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Autumn Lunch & Learn

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TED

Tourism
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Programme

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TOURISM
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Growing your business via Online Sales Channels

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Tourism Northern Ireland

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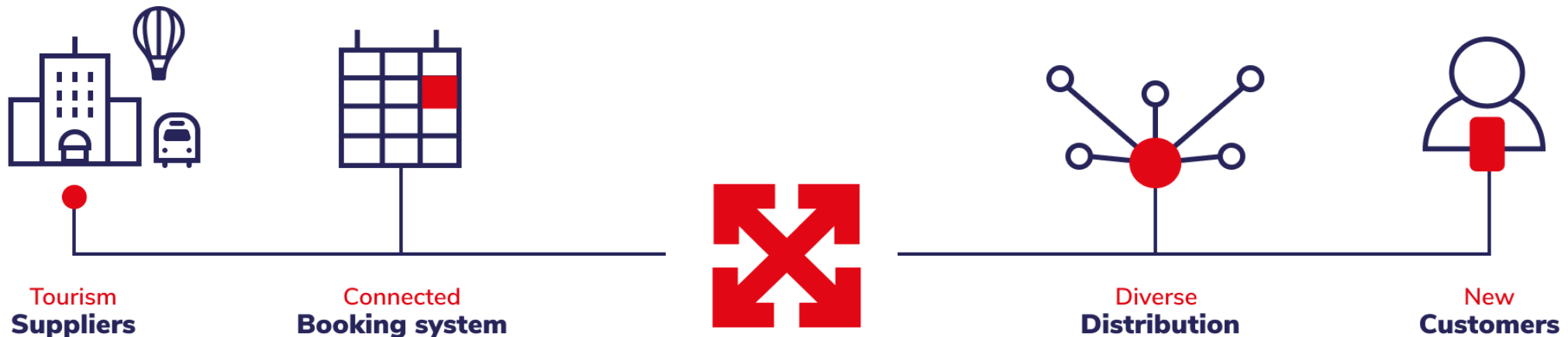
**TOURISM
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T X GB

Making Northern Ireland Bookable.

What is TXGB?

TXGB is a business-to-business platform connecting tourism suppliers to a diverse range of domestic and international distributors.



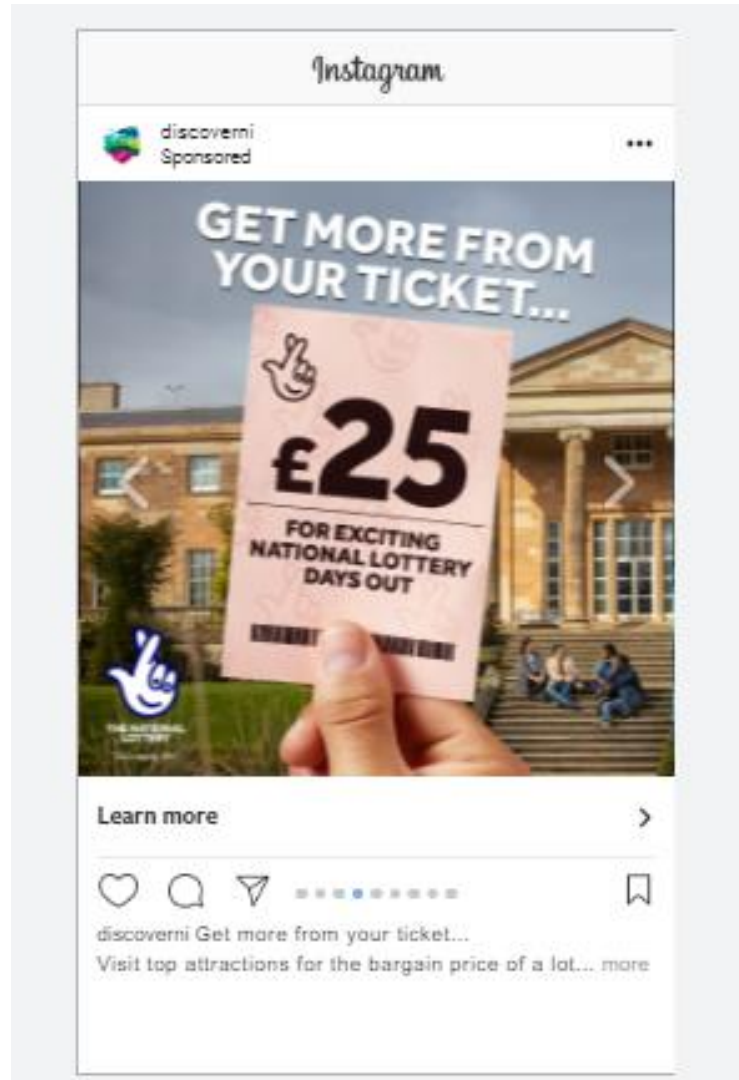
Distribution Partners.



Unique Opportunities.



Visit Britain Great Days Out Campaign.



Exclusive access to a global network of online shops allowing visitors from over 90 countries to book more than 500 UK attractions.

Not one size fits all.

- 1. '...I don't have a way of taking online bookings through my website at the moment. Instead, I use an enquiry form or customers email me to check availability...'**
- 2. '...I receive all of my bookings through third party sales channels, but I don't have a way of taking direct bookings...'**
- 3. '...I already have a way of taking direct bookings through my own website, but I can't use it to connect to third party sales channels...'**
- 4. '...I already have online booking through my own website and I use a system that easily connects me to third party sales channels...'**

Getting Started - Accommodation.

LITTLE
HOTELIER.



eviivo



Getting Started - Experiences & Attractions.





TX Load.

1. Simple inventory loader to help you get started with direct bookings on your own website, or to help you access third-party sales channels.

2. Easy to create your own booking page and take direct bookings if required. Link to your website or social media pages.

3. Easily link to available third-party sales channels.



Case Study - Montalto Estate.

Frequently Asked Questions - Costs.

- **Free to Register. No Subscription Fees or Upfront Costs.**
- **2.5% Booking Fee per transaction payable to TXGB, plus standard Credit Card Processing Fees for some channels.**
- **You'll also pay the commissions associated with the distributors that you choose to sell through.**
- **Tourism Northern Ireland don't charge any commission for bookings made through the Discover Northern Ireland website. (0%)**



Reflections.

- **Several accommodation businesses have become bookable online for the first time, using TXGB to facilitate direct bookings through their own websites.**
- **Others have used the platform to distribute via third-party sales channels, including OTAs, for the first time or to consolidate their diary management into one platform.**
- **We have provided exclusive routes to market and campaign opportunities for a number of industry partners that are only available via TXGB including Visit Britain Shop.**
- **We have had a very strong Summer with over 5000 bookings for industry partners through TXGB during July and August.**



Next Steps.

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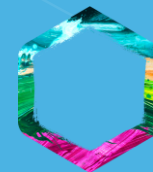


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Thank you

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