

## **MEDIA RELEASE**

FOR IMMEDIATE RELEASE

### **Tourism Exchange Australia making online distribution easy**

**You'll find the Australian Tourism Data Warehouse (ATDW) and its technology partner V3 at ATE 2010 this week inspiring the industry with how easy online distribution can be through Tourism Exchange Australia (TXA).**

Liz Ward, Chief Executive of ATDW said "We are thrilled to be attending Australia's premier tourism trade event, providing tourism businesses from around the globe with the opportunity to take advantage of this great tool developed for them".

TXA is Australia's national booking exchange, backed by all State and Territory tourism organisations. The Exchange is an open model that brings together ATDW's quality assured tourism content and live availability and price from suppliers' booking systems, making it easy for travel trade and online travel agents to distribute over 4,000 Australian products. TXA offers buyers and sellers a simple live and direct connection to bookable, quality tourism content.

TXA benefits tourism suppliers by accelerating the online distribution of their product and increases the overall global visibility of Australian tourism providers.

TXA benefits tourism buyers by providing them with a one stop shop for Australian content and bookable products, that includes a much broader range of online ready products than they access now. Buyers can connect TXA to their websites and know that their Australian information is up to date with real-time product inventory available to their customers 24/7.

TXA will be flying its flag during the Western Hemisphere Module from 1st to 4th June, explaining how all buyers and sellers can participate in TXA. You'll find them at booth 184 Eucalyptus Hall in the national exhibit area.

For more information on TXA, visit [http://www.atdw.com.au/tourism\\_exchange\\_australia.asp](http://www.atdw.com.au/tourism_exchange_australia.asp)

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#### ***About Australian Tourism Data Warehouse (ATDW)***

*ATDW is owned by all the State/Territory government tourism organisations, as well as Tourism Australia. It was established in 2001 to create a comprehensive, high quality database that is available to licensed distributors to publish on their web sites.*

#### ***About Vcubed Pty Ltd (V3)***

*V3 provides innovative proven products and services that promote growth and efficiency in the leisure industry. One of the core products of V3 is the V3Travel System which enables tourism businesses to sell live inventory in real time to customers through multiple internet distribution channels.*

#### ***About Tourism Exchange Australia (TXA)***

*ATDW and V3 formed an alliance in 2007 to provide the Australian tourism industry with a combination of the current services offered by the ATDW and V3. This alliance delivers a comprehensive platform for online, bookable Australian tourism products to consumers.*