

# Growing Online Sales with TXGB for Accommodation Providers



Northern  
Ireland  
Embrace  
a Giant  
Spirit



# Paul Coleman, Tourism NI Social & Digital Manager

TED

Tourism  
Enterprise Development  
Programme



TOURISM  
NORTHERN  
IRELAND



Tourism Exchange  
Great Britain

# Introducing the Tourism Exchange

Dan Simmons

Head of Growth & Customer Success, TXGB



## What we're covering today:

- What is the Tourism Exchange?
- Who is it for?
- What are the opportunities available?
- Bookings via [DiscoverNorthernIreland.com](https://www.discovernorthernireland.com) & your local destination website
- How to connect?
- Using 'TX Load'
- Next steps



## We've partnered with TNI to launch the Tourism Exchange to:

- Make new and unique routes to market more accessible, driving trade up and costs down
- Centralise connectivity to online ticketing systems
- Support destination campaigns that focus on driving direct bookings as well as inspiration
- Help businesses getting started with online booking
- Deliver unique insight through the data we provide to tourism authorities





**TOURISM  
NORTHERN  
IRELAND**



**Visit Wales**  
Croeso Cymru



**Tourism  
Businesses**

**Simplicity**



**Business  
Systems**

**Connectivity**

**Destinations**

**Smarter**



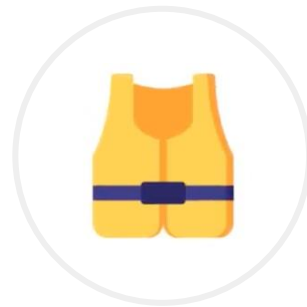
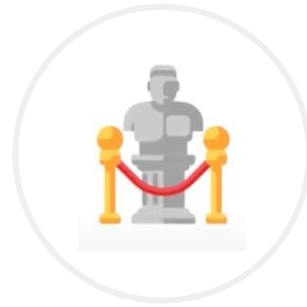
**Booking  
Channels**

**Inventory**



**Visitors**

**Bookability**





“I already have a system that manages my online bookings and it connects me to all the major sales channels“



“I currently don't have a way of taking online bookings on my website”



“I already take bookings on my own website but I don't have a way of connecting it to sales channels...”



“I just manage all of my bookings via one third party website”



Tourism Suppliers

**Everyone is different.**



“I'm really interested in online booking but I don't even have a website and no idea where to start!”



Connect to an increasing number of **sales channels** and **new opportunities**



Introducing **direct booking** via your National and Regional Destination websites



# Book direct



## Availability Search

Arrival Date:  Nights:  Flexible visit date?

Guests in Room/Unit 1 Adults  Children

CHECK  
AVAILABILITY

- Simple 'Opt in' via the TXGB dashboard to link your live inventory to your listing on DiscoverNorthernIreland.com
- Be included in live availability search on the DiscoverNorthernIreland.com website for first time
- Increase chances of conversion
- 0% Commission
- Receive payment directly at point of booking via **Stripe** and use your own booking terms and conditions.



How do I connect my business?



