



MEDIA RELEASE

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ResOnline now live on Tourism Exchange Australia

Australian travel marketing and technology company V3, has launched its latest connection to the world leading travel technology platform Tourism Exchange Australia (TXA).

ResOnline, a major channel manager in the Australian market, is now able to offer its accommodation clients a dynamic two way connection to TXA's huge range of distribution options. The connection will allow ResOnline's customers to harness the full power of TXA's unique distribution to boost their online visibility through a seamless, intuitive and easy to use interface.

Shane Crockett, CEO of V3 says "ResOnline joins a growing list of state-of-the-art robust TXA connections to booking systems which adds to the breadth and richness of the inventory available to the dynamic range of traditional and exciting new style distribution options open to Australian tourism Providers through TXA."

TXA allows Distributors, through a single technical connection, to instantly access not only a huge number of accommodation properties, but also tours, attractions and events. The ResOnline connection adds an extensive new range of hotels, motels, hostels and B&Bs.

ResOnline customers will benefit from having total control over where, at what price and at what commission they agree to sell their rooms.

The ResOnline connection continues the push to open distribution opportunities to the industry, with efficient new commercial distribution models and presents a compelling revenue and efficiency proposition to the supply and demand sides of the tourism industry.

"The ResOnline connection to TXA offers a fantastic opportunity for our clients to gain additional exposure in the online space with minimal effort. ResOnline clients can effectively double their online distribution by connecting to the TXA. TXA is to be included with the growing list of channels that ResOnline now offers." Bryan Frawley said.

"This is another great step forward for the Exchange and the Australian industry. Booking system connections to TXA, such as this latest ResOnline integration, deliver more great product offerings to TXA distributors. Through their TXA connection, distributors can combine ATDW's rich content database with live rates and live availability, only delivered by TXA." Liz Ward, CEO of ATDW said.

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For more information please call Shane Crockett +61 (418) 911988 or Liz Ward on +61 (419) 578 200 or Bryan Frawley on +61 (413) 741303

About TXA

Tourism Exchange Australia is an inclusive and neutral booking exchange created by an alliance between [ATDW](#) and [V3](#) to provide the Australian tourism industry with a combination of the current services offered by the ATDW and V3.

The ATDW collects tourism content from all Australian States and Territories and publishes it on multiple websites while V3 enables consumers to book the product immediately. The TXA connects both the ATDW and V3's Open Booking Exchange technology to deliver a comprehensive suite of online, bookable Australian tourism products to consumers.

As an open, neutral and inclusive booking exchange TXA incorporates inventory and pricing from multiple booking systems and then distributes it widely to various websites. TXA offers distributors and operators the opportunity to increase their sales and provides consumers with the ability to source high quality tourism content and book it securely online.

About V3

V3 provides innovative proven products and services that promote growth and efficiency in the tourism industry. A key objective is to enable tourism businesses large, small and micro, to sell live inventory in real time to customers through multiple internet distribution channels and fully engage in e-commerce and global distribution.

V3 assists Government Tourism Organisations (GTO) to move beyond simple internet strategies to state of the art digital strategies oriented towards online distribution using the Open Booking Exchange™ technology to facilitate e-commerce (including on their own website). The Open Booking Exchange™ powers Tourism Exchange Australia and is world leading technology based on a suite of software facilitating direct to supplier online bookings for accommodation, tours, attractions and events.

About the Australian Tourism Data Warehouse

The Australian Tourism Data Warehouse (ATDW) is owned by all the State and Territory government tourism organisations, as well as Tourism Australia. ATDW was established in 2001 to provide the tourism industry with a national content standard and create a comprehensive, high quality database of Australian tourism product and destination content. ATDW is available to licensed distributors to publish on web sites or other distribution channels. For more information on ATDW visit www.atdw.com.au.

About ResOnline

Resonline was established in November 2005 by industry experts and was the first two way channel manager in Australia. Currently there are more than 1,000 hotels connected.

Resonline provides a total solution that allows you to expand your online distribution, and manage your rooms & rates with ease. Our leading technology gives you a complete platform to manage and distribute your inventory on a global scale.

With online distribution becoming a major source of revenue for accommodation providers, you need the latest tools to assist you. The Resonline channel manager is your answer. It will ensure you achieve...

- Simple to use and ensures rate parity
- A far reaching online distribution network
- Highly flexible booking button for your website

- You can dynamically adjust rates depending on availability
- Seamlessly integrates with many Property Management Systems
- Allows you to achieve a greater RevPar (Revenue per available room)

Anyone selling accommodation online, whether it's 1 room or 100 rooms, Resonline is your total solution. Resonline helps to increase your online exposure, receive more bookings, and manage inventory in a time effective manner.