Valley.'

Janine Calzini

Owner, Adventure Valley WATCH THE VIDEO [HERE](#)



TXGB case studies and quotes

“TXGB has enabled us to significantly increase our ticketing income by providing an easy to set up ticketing system which we were able to implement quickly and simply. As TXGB is part of Visit England, we recognise it as a trusted supplier.

TXGB has enabled us to reduce the amount of commission we were paying to various online ticket sites whilst allowing us to also sell tickets via a larger number of DMOs, national travel booking sites and trusted brands through one central system – streamlining our processes and reducing admin time.”

Ruark Jon-Stevens,
Coventry Transport Museum

**COVENTRY
TRANSPORT
MUSEUM**

Driving curiosity



**TX
GB**

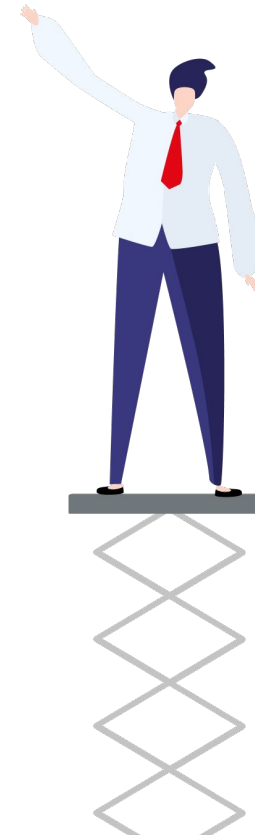


As Europe's largest Pleasure Pier we connected to TXGB to help further promote Clacton Pier and what we have to offer customers all year round.

Being able to easily connect to the VisitBritain Shop via TXGB has meant we could take part in the National Lottery Days Out campaign and we are delighted that 70% of the campaign customers are new to Clacton Pier.

The promotion has allowed us to successfully promote the Pier UK wide.

Clacton Pier





One of the benefits of being connected to TXGB is the ability to take online bookings through numerous destination management organisations and via the VisitBritain Shop.

It also enables us to take part in national campaigns like the National Lottery Days Out alongside regional opportunities via our local destination management organisation including Escape the Everyday and New Adventures websites.

Ultimately, all the booking and availability information is filtered through automatically to our own bookings system from all our chosen sales channels. TXGB makes this pretty seamless and helps Newcastle Castle drive more bookings.

Ben Smith
CEO, Newcastle Castle





Our team is here to help

0330 223 5050

hello@txgb.co.uk

website live chat

Aisha Brannan-Grossett

Head of Marketing & Partnership

aisha@txgb.co.uk



VisitBritain Shop

Your points of contact

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VB Shop Product Team
Product@visitbritain.org