



## Technology to give tourism e-marketing a boost

A new alliance between the Australian Tourism Data Warehouse (ATDW) and technology provider Vcubed Pty Ltd (V<sup>3</sup>) has resulted in the development of Tourism Exchange Australia (TXA), Australia's first truly inclusive tourism exchange.

The TXA will link tourism providers with online distributors and is an industry-wide initiative, covering accommodation, tours, attractions and events. TXA gives 24,000 tourism and travel companies Australia-wide access to the technology, enabling them to sell their products online, in real-time.

“Essentially, the TXA gives the entire industry, from small B&B's to large hotel chains, from snorkeling tours to bus operators, the chance to connect to the ever-growing online market,” said Liz Ward, General Manager of ATDW.

People purchasing travel online are set to have a greater variety of choice and will be able to look and book online. The technology will eliminate the need for countless calls checking bed availability and giving credit card details over the phone or by fax.

The TXA will also provide tourism distributors, like travel websites, with access to the tourism operators' inventories, with real-time price and availability; and the opportunity to book directly with the tourism provider online or use their own booking engine.

“For local, state, national and international distributors, this initiative provides the ‘holy grail’ of access to Australian tourism operators through a common technology - which is inclusive and flexible enough to accommodate all distribution and booking models,” said Ms Ward.

“The breadth and depth of the TXA initiative will also offer enormous opportunities for wholesalers, inbound and outbound tour operators, local visitor centres and regional tourism organisations.

“Importantly, the Open Booking Exchange™ technology used by TXA allows tourism operators to choose their point or points of booking. This allows ATDW to meet its key objective of commercial neutrality. The Exchange does not create a travel agent relationship,” said Shane Crockett, Managing Director of V<sup>3</sup>.

**ENDS**

**For more information please call Emily Staniforth, Wilkinson Media 0402 349 856**

### **About Vcubed Pty Ltd (V<sup>3</sup>)**

V<sup>3</sup> provides innovative proven products and services that promote growth and efficiency in the leisure industry. One of the core products of V<sup>3</sup> is the V3Travel System which enables tourism businesses to sell live inventory in real time to customers through multiple internet distribution channels.

### **About Australian Tourism Data Warehouse**

ATDW is owned by all the State/Territory government tourism organisations, as well as Tourism Australia. It was established in 2001 to create a comprehensive, high quality database that is available to licensed distributors to publish on their web sites.