



Tourism Exchange
Great Britain

James Berzins

Managing Director, TXGB



**Tourism NI has partnered with
TXGB to **unlock the full potential**
of the visitor economy.**

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





**TOURISM
NORTHERN
IRELAND**



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

So far we have:

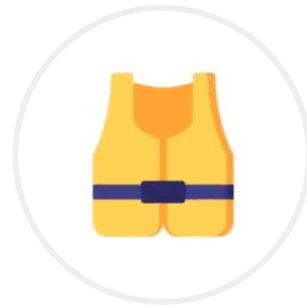
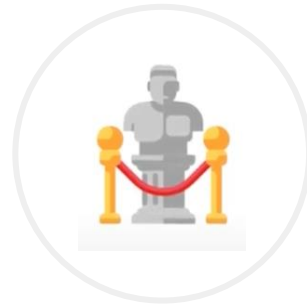
- Enabled new and unique routes to market driving trade up and costs down
- Powered destination campaigns that focus on driving bookings as well as inspiration
- Generated millions of pounds of bookings through the platform for those on the platform
- Created unique insight through the data we provide to tourism authorities



Together we aim to:

- Increase the range and reach of bookable products online, increasing the value, volume and dispersal of visitors
- Gather comprehensive data on visitors and bookings, that will enable smarter destination marketing and management
- Build an ecosystem of collaborators and innovators that will create new value for the sector here in Northern Ireland



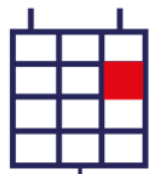




Destinations



**Tourism
Businesses**



**Business
Systems**



**Booking
Channels**



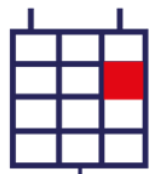
Visitors



Destinations



**Tourism
Businesses**



**Business
Systems**



**Booking
Channels**



Visitors

Bookability



Destinations



Tourism
Businesses

Simplicity



Business
Systems



Booking
Channels



Visitors

Bookability



Destinations



Tourism
Businesses

Simplicity



Business
Systems

Connectivity



Booking
Channels

Inventory



Visitors

Bookability



**Tourism
Businesses**

Simplicity



**Business
Systems**

Connectivity

Destinations

Smarter



**Booking
Channels**

Inventory



Visitors

Bookability



Our innovative Direct Payment technology enables distributors to operate in totally different way if they want to:

With these channels:

- ❑ You are paid directly by the consumer
- ❑ They book on your standard terms
- ❑ Their data is shared with you instantly

...and because of the automation in our platform they often offer lower commission rates.

