

## AAAT and TXA announce alliance

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AAA Tourism and TXA today announced a strategic partnership to increase the availability of live real-time Australian tourism product across their combined distribution networks.

Peter Blackwell, CEO of AAA Tourism Ltd said "We're delighted to be working with TXA as the open booking exchange technology will allow us to offer tourism businesses who advertise with us a greater range of distribution options. This alliance has the opportunity for us to really boost our growing distribution network".



"By teaming up with TXA we'll also be able to offer our consumers access to book a huge range of Australian products live and in real time. It helps ensure we continue to offer our consumers the most comprehensive range of Australian travel products."

This ground breaking collaboration will see the AAAT Booking Engine connected to TXA as both a supplier of inventory to TXA and as a distributor of the products already connected to TXA. Suppliers connected to TXA can choose to be sold live via the AAAT distribution network.

This network includes RACV, RACQ, RAA, RAC and RACT who, combined have over 4 million consumers.

Shane Crockett CEO of V3, the joint providers of TXA, in partnership with the Australian Tourism Data Warehouse, said, "We are extremely pleased to commence the process of collaboration with AAAT. AAAT is one of Australia's key tourism organisations and this alliance continues the explosion of opportunities for industry suppliers and distributors delivered by TXA. It further emphasises TXA's position as a unique and genuinely neutral exchange".

Shane continued, "This alliance has the potential to benefit all Australian suppliers and distributors. Suppliers can display and sell products to the combined network and Distributors can present their customers with an incredible range of Australian product."

Liz Ward, CEO of ATDW said "We are delighted that AAAT now has alliance with TXA. AAAT is a very important player in Australian tourism and this collaboration is an exciting development for the industry as a whole. We look forward to the implementation of the array of marketing initiatives this partnership will yield. We are convinced they will provide another invaluable, TXA driven contribution to all Australian tourism suppliers and to the Government tourism organisations utilizing the TXA technology to support their digital marketing initiatives."

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For more information please call Peter Blackwell on +64 (21) 524 347, Shane Crockett +61 (418) 911 988, 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 AAAT

AAA Tourism was established in 1999 as the national tourism body of the Australian Automobile Associations – NRMA, RACV, RACQ, RACT, RACWA, RAA, AANT – and also manages the STAR Ratings program on behalf of the Clubs.]



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