Growing Online Sales with TXGB for ACCommodation Providers

Northern Ireland
Embrace a Giant Spirit

TED | Tourism Enterprise Development Programme

TOURISM NORTHERN IRELAND

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 & 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 BRITAIN

VisitEngland

Visit Wales
Croeso Cymru

Destinations

Smarter

Tourism Businesses

Simplicity

Business Systems

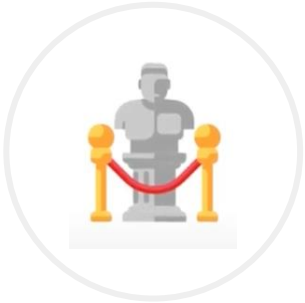
Connectivity

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

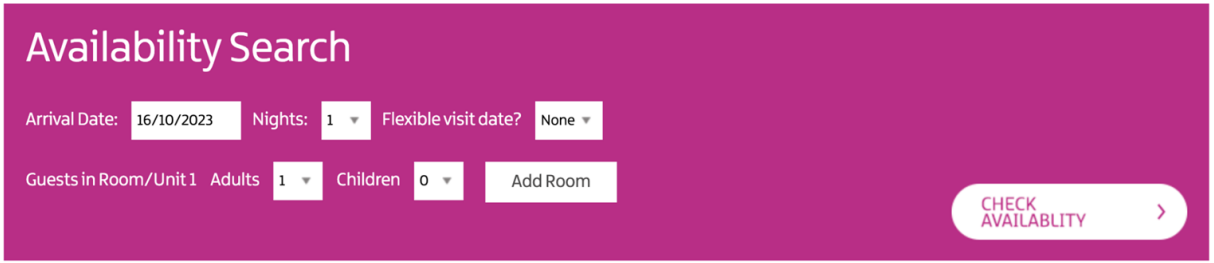
Everyone is different.

“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



- 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

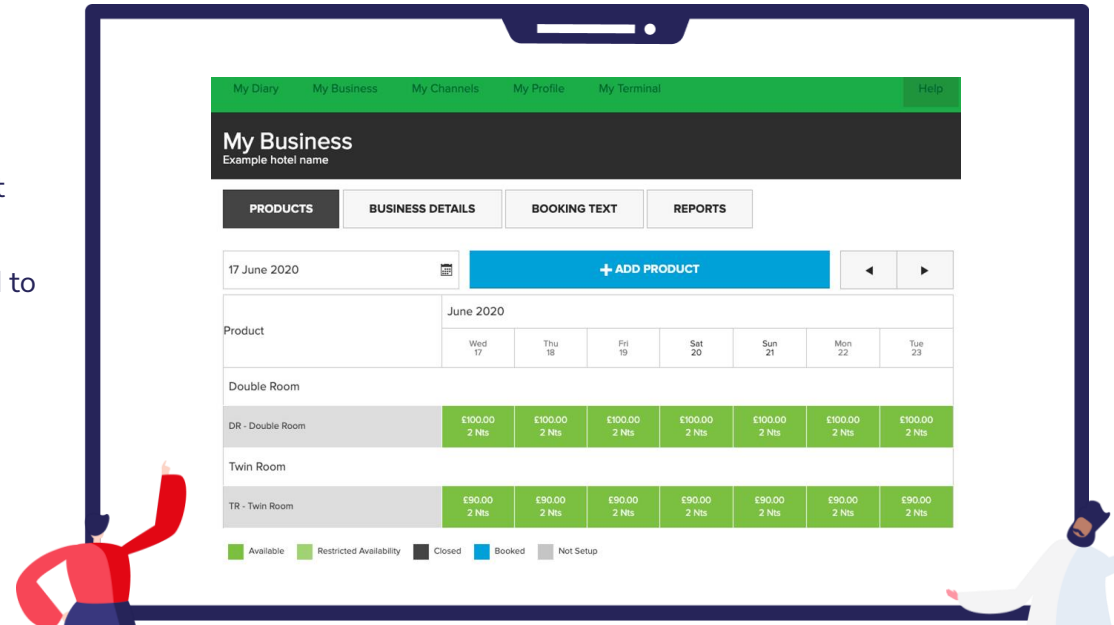
….and many more in progress

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.