## Our connected booking system partners



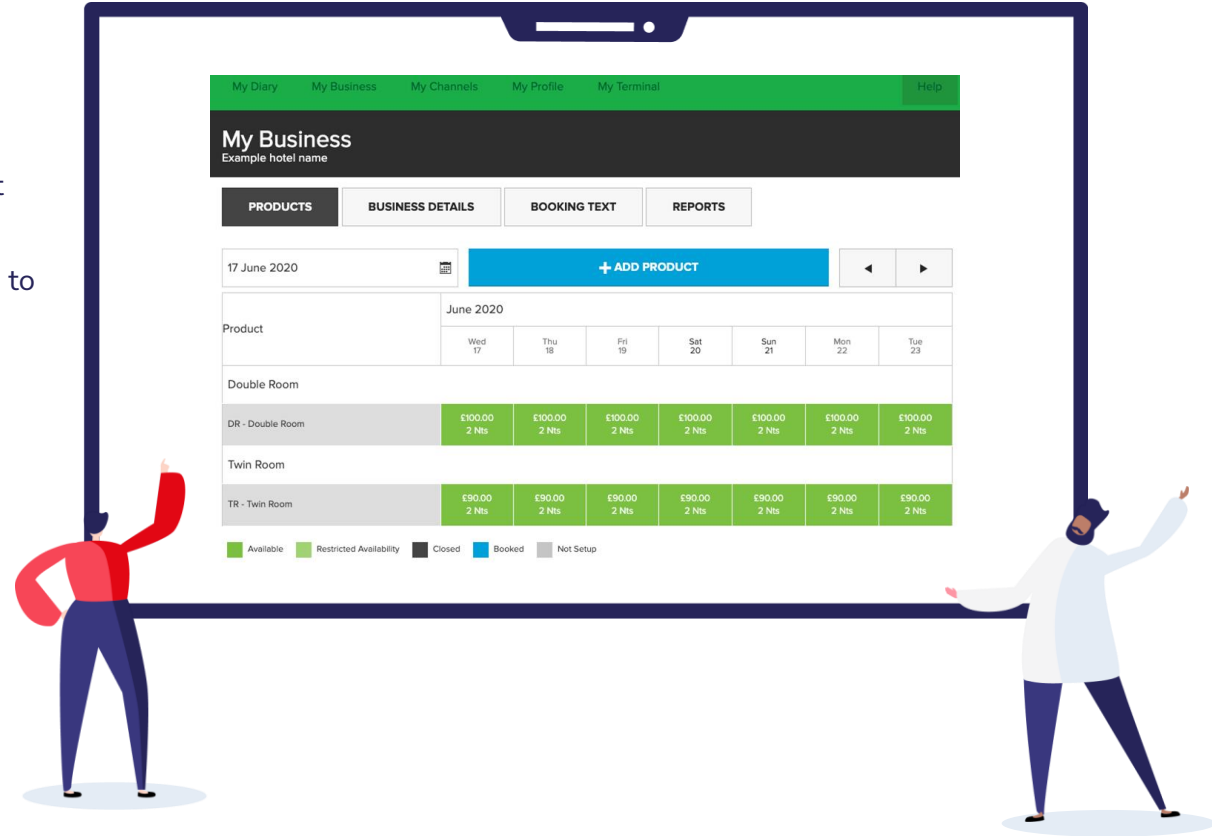

....and many more in progress

# Using TXload

A basic inventory loader tool if:

- You are looking to try online booking but don't know where to start
- The system you use is not yet connected to the Tourism Exchange.

Free to use and simple to set up



The screenshot shows a web interface for 'My Business' (Example hotel name). The navigation bar includes 'My Diary', 'My Business', 'My Channels', 'My Profile', 'My Terminal', and 'Help'. The main menu has tabs for 'PRODUCTS', 'BUSINESS DETAILS', 'BOOKING TEXT', and 'REPORTS'. The current view shows a calendar for June 2020, starting on 17 June 2020, with a '+ ADD PRODUCT' button. The calendar displays room availability for 'Double Room' and 'Twin Room' from Wednesday 17th to Tuesday 23rd. The prices are £100.00 for Double Rooms and £90.00 for Twin Rooms, 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

Legend: Available (green), Restricted Availability (light green), Closed (black), Booked (blue), Not Setup (grey)

Easy to create your own booking page and take direct bookings.

Link to your website or social media pages.

Customise the look and feel to align to your business.

A large tablet displaying the Letteran Lodges booking interface. The interface includes the Letteran Lodges logo, a search bar for accommodation, a date selector for 'Arriving' (16/11/2023), and a calendar view for November 2023. Below the calendar, there are two lodge options: Peter's Lodge and Moore's Lodge, each with a price table and a 'Book' button. The current date, Thursday 16th November, is highlighted in green. The price for both lodges on this date is £255.00. Navigation arrows are visible on the calendar and at the bottom of the interface.

Accommodation

Arriving

	SUN 12 NOV	MON 13 NOV	TUE 14 NOV	WED 15 NOV	THU 16 NOV	FRI 17 NOV	SAT 18 NOV	
Peter's Lodge	£280.00	£255.00	£255.00	£255.00	£255.00	✗	✗	<input type="button" value="Book"/>
Moore's Lodge	£280.00	✗	£255.00	£255.00	£255.00	✗	✗	<input type="button" value="Book"/>

Rates displayed are the cheapest available, inclusive of VAT and are in Pound Sterling (GBP).

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- **Reach more customers** through more channels without more admin
- **Make the most of your Destination website listing** 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** with no upfront fees or subscription costs. Just pay 2.5% per booking
- **It's easy to manage** with all your channels and bookings in one place and can work alongside your existing systems



TXGB system has lifted a huge workload of my shoulders in managing the bookings allowing to focus more on the business



**Ryan Donnelly**  
**Owner, Letteran Lodges**



We're just getting started...

Our team is here to  
help

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