

Northern  
Ireland  
Embrace  
a Giant  
Spirit



# Growing Online Sales with TXGB for Experience Providers

TED

Tourism  
Enterprise Development  
Programme



TOURISM  
NORTHERN  
IRELAND

Northern  
Ireland  
Embrace  
a Giant  
Spirit



# Paul Coleman, Tourism NI Social & Digital Manager

TED

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TOURISM  
NORTHERN  
IRELAND



Tourism Exchange  
Great Britain

# Introducing the Tourism Exchange

Dan Simmons

Head of Growth & Customer Success, TXGB



## What we're covering today:

- What is the Tourism Exchange?
- Who is it for?
- What are the opportunities available?
- Bookings via [DiscoverNorthernIreland.com](https://www.discovernorthernireland.com) & your local destination website
- How to connect?
- Using 'TX Load'
- Next steps



## We've partnered with TNI to launch the Tourism Exchange to:

- Make new and unique routes to market more accessible, driving trade up and costs down
- Centralise connectivity to online ticketing systems
- Support destination campaigns that focus on driving direct bookings as well as inspiration
- Help businesses getting started with online booking
- Deliver unique insight through the data we provide to tourism authorities





**TOURISM  
NORTHERN  
IRELAND**



**Visit Wales  
Croeso Cymru**



**Tourism  
Businesses**

**Simplicity**



**Business  
Systems**

**Connectivity**

**Destinations**

**Smarter**



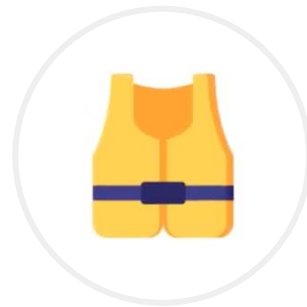
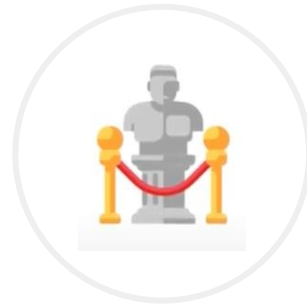
**Booking  
Channels**

**Inventory**



**Visitors**

**Bookability**





“I already have a system that manages my online bookings and it connects me to all the major sales channels“



“I currently don't have a way of taking online bookings on my website”



“I already take bookings on my own website but I don't have a way of connecting it to sales channels...”



“I just manage all of my bookings via one third party website”

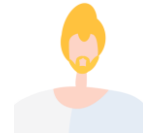


Tourism Suppliers

**Everyone is different.**



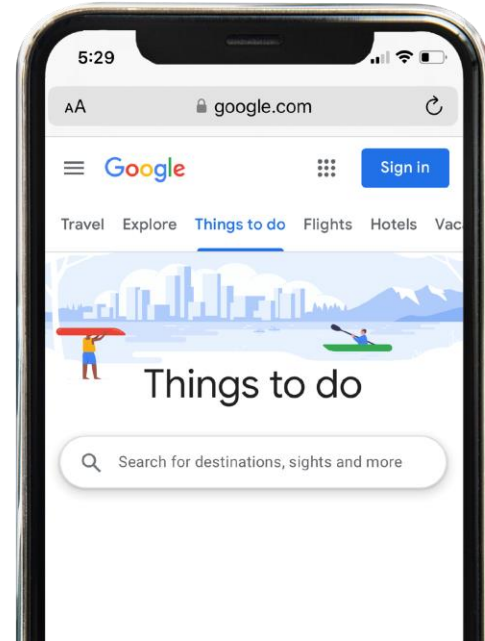
“I'm really interested in online booking but I don't even have a website and no idea where to start!”



Connect to an increasing number of **sales channels** and **new opportunities**



**COMING SOON!**



## Campaign Opportunities



Use your  
**LOTTO TICKET**  
to redeem a  
**£25 voucher\***  
towards fun stuff near you.



YOUR NUMBERS  
MAKE AMAZING  
HAPPEN

THE NATIONAL  
LOTTERY

\*Full Ts&Cs apply. 18+



**Here's £20 on us...**

Thanks for signing up to our VisitBritain & VisitEngland newsletter for marketing communications. Your unique voucher code is:

# Introducing **direct booking** via your National and Regional Destination websites



# Book direct



## Book Tickets

From Date: 28/02/2023

Adults: 1

Children: 0

SEARCH ↓

- Simple 'Opt in' via the TXGB dashboard to link your live inventory to your listing on DiscoverNorthernIreland.com
- Link your live ticket availability to your listing on DiscoverNorthernIreland.com
- Increase chances of conversion
- 0% Commission
- Receive payment directly at point of booking via **Stripe** and use your own booking terms and conditions.