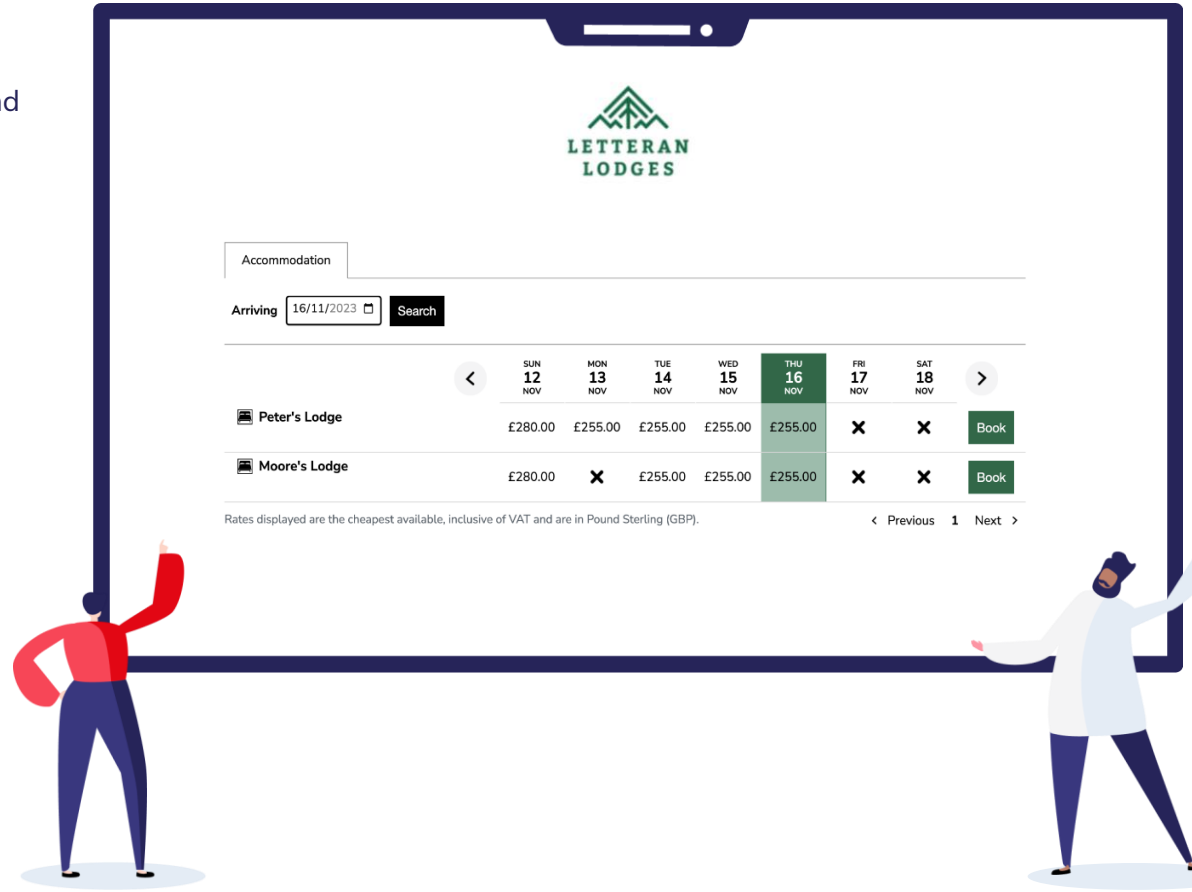
Free to use and simple to set up



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.



- 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

“

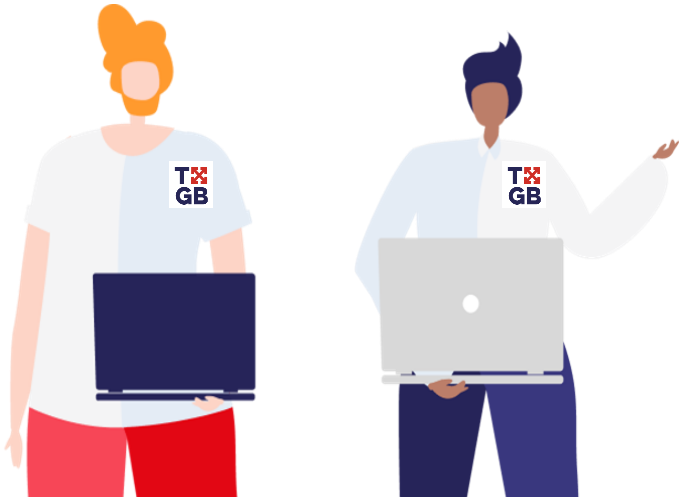
TXGB system has lifted a huge workload of my shoulders in managing the bookings allowing to focus more on the business

”

Ryan Donnelly
Owner, Letteran Lodges

We’re just getting started…

Our team is here to help



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