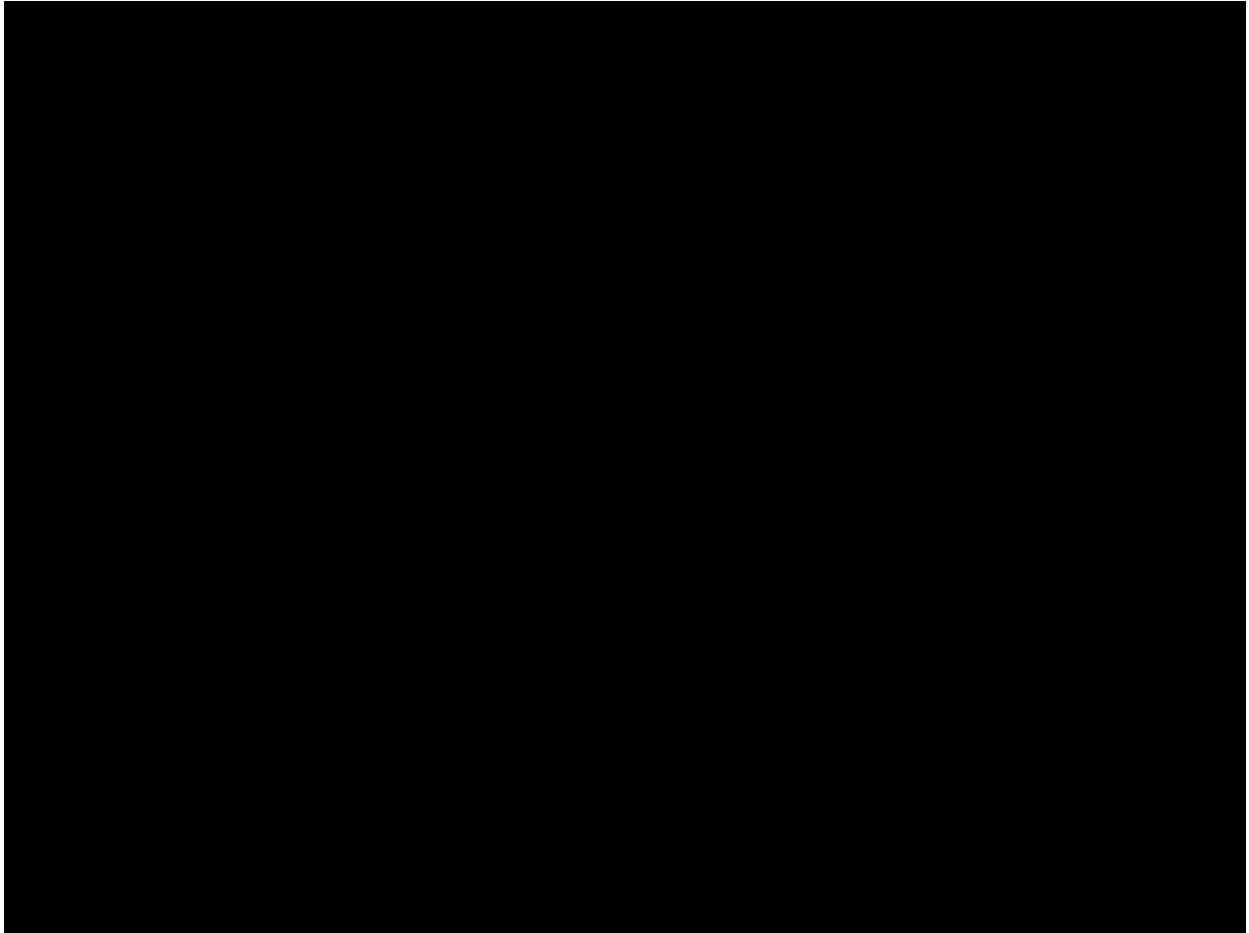


Northern
Ireland



Embrace a
Giant Spirit

[Book Now](#)



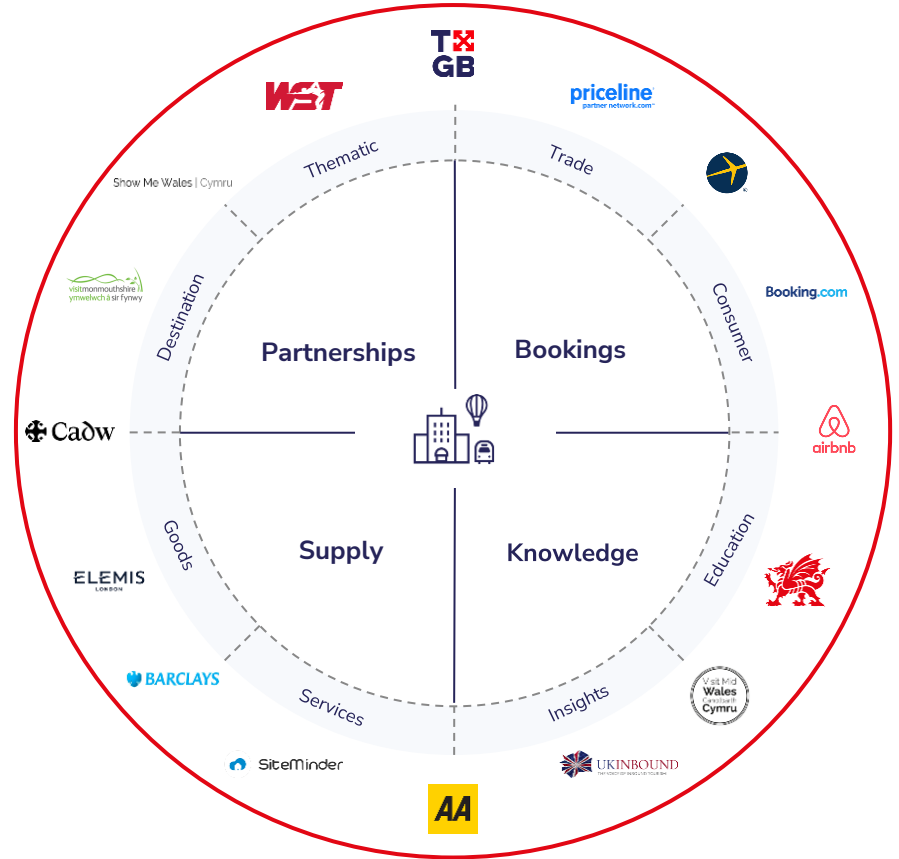
**If we can find better ways
to **connect** and **collaborate**
we will succeed together**

We all know a team is greater than the sum
of its parts, and the same can be said for the
visitor economy



This is **our focus**, bringing the sector together, to drive trade, collaboration and innovation

We see the sector as one big community, that needs to come together, connecting and contractings, sharing ideas, discussing challenges and find solutions to increase trade and remove barriers



Some **success stories** from the UK.



Campaigns

Focused on conversion

Supported a range of large and small destination campaigns, such as Escape the Everyday from VisitEngland with over 100 unique and different things to do across 11 destinations, linking campaigns to conversions.



Events

Focused on value

Supported a range of large and small events, from the Rugby League World Cup to local festivals. In each case engaging a wide spectrum of local businesses and making complementary products bookable to delegates, fans and ticket holders.



