

Growing tourism together through TXGB (Tourism Exchange Great Britain)

The Opportunities

**Reach new
customers.**



Tyfu Twristiaeth Gyda'n Gilydd: trwy TXGB (Tourism Exchange Great Britain)

Y Cyfleoedd

**Cyrraedd
cwsmeriaid newydd.**



Claire Owen, MWT Cymru

- Not for profit membership & marketing organisation for tourism businesses in Wales.
- Extensive experience in business support and digital systems.
- Representation & one-to-one support for businesses.
- Contracted by Visit Wales to provide support for the roll out of TXGB in Wales.
- TXGB licensed by Visit Wales in 2022 and used by destinations and organisations across the UK.



- Sefydliad aelodaeth a marchnata dielw ar gyfer busnesau twristiaeth yng Nghymru.
- Profiad helaeth mewn cymorth busnes a systemau digidol.
- Cynrychiolaeth a chefnogaeth un-i-un i fusnesau.
- Wedi'i gontractio gan Croeso Cymru i ddarparu cymorth ar gyfer cyflwyno TXGB yng Nghymru.
- TXGB wedi'i drwyddedu gan Croeso Cymru yn 2022 ac yn cael ei ddefnyddio gan gyrchfannau a sefydliadau ar draws y DU.



TXGB is a digital marketplace that connects accommodation, attractions, experiences and tours with more customers.

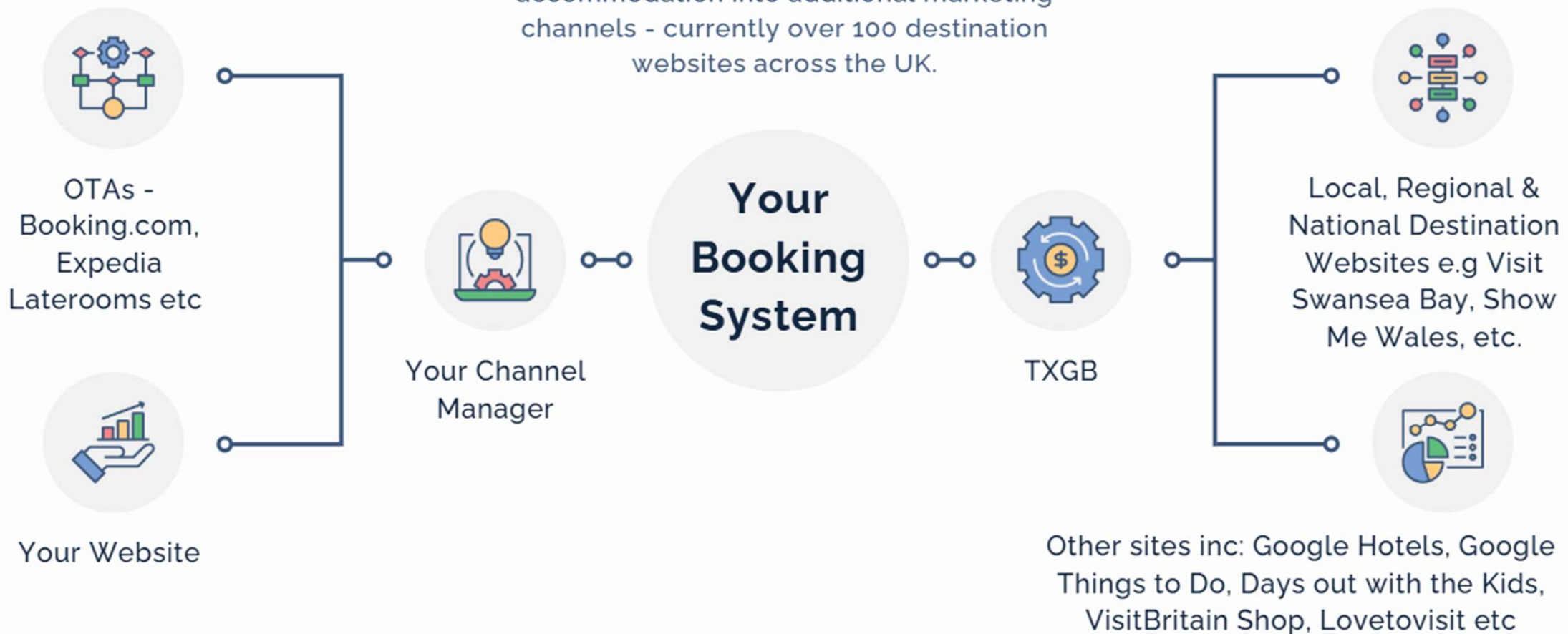
TXGB helps you reach new customers, drives sales and boost your profitability. Working in partnership with VisitBritain / Visit Wales to bring together businesses and routes to market, TXGB helps customer's discover destinations' tourism products.

