



**Roamfree**<sup>®</sup>



**MEDIA RELEASE**

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## **V3 to connect Roamfree to Tourism Exchange Australia**

Travel marketing and software provider V3 today announced that Australian accommodation properties using Roamfree will soon be able to present their rooms through Tourism Exchange Australia (TXA). The technical integration into V3's Open Booking Exchange™ technology means all properties using Roamfree and its associated systems including Bookeasy 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 inventory presented through TXA. This is a major opportunity for these centres to expand their revenue base.

ATDW CEO Liz Ward said "Planning the connection of Roamfree and BookEasy to 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 tourism product available through TXA. This will further add to TXA as the industry-wide solution to the problem of lack of information about Australian product offerings, and difficulties in purchasing these products online."

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."

TXA benefits small and medium size tourism enterprises that can accelerate online distribution of their product and more broadly increase the global visibility of Australian tourism providers.

Travel consumers also win with an ever increasing choice of Australian travel product through the unprecedented spread of distributors using the exchange.

Roamfree Managing Director David Oliver says, "Roamfree is genuinely excited about the distribution opportunities integration to Tourism Exchange Australia will bring to 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 management systems linked with Roamfree and enable properties using those systems also to connect through the exchange. The TXA integration ticks another key box in Roamfree's distribution chain."

**ENDS**

**For more information please call Shane Crockett +61 (418) 911988 or Liz Ward on +61 (419) 578 200 or David Oliver on +61 7 5582 1100**

The logo for Roamfree, featuring the word "Roamfree" in a bold, black, sans-serif font with a registered trademark symbol (®) to the upper right. The text is centered within a solid orange rectangular background.

## **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 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.