

V3 connects SiteMinder to Tourism Exchange Australia

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Travel marketing and software company V3, today announced that Australian accommodation properties using SiteMinder's channel manager technology will be able to present their rooms through Tourism Exchange Australia (TXA). The connection to V3's Open Booking Exchange™ technology means all properties using SiteMinder can access the unique distribution reach offered by TXA.

All Distributors using TXA will have open access to sell any or all accommodation inventory that use SiteMinder and are connected to TXA. This is a major opportunity for these distributors to expand their revenue base using a single point of connection.

"The addition of SiteMinder as a TXA Connected Booking System confirms TXA's comprehensive coverage of the major booking systems in Australia and position as the single point of access for e-commerce enabled Australian tourism product. We are extremely pleased to have SiteMinder contribute to the breadth of TXA inventory and we look forward to assisting tourism operators using SiteMinder to take advantage of the TXA distribution opportunities". CEO of ATDW Liz Ward said.

"The connection of SiteMinder is another milestone for TXA, further expanding the huge range of TXA inventory and enhancing the online marketing of Australian tourism. TXA presents a distinct e-marketing advantage for Australia as a destination." V3 CEO Shane Crockett said.

This connection also benefits travelers to have an ever increasing choice of Australian travel inventory online through the unprecedented spread of distributors connected to TXA.

"SiteMinder is extremely pleased about the distribution opportunities the connection to TXA will bring accommodation operators using our technology. We will be working closely with V3 to ensure our customers are able to take full advantage of the unique channels TXA offers. The connection to TXA is a reflection of our ongoing commitment to our Australian customers to provide increasingly comprehensive inventory distribution opportunities" SiteMinder Managing Director Mike Ford said.

SiteMinder suppliers interested in connecting with TXA, please visit www.v3sales.com/Siteminder.aspx for more information.

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For more information please call Shane Crockett +61 (418) 911988 or Liz Ward on +61 (419) 578 200 or Mike Ford on +61 2 9221 4444

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.

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 via the worlds travel distributors.

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 with the Australian industry.

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. The Open Booking Exchange TM 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/events. For more information on V3 visit www.v3leisure.com

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 SiteMinder

SiteMinder's internet-based software assists hotels sell their rooms on dozens of accommodation booking sites around the world. From offices in Sydney and London, SiteMinder's channel management technology allows accommodation providers to manage room availability and rates across a multitude of online channels from a single web interface. More than 4000 accommodation providers in over 50 countries now use SiteMinder as their preferred solution for online distribution. For more information on SiteMinder visit www.siteminder.com or www.siteminder.co.uk



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