Mae TXGB yn farchnad ddigidol sy'n cysylltu llety, atyniadau, profiadau a theithiau â mwy o gwsmeriaid.

Mae TXGB yn eich helpu i gyrraedd cwsmeriaid newydd, yn ysgogi gwerthiannau a chynyddu eich elw. Gan weithio mewn partneriaeth â VisitBritain / Croeso Cymru i ddod â busnesau a llwybrau at y farchnad ynghyd, mae TXGB yn helpu cwsmeriaid i ddarganfod cynhyrchion twristiaeth cyrchfannau

What is TXGB?

It's effectively a channel manager, but one that links both accommodation & non accommodation into additional marketing channels - currently over 100 destination websites across the UK.



For any business, the benefits of TXGB are:

- 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 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.



I unrhyw fusnes, manteision TXGB yw:

- Cewch ddewis a ydych am weithio gydag unrhyw sianeli gwerthu drwy TXGB ai peidio. Nid oes rhwymedigaethau o ran hynny.
- Cewch fynediad at sianeli unigryw sydd ar gael drwy TXGB yn unig. Mae hyn yn cynnwys opsiynau comisiwn is er mwyn cyrraedd mwy o bobl, gan gynnwys eich gwefan cyrchfannau lleol.
- Nid ydych yn talu nes eich bod yn cymryd archeb! Nid oes ffioedd sefydlu na thanysgrifio, dim ond ffi archebu 2.5% (heb TAW) i'w thalu pan fyddwch yn cymryd archeb.

For any business, the benefits of TXGB are:

- Free and easily accessible support from the TXGB Customer Success team.
- Many direct payment channels, so you can build and maintain a relationship with the consumer and define your own T&Cs.

Grow your sales.



I unrhyw fusnes, manteision TXGB yw:

- Mae cymorth am ddim ar gael yn rhwydd gan dîm Llwyddiant Cwsmeriaid TXGB.
- Ceir nifer fawr o sianeli talu uniongyrchol, felly gallwch feithrin a chynnal perthynas gyda'r defnyddiwr, a diffinio eich telerau ac amodau eich hunain.

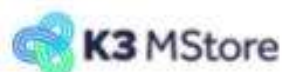
Tyfu eich gwerthiannau.





An increasing range of **booking system** partnerships.

Things to do



Accommodation



TXGB Sales / Distribution Channels

Distributor		Opt-In Status	Dist Rate %	Available		
☐ AA RatedTrips.com (AARatedTrips) Join the AA's RatedTrips.com channel and become part of a fast-growing collection of recommended UK travel destinations. With booking launching in August 2022 your attraction will feature alongside thousands		Opted-Out	5.0000%	• Full Prov		
☐ AAA My Booking Pages (aaa_mywebsite) Add a book button to your website		Opted-Out	0.0000%	• Full Prov • Dep Proc		
☐ Afternoon Tea or Cream Tea (atoc) Afternoon Tea or Cream Tea is exactly what it says! Everything related to Afternoon Tea and Cream Tea, the site currently receives in excess of 160k pvs per month, so if you have a business that offers afternoon teas or cream teas, work with us!		Opted-Out	2.5000%	• Full Prov		
☐ Agoda (Agoda web) Opt-in available to: accommodation only. Agoda.com is a leading Asia-based online hotel reservations company, and part of the Priceline Group, the number one online travel distributor of hotel rooms worldwide. Selling hotels globally in 38 different languages.		Opted-Out	15.0000%	• Full Payment To Distributor		VIEW / OPT IN
☐ Airbnb (Airbnb) Airbnb is a community based on connection and belonging—a community that was born in 2008 when two hosts welcomed three guests to their San Francisco home, and has since grown to 4 million hosts who have welcomed over 800 million guest arrivals to about 100 000 cities in almost every country and region across the globe. Hosts on		Opted-Out	15.0000%	• Full Payment To Distributor		VIEW / OPT IN
☐ Away with the Kids (awtk) Away with the Kids is an online Travel Directory, highlighting an exclusive and diverse		Opted-Out	10.0000%	• Full Payment To Distributor		VIEW / OPT IN

View More:

Page 1 - AA RatedTrips.com

Page 1 - AA RatedTrips.com

Page 2 - Bookado LTD

Page 3 - Ctrip International (Trip.com)

Page 4 - Discover Dartmouth (Visit South Devon CIC Ltd)

Page 5 - Essex County Council (Visit Essex)

Page 6 - Go To Places Ltd

Page 7 - Let's Book Blackpool Members

Page 8 - Marketing Lancashire Limited

Page 9 - NewcastleGateshead Initiative (Non-Partners)

