

**MEDIA RELEASE**

**2<sup>nd</sup> March, 2011**

## **Air New Zealand Holidays to use TXA**

Air New Zealand Holidays today announced it had agreed to use TXA to increase the availability of live real-time Australian tourism product across its distribution network.

David Simmons, General Manager Online & Leisure of Air New Zealand said “We’re delighted to join TXA as we can now access a big range of Australian products live and in real time and present them to Air New Zealand customers through our powerful online distribution network and NZ Holidays, our wholesaler division. It helps ensure we can offer our customers visiting Australia the most comprehensive range of Australian product.”

“By using TXA we now have access to inventory with live information, availability and pricing from over 4000 tourism operators connected to TXA, enhancing the opportunity to market and sell some of Australia’s leading properties. Australian bound Kiwi’s are a big opportunity for Australian destinations and with our Virgin Blue Alliance we now have the opportunity to promote destinations and their products beyond the traditional hubs. ”

Liz Ward, CEO of ATDW said “We are extremely pleased to welcome Air New Zealand to the ever increasing list of unique and influential distributors now choosing to use TXA. We are very confident that they will provide another invaluable distribution option for all Australian tourism products and the government tourism organisations that are utilizing the TXA technology to support their digital marketing initiatives.

Shane Crockett, Executive Director and CEO of V3, the developers of TXA, reinforced that the connection of Air New Zealand, one of New Zealand’s leading distributors and wholesalers, as a partner in TXA “demonstrates the distribution opportunities for industry suppliers in the TXA initiative and emphasises TXA’s position as a unique and genuinely neutral exchange.

Shane continued, “This benefits all Australian suppliers as they now have this unique and exclusive opportunity to present their product to the all important New Zealand market through one of New Zealand’s principle distribution networks by using TXA. In addition, the customers of Air New Zealand now get access to a much wider choice of Australian product.”

**ENDS**

For more information please call Dave Simmons on +64 (212) 631 951, Shane Crockett on +61 (418) 911988, or Liz Ward on +61 (419) 578 200

#### **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](http://www.atdw.com.au).

#### **About Air New Zealand Holidays**

Air New Zealand Holidays is the dedicated in-house wholesaler of Air New Zealand, and promotes tourism in New Zealand, Australia, United Kingdom, Asia, Canada and the United States. Air New Zealand Holidays markets globally via Air New Zealand Holidays' on-line distribution channels, retail stores throughout New Zealand and provides 24 x 7 support via their Contact Centre.