



MEDIA RELEASE

8<sup>th</sup> February, 2010

## BookEasy connection to TXA completed

Another major step forward in the development of Tourism Exchange Australia (TXA) was marked today with BookEasy announcing that its well established software solution for Visitor Information Centres (VICs) is now connected to TXA. The connection will provide VICs using BookEasy with direct access to TXA to supplement their range of Australian tourism product and inventory.

"Clients of BookEasy will now have immediate access to the live inventory of the many tourism providers within TXA, enhancing the quick and easy search for Australian rooms, seats and tickets within the BookEasy system", said BookEasy's CEO David Oliver.

"Our partnership with TXA as a distribution point for Australian tourism product is an example of our commitment to providing Visitor Information Centres (VICs) across Australia with the most extensive range of product for them to sell."

Liz Ward, Chief Executive of the ATDW said "We are extremely pleased to welcome BookEasy as a connected technology to the TXA family and we are very confident that the VICs using their technology will provide another valuable distribution option for all Australian tourism products. It reinforces the open nature of TXA and the important role VICs play in our industry".

Importantly, this development highlights the opportunity for VICs to take an active role in the TXA initiative and capitalise on their relationship with their clients and customers visiting their region. TXA reinforces the role of the VICs as an important partner in selling Australian travel product.

V3 Executive Director and CEO Shane Crockett explained "By utilizing the Open Booking Exchange™ technology TXA has been able to lead the way in providing a neutral exchange to enhance the on line marketing capability of Australian tourism product.

BookEasy will now be working with VICs that use the BookEasy technology to ensure they will reap maximum benefits from this new connection.

ENDS

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### About BookEasy

BookEasy is the leading software solution for the Australian Tourism Industry and currently being used by 150+ booking centres across Australia. Originally built to meet the needs of the Margaret River region, BookEasy is your answer to online bookings, regional marketing intelligence, customer relationship management and extensive global distribution of your region's products.



#### **About Australian Tourism Data Warehouse**

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 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 OBX™ which enables tourism businesses to sell live inventory in real time to customers through multiple distribution channels.