



# TOURISM EXCHANGE AUSTRALIA FOR DISTRIBUTORS

Tourism Exchange Australia (TXA) is the combination of rich, comprehensive tourism content on Australia supplied by ATDW (<http://www.atdw.com.au>) and the unique booking technology provided by our technology partner V<sup>3</sup> (<http://www.v3leisure.com>). TXA delivers a national, open booking platform that operators can use to expand their online sales opportunities.

TXA creates new business opportunities for ATDW distributors. With TXA you will be able to provide comprehensive, high quality tourism content to your consumers as well as the ability for them to book it securely online.

There are several technical, integration options available to suit most distributors.

## Benefits for Distributors

TXA provides distributors with many benefits. Please see the list below for a sample of the benefits distributors can receive:

- Consumers will be guided from “look” to “book” in a seamless process
- Current consumer experience will be enhanced by facilitating end-to-end transactions
- Includes tours, attractions and events, not just accommodation
- Access to the depth and breadth of Australian product with bookability
- Accommodates ‘On-Account’ or ‘Direct to Product’ transactions
- Ability to set your Terms and Conditions and commissions. Operators have the option to accept or decline your offer
- Potential to generate additional revenue source from your website
- Commissions will be automatically deposited into your nominated bank account

## Questions and Answers

### 1. What is TXA?

TXA stands for Tourism Exchange Australia. TXA provides distributors with the ability to access high quality information from the ATDW web service with the added ability to connect to the products’ designated booking engine.

### 2. What does the Tourism Exchange Australia (TXA) mean to me as an existing distributor of ATDW content?

The TXA does not impact you unless you publish “product” content on your website (eg: accommodation, tours, saleable attractions or events). If you do publish this ATDW saleable content, then you will need to decide whether to add the availability and booking facilities to your website. This is a complementary service to the existing ATDW content web service and you are not compelled to make use of it.



### **3. What are the benefits to me as a distributor?**

Your web site will instantly have a new potential revenue stream from bookings and your customers' consumer experience will be enhanced by facilitating end-to-end transactions as consumers will be guided from "look" to "book". There is the ability for you to set your terms and conditions and commissions. Operators have the option to accept or decline your offer. Commissions will automatically be deposited into your nominated bank account

### **4. Why can't I just sign up directly with V<sup>3</sup>, what benefit is there going through ATDW?**

The ATDW are content specialists whilst V<sup>3</sup> provide the "back-end" technology to enable the content to be connected with its point of booking, thus facilitating online transactions. As an ATDW distributor the best way to integrate these booking exchange services on your website is through the ATDW so that both content and booking web services can be more readily integrated.

### **5. What steps does my developer need to do to integrate V<sup>3</sup>?**

There are three offerings available to activate the booking facility basic, intermediate and advanced. The starting point is to request the TXA Distributor Integration Kit. Request one by emailing ATDW at: [enquiries@atdw.com.au](mailto:enquiries@atdw.com.au).

### **6. What are the set up costs?**

The set up costs will be dependant on the technical integration solution you implement.

### **7. What software do I need to install and what do I need to buy?**

All the information you need is explained in the TXA Distributor Integration Kit. Request one by emailing ATDW at: [enquiries@atdw.com.au](mailto:enquiries@atdw.com.au).

### **8. How do we get operators book-able product on our website?**

After you have completed the TXA integration on your website, you will need to make an electronic offer to the operators which will include your terms/conditions and commission fee. If an agreement is reached (all of this process is facilitated by the TXA system), the operators will then have a "Book Now" button displayed with their listing on your website.

### **9. How often do operators update their choices of distributors?**

Operators have the ability to opt in to your terms and conditions or out of them at any stage. They can also change their choice of distributor as often as they choose, or as stipulated by you in Terms and Conditions.

### **10. How can I find out what a competitive commission rate is to offer operators?**

This information is commercially sensitive. It is best for you to talk to people in the industry to determine the acceptable range of commissions.



**11. Do we have extra work to collect our commissions?**

Your commission will be deposited directly into your nominated bank account on a monthly basis.

**12. How do I monitor my commissions?**

You will receive reports and will be provided access to the TXA extranet.

**13. Will the TXA pages look completely different to our website?**

You have the option to use “white label” pages from TXA that are customisable to match the design of your website or utilise the web services and create your own pages.

## Who to Contact

Please email ATDW at: [enquiries@atdw.com.au](mailto:enquiries@atdw.com.au) for more information.