Connections

Focused on reach

Connected more than 85 locally operated booking systems and enabled better bookability in over 150 channels, broadening the reach of UK products

Why tourism businesses connect

- **Reach more customers** through more channels without more admin
- **Support your destination** and take part in bookable campaigns
- **Increase direct bookings** and save on commission through our unique partnerships
- **It's easy to join** so you can get moving quickly and our team will help you every step of the way
- **It's free to connect** to our booking exchange so you pay nothing until you start getting bookings
- **It's easy to manage** with all your channels and bookings in one place, an no need to switch your PMS or ticketing platform



TXGB has removed all the administration required for managing bookings allowing me to focus more on my business.... with additional management tools to allow me to manage all booking, date changes, booking confirmations. So not only is the system user friendly for the customer, but also user friendly for the owner.



Ryan Donnelly
Letteran Lodges





TXGB gave me an easy plug and play way to reach a bigger audience and once set up gives me a clean connection to other portals.

William Ross Paynter
Avallon Lodges, Cornwall



TXGB and BookingHound talk to one another and keep all our ticket sales up to date in real-time! Now all our sales are now in one place.

Mike James
Tour Guide, Savouring Bath



We are delighted to be part of the National Lottery Days Out offer, within days we have seen very strong demand.

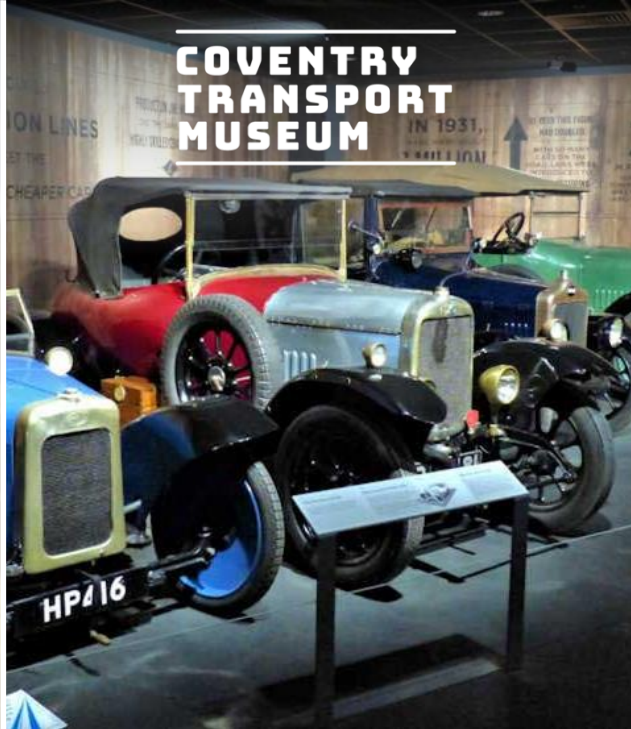
Clare Bacon
Head of Marketing and Comms

Cleeve Hill Hotel



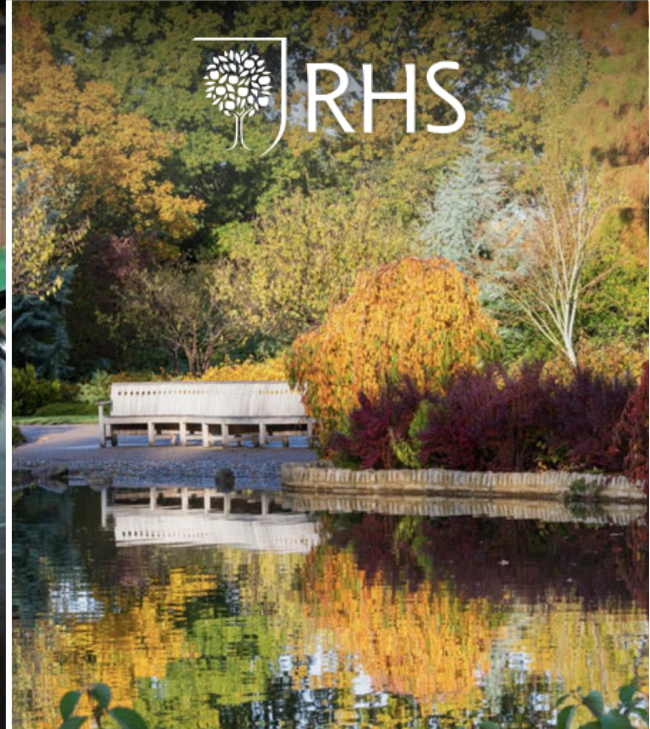
Being able to connect to my local destination websites through TXGB has been a really positive step forwards for the Hotel.

Lindsey Holland, Owner,
Cleeve Hill Hotel, Cheltenham



TXGB has enabled us to hugely increase our ticketing income and reduce the amount of commission we were paying to other channels.

Ruark Jon-Stevens
Coventry Transport Museum



TXGB offers each of our gardens the flexibility to load their own unique products and connect with the most relevant distributors.

Melissa Hackney,
Group Sales & Marketing Manager



**Our team is here
to help**

0330 223 5050

www.txgb.co.uk

<http://tourismni.com/tourism-exchange>