



tourism **exchange** australia

AN ALLIANCE OF ATDW AND V³



What is TXA?

Tourism Exchange Australia (TXA) is an all inclusive booking exchange, which delivers a comprehensive suite of online, bookable Australian tourism products.

- Created in 2008 by ATDW and its technology partner V³
- TXA incorporates ATDW's rich content solution and V³'s live rates and inventory
- Offering distributors and suppliers the opportunity to increase their sales and provide consumers with the ability to source high quality tourism content and book it securely online

What is TXA?

- TXA is the enabling technology to allow product listings in the ATDW National database to be booked easily by consumers on distributors' web sites
- TXA provides links to suppliers' and distributors' booking systems
- Any distributor can make use of TXA to access and sell a broad range of products
- Any booking systems can connect to TXA so that their inventory can be booked by ATDW distributors

TXA booking platform

Connected Booking Systems

TXA for Distributors

Over 3,300 suppliers available now ←

Wide range of content from regional to metropolitan ←

A diverse range of tourism products ←

Discover Australia Holidays
Frontdesk

Jewel Reservations
Systems

Myfidelio.net

ResOnline

Respax Australia

RMS

Roamfree

Room Master

Seatem

SiteMinder

TravelPoint Holidays

TXA for Supplier

→ Enables your product to be bookable online

→ Increased booking exposure

→ No double bookings

→ Easy integration

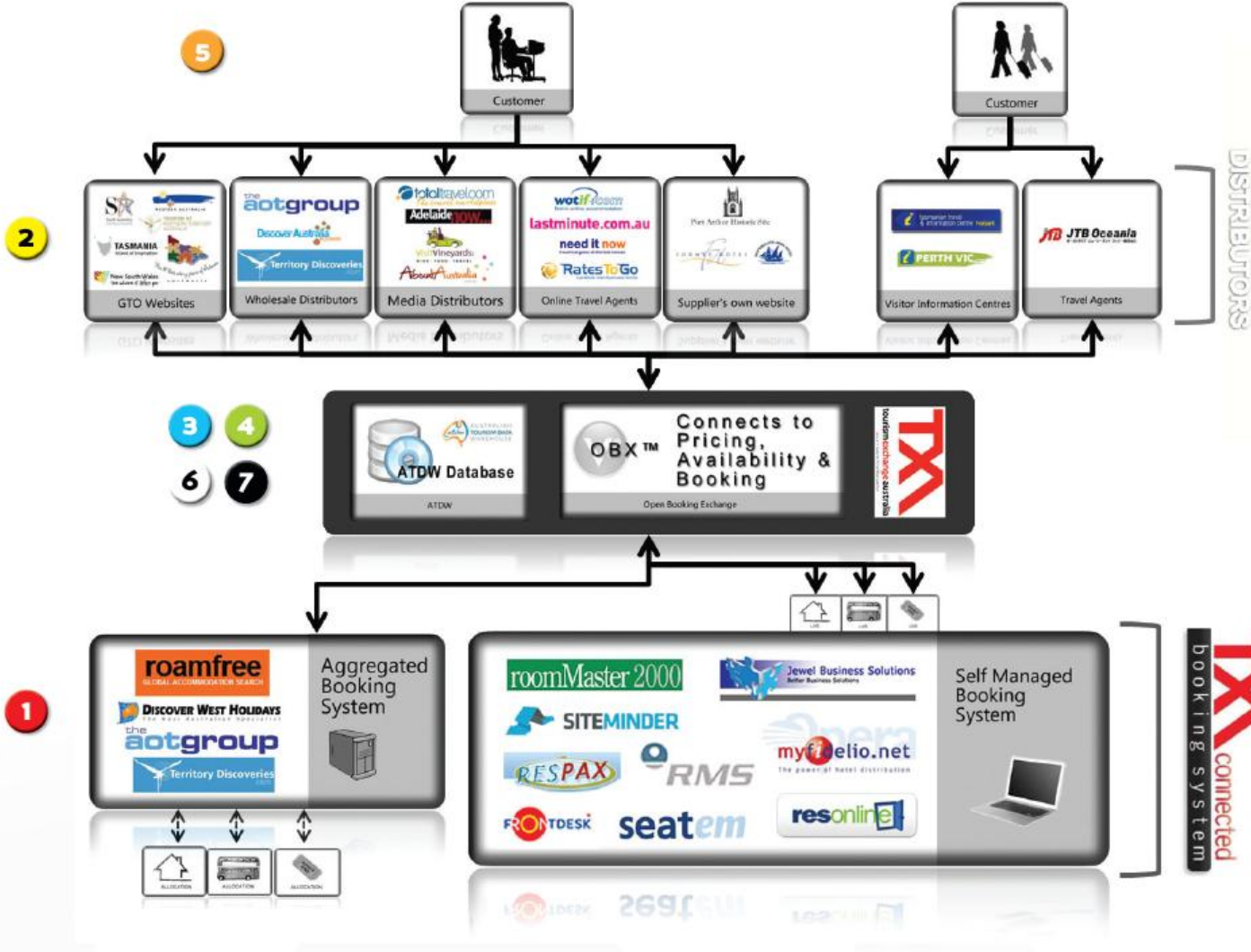
Why was TXA created?

- To meet consumers' growing need for wider choice of products and niche products
- To support the industry and in particular, encourage small suppliers to access the online e-commerce market
- To meet requests from ATDW's distributors for access to bookable product

Who does TXA benefit?

- **Consumers** can access and book more product choices and more smaller and niche products online
- **Distributors** can access and sell more product and more niche products online
- **Providers** of booking systems can make their prices and inventory available through TXA and increase their distribution
- **Suppliers** can use TXA to get wider distribution of their product

Tourism Exchange Australia - flow



- 1** Supplier load rates and inventory into connected booking systems
- 2** Distributor integrates their channels - ready to publish bookable products
- 3** Distributor makes offers with their own terms to suppliers
- 4** Supplier accepts (opts in) distributors offer to supply their product
- 5** Customers purchase products
- 6** Payments from customers processed via secure payment system
- 7** Payments processed to supplier and distributor



Thank you for your time



www.atdw.com.au

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