Page 10 - Shakespeare's England

Page 11 - The Explorer's Road

Page 12 - UncoverBritain.com

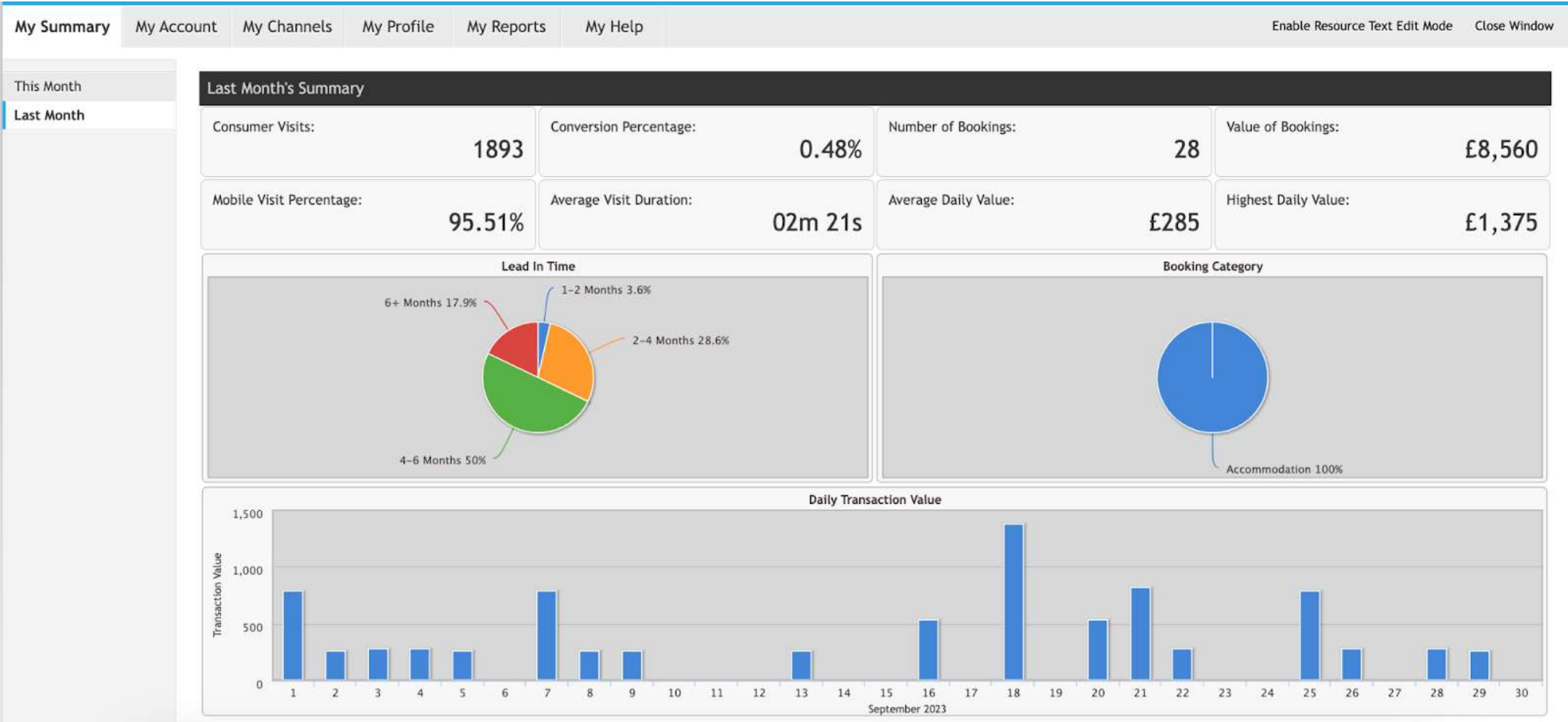
Page 13 - Visit Derby (Members)

Page 14 - Visit Lincoln

Page 15 - Visit Sidmouth

Page 16 - Wildr Ltd

Track sales and analytics in real time | Tracio gwerthiant a dadansoddeg mewn



Why TXGB?

Visit Wales identified a need to ensure:

- Increased opportunity for Wales tourism suppliers – businesses – accommodation, attractions, activities, tour guides, event organisers - to not only recover fully [post Covid] in domestic markets, but to attract international business.
- A platform to provide you with the chance to be part of one digital marketplace, already established and successful in other parts of the UK, to enable you to connect your content, availability and pricing with a range of key distributors.



Pam TXGB?

