



MEDIA RELEASE

FOR IMMEDIATE RELEASE

V3 to connect Roamfree to Tourism Exchange Australia

Travel marketing and software provider V3 today announced that Australian accommodation properties using Roamfree and BookEasy will soon be able to present their rooms in Tourism Exchange Australia (TXA). The technical integration into V3's Open Booking Exchange™ technology will, mean all properties using Roamfree and its associated systems will have the opportunity to benefit from the distribution reach via Tourism Exchange Australia (TXA).

Importantly, as part of the integration agreement, all Australian Visitor Centres using BookEasy technology will have open access to sell any or all accommodation, tours, attractions and events inventory presented through TXA. This is a major opportunity for these centres to expand their revenue base.

TXA spokesperson Liz Ward said "The planning of the connection of Roamfree and BookEasy into TXA has been underway for some time and we now look forward to the implementation phase which when completed will significantly add to the depth and reach of inventory available through TXA".

V3 CEO Shane Crockett said, "The connection of Roamfree and BookEasy represents another important step forward for TXA, significantly enhancing the digital marketing capacity of Australia by adding to the rapidly expanding range of large and boutique properties throughout Australia."

This connection benefits travel consumers who have an ever increasing choice of travel inventory through the unprecedented spread of distributors using the exchange. Visitor Centres will now be able to sell inventory to which they previously have not had access.

Roamfree Managing Director Mark Frawley says, "Roamfree is genuinely excited about the distribution opportunities integration to Tourism Exchange Australia will bring to BookEasy Visitor Centres, their operators and Roamfree properties. Our technology solutions have been developed to enable our clients to reach more customers, more quickly and more efficiently. This integration will also embrace a number of channel managements system linked with Roamfree and enable properties using those systems also to connect through the exchange. The TXA integration ticks another key box in the distribution chain."

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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.

It also 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/events.

About Roamfree

The Roamfree Group is a major provider of distribution and technology solutions for business. Specialising in the travel and accommodation sector Roamfree technology solutions include the BookEasy Online Solutions for Visitor Information and Booking Centres, the Horizon Channel Management Solution for accommodation providers and the Calypso Travel System used by major wholesalers in the Pacific region.