



# TOURISM EXCHANGE AUSTRALIA FOR OPERATORS

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

As an accommodation, tour, attraction or event provider listed with the ATDW, you will continue to have access to distribution opportunities available via the ATDW, however, you now also have the opportunity to enable your product to be booked online by a multitude of new distributors using the TXA services.

You will have the opportunity to view the Terms and Conditions and Commercial Terms of the distributor, including commissions and fees, before agreeing to participate (opt in). TXA will be integrated with various reservations and inventory systems (polling partners). Once an agreement is reached between you and the distributor, a "Book Now" button will be displayed with your listing on their website.

Progressively TXA is integrating with Central Reservation Systems, Destination Management Systems, Wholesale Systems, Property Management Systems and intermediaries. All integrated Systems will be detailed on the ATDW website and updated as they come on board.

If you are listed on ATDW and are using one of the Systems listed on our 'TXA operators' web page you will be able to activate your ATDW listing with availability and booking capability. ATDW have contracted V<sup>3</sup> who will provide a regional network of people to facilitate this process through its various partners located within your region.

## Benefits to Operators

Tourism operators who use TXA will be provided with many benefits including:

- Ability to select the distributors you wish to sell your product
- View the Terms and Conditions and Commercial Terms before agreeing to the contract (opting in)
- Stop participating (opt out) at any time
- Customise your rates for different distributors
- Increase the exposure of your products in new markets
- Receive funds from bookings directly into your nominated bank account (depending on the Commercial Terms of the Distributor)
- Retain total control of who sells your inventory at what rate



## Questions & Answers

### 1. What is TXA?

TXA stands for Tourism Exchange Australia. TXA provides operators with a multi-channel online sales method while distributors can access high quality information from the ATDW web service with the added ability to book online.

### 2. My business doesn't have an electronic booking system, what should I do?

There are many different systems on the market, so deciding which one best fits your business will require some research. It is best to thoroughly investigate your options. Here is a list of some things you'll want to consider:

- Ask your peers what booking system they use and its pros and cons
- Write down all the things you would like the system to do for your business and check them against its capabilities
- Check if your local Visitor Information Centre makes online bookings to ensure that it will integrate with system you are considering
- Check with your Regional Tourism Association or State/Territory Tourism Organisation as they may have already conducted research which may help you in your selection process
- Are the fees one off fees or pay as you go?
- Is the contract written so that you can easily opt-out if you find the system does not meet your business needs?
- Is there an evaluation copy available?
- What are the minimum system requirements?

If you're not sure where to start follow the information outlined in our Tourism e-kit under 'Online Booking Systems; advanced' found at [www.atdw.com.au/tourism\\_e\\_kit.asp](http://www.atdw.com.au/tourism_e_kit.asp)

### 3. I already have a booking system, how do I make the most of this opportunity?

Progressively TXA is integrating with other systems that are called Polling Partners including:

- Central Reservation Systems
- Destination Management Systems
- Wholesale Systems
- Property Management Systems

The integrated Systems will be detailed on the [www.atdw.com.au/tourism\\_exchange\\_australia.asp](http://www.atdw.com.au/tourism_exchange_australia.asp) website and updated as they come on board.

If you are listed on ATDW and are using one of the systems listed above you will be able to activate your ATDW listing with availability and booking capability as these systems are connected to TXA over time.



We have contracted V<sup>3</sup> who will provide a regional network of people to facilitate this process through its various partners located within Australian local regions.

The contact details of these contacts points will be posted in conjunction with the listing of the integrated systems.

If you are a potential "polling partner" who is interested in the TXA, please contact

Stephen Wells at: [swells@v3leisure.com](mailto:swells@v3leisure.com)

+61 (8) 9227 3903

+61 (419) 928 303

**4. How do I know that the system I have selected will be included?**

ATDW and V<sup>3</sup> will include as many booking systems as possible in the TXA and information will be updated on the [www.atdw.com.au](http://www.atdw.com.au) web site as the system is connected.

**5. What does "opt in" and "opt out" mean?**

Opt in means that you agree to the Distributors Terms and Conditions and commission fees. Once you agree (opt in) a "Book Now" button will display with your listing on their website. Opt out means that you are electing to no longer have a contract with that particular distributor.

**6. What distributors would want to sell my business?**

The current list of ATDW distributors can be found on the ATDW Corporate website: [www.atdw.com.au/tourism\\_exchange\\_australia\\_bookings.asp](http://www.atdw.com.au/tourism_exchange_australia_bookings.asp)

**7. How will I know when my business will be available for sale from the ATDW distributors?**

Once your booking system is integrated, TXA will advise you of new distributors as they go live. You then have the option of agreeing to the distributor's terms and conditions. Once you have agreed it will typically take between 2 to 7 days for the "Book Now" button to appear.



## Who to Contact

There are multiple points of contact for your enquiries:

- Contact Tourism Exchange Australia at
  - o ATDW [txa@atdw.com.au](mailto:txa@atdw.com.au)
  - o V<sup>3</sup> TXA help desk at [customerservice@v3leisure.com](mailto:customerservice@v3leisure.com)
  - o V<sup>3</sup> TXA help desk on 1300 880 683
  
- Use the table below to find the contact for your relevant State/Territory tourism organisation:

State/Territory	Contact	Email	Phone
Australian Capital Territory	Adelina Lavita	<a href="mailto:adelina.lavita@act.gov.au">adelina.lavita@act.gov.au</a>	02 6205 0659
New South Wales	Diana Kahui	<a href="mailto:Diana.Kahui@tourism.nsw.gov.au">Diana.Kahui@tourism.nsw.gov.au</a>	02 9931 1489
Northern Territory	Meg Cotter	<a href="mailto:meg.cotter@nt.gov.au">meg.cotter@nt.gov.au</a>	08 8999 3936
Queensland	Courtney Adamson	<a href="mailto:courtney.adamson@tq.com.au">courtney.adamson@tq.com.au</a>	07 3535 5677
South Australia	Matthew Tati	<a href="mailto:matthew.tati@tourism.sa.com">matthew.tati@tourism.sa.com</a>	08 8463 4694
Tasmania	Paul Leitch	<a href="mailto:tigertour@discovertasmania.com">tigertour@discovertasmania.com</a>	03 6230 8253
Victoria	Support Line	<a href="mailto:onlinecomments@tourism.vic.gov.au">onlinecomments@tourism.vic.gov.au</a>	1300 306 366
Western Australia	Kim Maldenis	<a href="mailto:kim.maldenis@westernaustralia.com">kim.maldenis@westernaustralia.com</a>	08 9262 1793