

TXGB Overview

- TXGB is a central digital marketplace that enables tourism suppliers to contract and connect their content, availability and pricing with a diverse range of distributors in one go and manage this in one place.
- TXGB (Tourism Exchange Great Britain) was developed in partnership with VisitEngland through the Discover England Fund, with the aim of addressing the fragmented tourism distribution landscape. Now available to the other U.K. nations, Visit Wales/Welsh Government alongside Tourism Northern Ireland have purchased licences to facilitate access for their respective tourism suppliers; VisitScotland are at procurement phase to facilitate access for their suppliers.
- TXGB allows distributors - including DMOs - to have access to a wide range of bookable tourism product in one place.
- TXGB allows suppliers to become bookable on a wide range of distribution channels (including niche and mainstream operators, destinations and OTAs). There is no connection charge and they can manage their distribution all in one place.
- Suppliers can connect to TXGB with an existing booking system, a property management system, a channel manager or through the free inventory loading tool. If changes to your business are made, TXGB will update to all chosen supply channels.
- TXGB also enables suppliers and distributors not trading online to start doing so quickly and easily, or if you don't have a website, link to online booking pages from your social media channels or newsletters.
- Access to data through the dashboard on booking data for all TXGB distribution channels and travel trends will be available to understand customers and manage bookings more effectively.
- Choice to opt into specific campaigns for free alongside established global brands. For example, TXGB was used as the platform for selling and buying of tourism products around the Rugby League World Cup 2021, and to supply attraction products for The National Lottery Days Out campaign being delivered with VisitBritain.
- Due to the investment from Visit Wales/Welsh Government, it is free to link Wales tourism businesses to the TXGB platform. Suppliers will pay a 2.5% commission fee plus the commission of your chosen distributor.

View the TXGB promotional video [here](#)