

# An opportunity to reimagine distribution & unlock the power of regional marketing



**TXGB** is a central marketplace that has been created in partnership with **VisitBritain** to help suppliers across the UK reach more consumers.

An **open** and **connected** market will help unlock the full potential in our tourism economy by enabling **frictionless trading** between all parties



# Open to all

TXGB can enable bookable content for any business

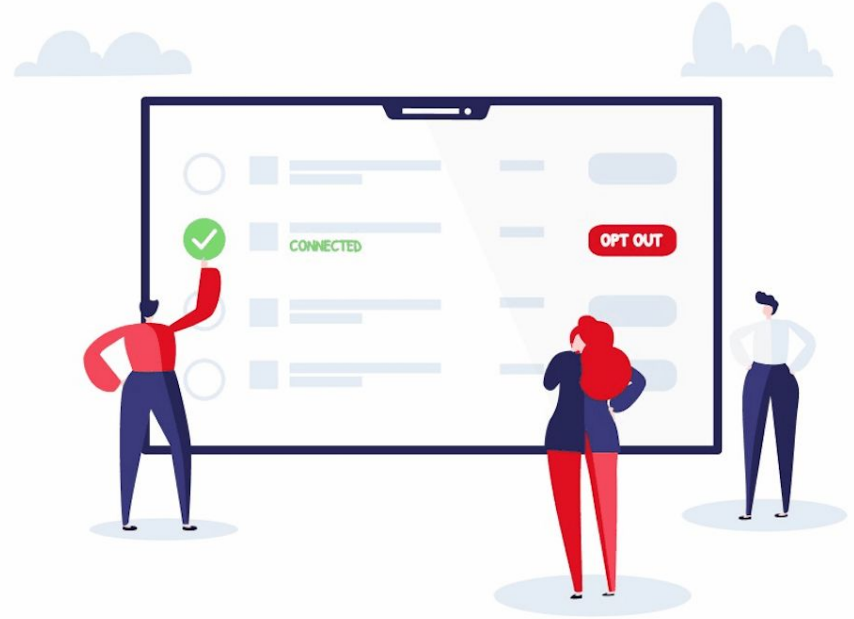
- Accommodation
- Attractions
- Tours
- Experiences
- Events
- Products  
(Coming soon)





1

**Register and link your  
Booking System**



2

**Select Distribution  
partners**

# Why join TXGB?

- **Free to sign up** with no setup or additional monthly subscription fees, just 2.5% booking fee + distributor commission
- **Real time two way sharing of data.** Send availability and prices, and receive bookings directly into your booking system with full customer data
- **Extend your reach** to distribution channels you would not otherwise have access to. All completely optional and in your control via the TXGB Dashboard
- **Optimise commission costs** with unique, low commission channels alongside established distributors
- **Access to direct payment channels** that ensure you are paid directly, at point of sale, protecting cash flow and sharing customer data
- **Support your destinations.** Enable smarter regional and national marketing campaigns that offer more direct bookings and where any commissions paid stays in your destination

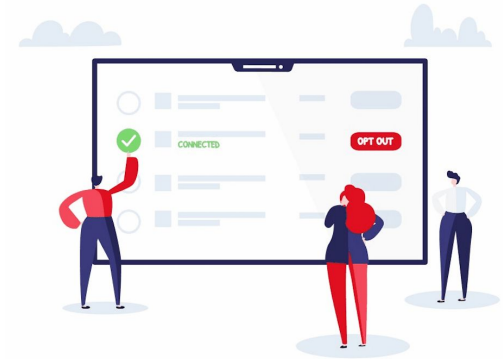


# TXGB Distributors



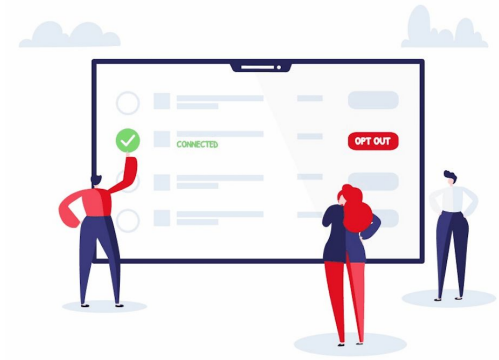
# On Account Distributors

- “On Account” means the relationship is between the consumer and the distributor.
- You will have a separate agreement with the distributor, and booking terms and payment processes are made per the distributor’s terms
- Once you have ‘opted in’ to an On Account Distributor via TXGB, there will be a mapping process to connect products
- In this case, the role of **TXGB** is to enable the sharing of your live availability and prices to the distributor, and returns booking information directly to your system. Reducing admin overhead and risk of double bookings
- Examples of an On Account distributors are:



# Direct Payment Distributors

- By 'opting in' to an **Direct** Distributor, the provider is agreeing to the "Opt in terms" defined in the **TXGB** dashboard
- **Direct** payments are made *directly* between the provider and the consumer, with no third party involved. These payments are handled securely via **stripe**
- Stripe includes a 1.4% +20p card handling fee. This is taken from the total booking value before being sent to the provider
- Payments are made upfront, using the provider's own booking terms
- Commissions owed to distribution partners are invoiced monthly and collected by TXGB via Direct Debit, and then paid forward to the distributor
- Examples of **Direct** Distributors:





# TXGB is powering over 50 Destination websites with direct booking



visit  
**BRISTOL**

visitBrighton



Visit Birmingham

**1066**  
Country

CHESTER  
**CHESHIRE**  
& beyond



**VISIT**  
**CHELtenham**  
THE FESTIVAL  
TOWN

**Visit Coventry**



**visit**  
**devon**



this is  
**durham**

**VISIT**  
**EAST**  
**YORKSHIRE**

Visit

Lake District, Cumbria

**VISIT DONCASTER**

**VISIT**  
**EAST OF**  
**ENGLAND**

visit **essex**

**visit**  
**exeter**



the city of  
**Gloucester**



**ISLES**  
OF  
**Scilly**

Visit **Lincoln**

Marketing  
**Lancashire**

**VISIT**  
**LIVERPOOL**



**visit** **Maidstone**  
the Heart of Kent



**NewcastleGateshead**

**Visit Norfolk**



**VISIT NOTTINGHAMSHIRE**



**EXPERIENCE**  
**PEAK DISTRICT**  
& **DERBYSHIRE**

**Plymouth**  
Britain's Ocean City

Visit  
*Shakespeare's*  
**ENGLAND**  
Warwickshire

**Sheffield**

**VISIT**  
**SIDMOUTH**  
— DEVON'S COAST IS CALLING —

**destination Staffordshire**  
Staffordshire's official tourist board



**VISIT**  
**SUFFOLK**

ROYAL BOROUGH OF  
**WINDSOR &**  
**MAIDENHEAD**  
WWW.WINDSOR.GOV.UK

**Welcome**  
**to Yorkshire**  
yorkshire.com

**VisitYork**

**VISIT SHROPSHIRE**

**Discover Yorkshire Coast**

# Bookings on Destination Websites

- **Historically relied on affiliate partnerships** with global booking platforms
- **Get better value** with low commission channels ranging from **0% to 7.5%** and ensure any commission stays in your destination
- Bookings are made using the **TXGB Direct Payment model** that means the payment happens without any third party involvement
- **Local and National Destination marketing campaigns** through removing barriers for bookability, these platforms are focusing on smarter marketing campaigns with bookable content as the call to action



# Example DMO Campaign - “Walkshire” by Welcome to Yorkshire

## Walkshire is off to a fantastic start in the first 7 days

Exposure for the WTY specific accounts on traditional and social media

### Press & Media



**BBC**  
RADIO

BBC  
LOOK NORTH



itv NEWS  
CALENDAR

THE YP

Significant coverage across TV, Radio and Web News  
Pages for the campaign and our partners

### Digital Stats

-  365 total posts
-  237 users sharing #Walkshire
-  15,119 engagements with #Walkshire
-  1.5 million total reach
-  3.7 million total impressions
-  54% increase in web traffic

In a time of national lockdown the campaign is getting significant momentum, reach and exposure, this will only grow further.



RUGBY LEAGUE  
**WORLD CUP**  
ENGLAND + 2021



**Be part of Rugby League  
World Cup 2021**

Get your product in front of thousands of fans

# Rugby League World Cup 2021

**RLWC2021.com/squadtrips**

- Exclusive opportunity to feature your tourism product and be sold alongside match tickets
- Dedicated host 'Squad Trips' page
- Commission paid per booking, with no upfront fees to take part
- Example of the sort of unique initiative that is being powered by **TXGB**

The screenshot shows the 'Squad Trips Coventry' website for the Rugby League World Cup 2021. The header features the RLWC2021 logo and a 'Visit Coventry' button. The main heading is 'SQUAD TRIPS COVENTRY' with a subtext: 'Book Rugby League World Cup 2021 official tickets, accommodation and experiences, and take an unforgettable trip to the vibrant culture and welcoming atmosphere of Coventry.' Below this is a section titled 'Build your Squad Trip for Coventry' with a description: 'Create your trip by choosing Rugby League World Cup 2021 tickets, accommodation, activities and attractions. Add them to your Wishlist to check availability and book online.' The page is divided into three main sections: 'Select Tickets', 'Select Accommodation', and 'Select Activities and Attractions'. The 'Select Tickets' section shows a match between Australia Men and Scotland Men, Group B, on 25th October 2021 at 19:30 at Ricoh Arena, Coventry. The 'Select Accommodation' section lists four options: DoubleTree by Hilton Coventry, Holiday Inn Coventry, Citrus Hotel Coventry, and Ibis Coventry Centre. Each accommodation listing includes a photo, name, address, and 'Add'/'View' buttons. The 'Select Activities and Attractions' section is currently empty. At the bottom, there is a footer with the 'IN TOUCH.' logo, social media icons, and links to 'About Squad Trips' and 'Privacy Policy'.

**Visit Coventry**

## SQUAD TRIPS COVENTRY

Book Rugby League World Cup 2021 official tickets, accommodation and experiences, and take an unforgettable trip to the vibrant culture and welcoming atmosphere of Coventry.