How do I connect my business?



## Our connected booking system partners



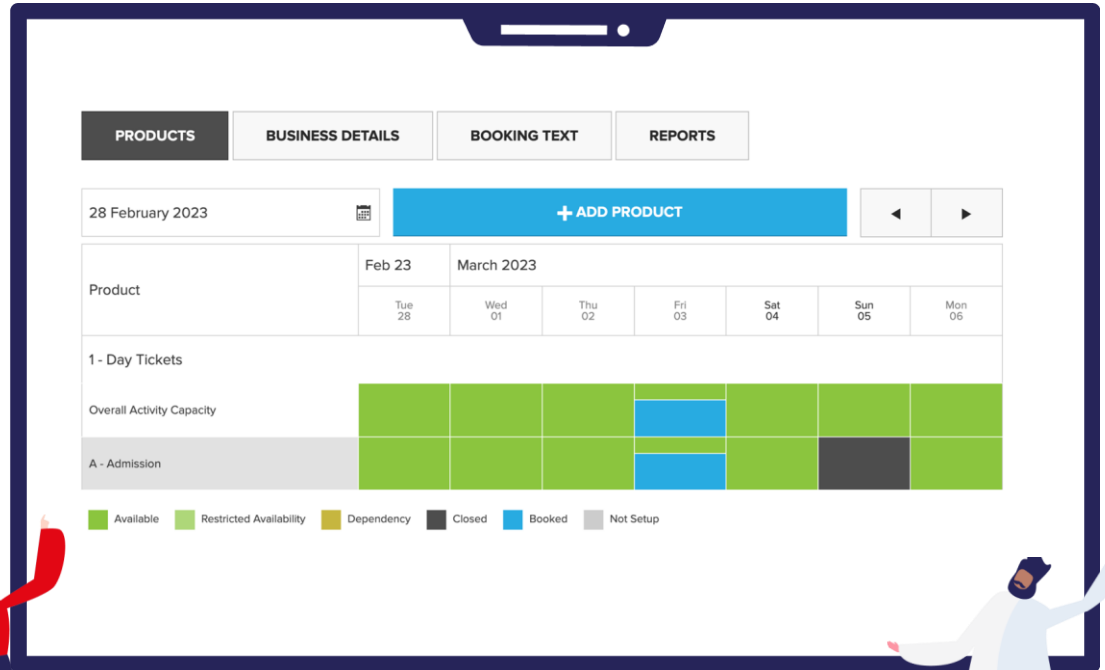
....and many more in progress

# Using TXload

A basic inventory loader tool if you are:

- Looking to try online booking but don't know where to start
- Wanting to connect to some of the opportunities but are not able to connect your own diary system

Free to use and simple to set up





Easy to create your own booking page and take direct bookings.

Link to your website or social media pages.

Customise the look and feel to align to your business.

An illustration of two stylized human figures standing next to a large horizontal screen. The screen displays a booking interface for the Coventry Transport Museum. The interface includes the museum's name, a search bar, a date selector, a calendar view, and a table of ticket prices for different dates. The interface is framed by a dark blue border.

## COVENTRY TRANSPORT MUSEUM

Driving curiosity

Activity

Ticket Start Date

	WED 1 MAR	THU 2 MAR	FRI 3 MAR	SAT 4 MAR	SUN 5 MAR	MON 6 MAR	TUE 7 MAR	
Coventry Transport Museum Admission Ticket	£14.00	£14.00	£14.00	£14.00	£14.00	£14.00	£14.00	<input type="button" value="Book"/>

Info +

Rates displayed are the cheapest available, inclusive of VAT and are in Pound Sterling (GBP).

< Previous 1 Next >

- **Reach more customers** through more channels without more admin
- **Make the most of your Destination website listing** and take part in bookable campaigns
- **Increase direct bookings** and save on commission through our unique partnerships
- **It's easy to join** so you can get moving quickly and our team will help you every step of the way
- **It's free to connect** with no upfront fees or subscription costs. Just pay 2.5% per booking
- **It's easy to manage** with all your channels and bookings in one place and can work alongside your existing systems



TXGB has enabled us to hugely increase our ticketing income and reduce the amount of commission we were paying to other channels



**Ruark Jon-Stevens**  
**Coventry Transport Museum**



We're just getting started...

Our team is here to  
help

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