

User personas

Supplier Benefits



The benefits of TXGB vary based on the needs of the supplier, their current tech and online booking setup.

We define a tourism supplier as any business that has tourism product to sell. This covers all verticals of tourism including accommodation, attractions, activities, tours and events



Persona examples

Tourism Suppliers



01

“I already have a system that is connected to TXGB, and I use it to connect to other third party sales channels...”

02

“I already have a system that is connected to other third party sales channels but it is not connected to TXGB...”

03

“I already have a system that I use for managing bookings and my own website but it doesn't have a way to connect to third party sales channels...”

04

“I just manage all of my bookings on an OTA website (Online travel agent) e.g Booking.com, AirBnB, TripAdvisor etc...”

05

“I'm new to online booking and do not have a booking system or a way to take bookings on my own website (or I don't have a website)...”

Steve | Hills B&Bs

01 Persona

I already have a system that is connected to TXGB, and I use it to connect to other third party sales channels...



..so you can use TXGB to connect directly to your system to reach more customers and grow sales. You will be able to access more sales channels and make your products bookable in national and regional destination marketing campaigns.



Steve | Hills B&Bs

01 Persona



- Easily connect to TXGB via current booking system and share inventory (ie live availability, content and pricing) with third parties via a two-way, real time connection.
- Only pay when you take a booking! With no setup or subscription fees, you only pay 2.5% (ex VAT) booking fee when you receive a booking.
- Simple setup process and seamless integration with your existing working practices.
- Working with any sales channels via TXGB is optional, without any obligations.
- Access unique channels only available via TXGB, including lower commission options, to increase your reach, including your local destination website.
- Many direct payment channels, so you can build and maintain a relationship with the consumer, and define your own T&Cs.

Lisa | Wild Walks

02 Persona

I already have a system that is connected to other third party sales channels but it is not connected to TXGB...



...so use TXGB to connect directly to your system to reach more customers and grow sales. Via TXGB you'll be able to access more distribution channels and make your products bookable in national and regional destination marketing campaigns.



Lisa | Wild Walks

02 Persona



- Even if the Tourism Exchange doesn't currently link to your system, you can still use the built in inventory loading tool, TXLoad.
- Easily load products in to TXGB directly, so you don't miss out on unique opportunities while you wait for your system to be connected.
- Working with any sales channels via TXGB is optional, without any obligations.
- Access unique channels only available via TXGB, including lower commission options, to increase your reach, including your local destination website.
- Only pay if you get a booking! With no setup or subscription fees, you simply pay 2.5% (ex VAT) booking fee only when you receive a booking.
- Many direct payment channels, so you can build and maintain a relationship with the consumer and define your own T&Cs.

Andy | Starry Skies

03 Persona

I already have a system that I use for managing bookings and my own website but it doesn't have a way to connect to third party sales channels...



...so use the Tourism Exchange to distribute product via all sales channels from one place, accessing more distributors without increasing admin or risk, reaching new customers and taking part in national and regional marketing campaigns.



Andy | Starry Skies

03 Persona



- If your booking system doesn't connect your diary to third party OTAs, you may currently be struggling with managing many online booking diaries, resulting in a lot of admin and risk of double bookings.
- TXGB provides a free simple booking management tool to load inventory and manage your diary (TXLoad). With no setup or subscription fees, you simply pay 2.5% (ex VAT) booking fee only when you receive a booking.
- This solution can centralise your third party bookings in one diary system, which can then be exported via iCal.
- Working with any sales channels via TXGB is optional, without any obligations.
- Access unique channels only available via TXGB, including lower commission options, to increase your reach, including your local destination website.
- Many direct payment options, so you can maintain the relationship with the consumer and define your own T&Cs.

Debbie | The Castle Inn

04 Persona

I just manage all of my bookings on an OTA website (Online travel agent) e.g Booking.com, AirBnB, TripAdvisor etc...



...so you can use TXGB to distribute your products via multiple sales channels that you can choose all from one central place. This will give you access to more distributors without increasing admin or risk and enable you to reach new customers and take part in national and regional marketing campaigns.



Debbie | The Castle Inn

04 Persona



- Working with a single OTA may limit your exposure to consumers and mean managing multiple diaries.
- You could be missing out on low cost direct bookings by only managing bookings via third party OTAs and paying premium commission rates.
- TXGB provides a free simple booking management tool to load inventory and manage your diary (TXLoad). With no setup or subscription fees, you simply pay 2.5% (ex VAT) booking fee only when you receive a booking.
- Free customisable booking pages for you to easily link to your own website, social media or email communications.
- Connect to your third party sales channels so you can manage everything from one place and avoid extra admin or the risk of double bookings.
- Access unique channels only available via TXGB, including lower commission options, to increase your reach, including your local destination website.
- Choose from many direct payment options, so you can maintain the relationship with the consumer and define your own T&Cs.
- Working with any sales channels via TXGB is optional, with no obligations.
- Free and easily accessible support from the TXGB Customer Success team.

Amber | GoKartz

05 Persona

I'm new to online booking and don't have a booking system or a way to book on my own website (or I don't have a website)



...so you can use TXGB to get bookable online for the first time for free. It will enable you to take bookings on your own website or social media profiles and connect to third party sales channels, including unique opportunities to take part in national and regional marketing campaigns.



Amber | GoKartz

05 Persona



- You could be missing out on direct bookings by not enabling consumers to go from look to book instantly.
- TXGB provides a free and simple booking management tool to load inventory and manage your diary (TXLoad).
- Only pay if you get a booking! With no setup or subscription fees, you simply pay 2.5% (ex VAT) booking fee only when you receive a booking.
- Free customisable booking pages for you to easily link to your own website, social media and email communications.
- Connects to third party sales channels so you can manage everything from one place and avoid extra admin or the risk of double bookings.
- Access unique channels only available via TXGB, including lower commission options, to increase your reach, including your local destination website.
- Free onboarding support from the TXGB Customer Success team,
- Working with any sales channels via TXGB is optional, with no obligations.
- Many direct payment options, so you can maintain the relationship with the consumer and define your own T&Cs.

Get started

TXGB enables live availability, pricing and bookings to be easily managed across multiple sales channels from one central exchange.

www.txgb.co.uk

Call us

0330 223 5050

Opening times

Mon - Fri (9am - 5pm)

Sat - Sun (Closed)

Email

hello@txgb.co.uk