### Build your Squad Trip for Coventry

Create your trip by choosing Rugby League World Cup 2021 tickets, accommodation, activities and attractions. Add them to your Wishlist to check availability and book online.

#### Select Tickets

**Australia Men vs Scotland Men**  
Group B  
From £25

Fri 25th October 2021  
19:30  
Ricoh Arena, Coventry

+ Add View

#### Select Accommodation

**DoubleTree by Hilton Coventry**  
From £75  
Fenstanton Way, Coventry, CV32DF

+ Add View

**Holiday Inn Coventry**  
From £70  
Hendricky Rd, Coventry, CV32HP

+ Add View

**Citrus Hotel Coventry**  
From £75  
Lordon Rd, Coventry, CV32DF

+ Add View

**Ibis Coventry Centre**  
From £65  
Mile Ln, Coventry, CV32LN

+ Add View

#### Select Activities and Attractions

+

**IN TOUCH.**  
f t i n

About Squad Trips  
Privacy Policy

# Connecting to **TXGB**



# Signing up

1. Go to [txgb.co.uk](https://txgb.co.uk) and click [Apply Now](#)
2. Provide business and contact details so we know who you are
3. Select your booking system or chose alternative options for TXLoad
4. Agree to terms & conditions
5. Complete Direct Debit Instruction so we can automatically collect commissions owed as part of our monthly invoicing process
6. Link your existing Stripe account (or sign up) so that we can securely transfer payments to your bank account.





# Accommodation Booking Systems





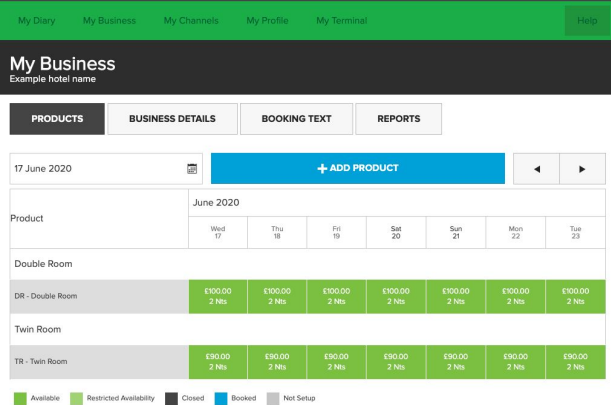
# “Things to do” Booking Systems



# Don't have a Booking System?

- TXGB has a built in tool called **TXLoad**, that can offer a simple booking management system to load product inventory and manage your diary
- **TXLoad** is completely **free** to set up with no fees to use other than the standard 2.5% TXGB booking fee
- You can use **TXLoad** to add bookability to **your own website** and take direct bookings
- This is a basic option and suitable for businesses looking to **get started** with online booking and distribution
- ...or to use alongside your current system whilst you wait for a connection!

Not sure where to start? Our helpful customer team are on hand to talk to you about your requirements and help!



The screenshot shows a web interface for 'My Business' (Example hotel name). It features a green navigation bar with links: My Diary, My Business, My Channels, My Profile, My Terminal, and Help. Below the navigation bar is a dark header with the business name. The main content area has four tabs: PRODUCTS, BUSINESS DETAILS, BOOKING TEXT, and REPORTS. The PRODUCTS tab is active, showing a calendar for June 2020. A date selector shows '17 June 2020' and a '+ ADD PRODUCT' button. The calendar grid shows dates from Wed 17 to Tue 23. Below the calendar, there are two room types: 'Double Room' and 'Twin Room'. Each room type has a table of prices and availability for each day. The prices are listed as '£100.00 2 Nts' for Double Room and '£90.00 2 Nts' for Twin Room. A legend at the bottom indicates: Available (green), Restricted Availability (light green), Closed (grey), Booked (blue), and Not Setup (light grey).

Product	Wed 17	Thu 18	Fri 19	Sat 20	Sun 21	Mon 22	Tue 23
Double Room	£100.00 2 Nts	£100.00 2 Nts	£100.00 2 Nts	£100.00 2 Nts	£100.00 2 Nts	£100.00 2 Nts	£100.00 2 Nts
Twin Room	£90.00 2 Nts	£90.00 2 Nts	£90.00 2 Nts	£90.00 2 Nts	£90.00 2 Nts	£90.00 2 Nts	£90.00 2 Nts

Legend: Available (green), Restricted Availability (light green), Closed (grey), Booked (blue), Not Setup (light grey)



*“Being able to connect to my local destination websites through TXGB has been a really positive step forwards for the Hotel. As an independent business run solely by myself I need to focus primarily on the guests and their stay at the Hotel. Anything that I can do to help automate all the ‘back of house’ procedures to ensure the Hotel remains competitive online whilst I’m operational is a real bonus.*

*The joining process couldn’t have been easier. The TXGB team were so helpful and patient it made the whole process simple and one I wouldn’t have a hesitation to recommend to others. I think this is a massive step forward for UK Tourism and a big thank you to VisitEngland for their focus on enabling this.”*

- **Lindsey Holland, Owner, Cleeve Hill Hotel, Cheltenham**



Let's get started  
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**Our team is here to help**

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