Nododd Croeso Cymru fod angen sicrhau:

- Mwy o gyfle i gyflenwyr twristiaeth Cymru – busnesau – llety, atyniadau, gweithgareddau, tywyswyr teithiau, trefnwyr digwyddiadau – nid yn unig adfer yn llwyr [ar ôl Covid] mewn marchnadoedd domestig, ond hefyd i ddenu busnes rhyngwladol.
- Llwyfan i roi'r cyfle i chi fod yn rhan o un farchnad ddigidol, sydd eisoes wedi'i sefydlu ac yn llwyddiannus mewn rhannau eraill o'r DU, i'ch galluogi i gysylltu eich cynnwys, argaeledd a phrisiau ag amrywiaeth o ddosbarthwyr allweddol.

- That opportunities for selling and buying tourism products around major events and campaigns taking place are maximised e.g. when people are looking at Great Britain.
- TXGB can connect attractions & experiences to the VisitBritain shop, which has **global reach**: promote your business to customers in over 90 countries.



- Bod cyfleoedd ar gyfer gwerthu a phrynu cynnyrch twristiaeth o amgylch digwyddiadau mawr ac ymgyrchoedd yn cael eu huchafu e.e. pan fo pobl yn edrych ar Brydain Fawr.
- Gall TXGB gysylltu atyniadau a phrofiadau â siop VisitBritain, sydd â chyrhaeddiad byd-eang: hyrwyddwch eich busnes i gwsmeriaid mewn dros 90 o wledydd.

- Already being used by VisitBritain, VisitEngland, Visit Scotland, Tourism Northern Ireland, and destinations around the world.
- Already used by Mid Wales Tourism, North Wales Tourism, Visit Monmouthshire, Visit Pembrokeshire and other destination websites around Wales are actively working towards integration... and now, of course, Visit Swansea Bay.

- Eisoes yn cael ei ddefnyddio gan VisitBritain, VisitEngland, Visit Scotland, Tourism Northern Ireland, a chyrchfannau ledled y byd.
- Yn cael ei ddefnyddio eisoes gan Dwristiaeth Canolbarth Cymru, Twristiaeth Gogledd Cymru, Croeso Sir Fynwy, Croeso Sir Benfro a gwefannau cyrchfannau eraill o gwmpas Cymru wrthi'n gweithio tuag at integreiddio... a nawr, wrth gwrs, Croeso i Fae Abertawe.





Real time two way data sharing

Show live availability and prices with your chosen sales channels and receive bookings directly into your system with full customer data.

Optimise commission costs

Access a wide range of unique, low-commission channels alongside established well-known brands.

Direct payment channels

Get paid directly, at point-of-sale, protecting cash flow and customer data, while ensuring bookings are made on your terms.

Rhannu data dwy ffordd amser real

Yn dangos argaeledd byw a phrisiau ar y sianeli gwerthu yr ydych wedi eu dewis a chael archebion yn uniongyrchol i mewn i'ch system gyda data llawn y cwsmer.

Optimeiddio costau comisiwn

Cael gafael ar amrywiaeth eang o sianeli unigryw heb dalu llawer o gomisiwn, ochr yn ochr â brandiau adnabyddus sefydledig

Sianelu talu uniongyrchol

Cewch eich talu yn uniongyrchol ar adeg y gwerthiant, gan ddiogelu llif arian parod a data cwsmeriaid, gan sicrhau y gwneir archebion ar eich telerau chi.

Completely flexible

Pick the best distribution partnerships for you via the simple 'opt in / out' marketplace on your user-friendly dashboard.

Free & easy to join

Connect to TXGB via your current booking system, or use the inbuilt sales tool, TXLoad, for free.

No booking, no fee

No setup or monthly subscription fees. Just a 2.5 percent TXGB booking fee, plus the commission of your chosen sales channels.

Cwbl hyblyg

Gallwch ddewis y partneriaethau dosbarthu gorau i chi drwy'r farchnad 'optio i mewn' / 'optio allan' syml ar eich dangosfwrdd hawdd ei ddefnyddio.

Yn hawdd i ymuno ac am ddim

Gallwch gysylltu â TXGB drwy eich system archebu bresennol, neu ddefnyddio yr offeryn gwerthu pwrpasol, TXLoad, am ddim.

Dim archeb, dim ffi

Dim ffioedd sefydlu na ffioedd tanysgrifio misol. Dim ond ffi archebu 2.5 y cant TXGB, a chomisiwn y sianeli gwerthu yr ydych wedi eu dewis.

No booking system? No problem.

The built-in tool, TXLoad, provides a simple booking management system for FREE and is ideal for businesses that don't yet take online bookings via their own website or social media profiles - or those that rely solely on online travel agents to drive sales.

Dim system archebu? Dim problem.

Mae yr adnodd parod, TXLoad, yn darparu system syml, AM DDIM ar gyfer rheoli archebion ac mae'n berffaith ar gyfer busnesau nad ydynt eisoed yn cymryd archebion ar-lein drwy eu gwefan neu broffiliau cyfryngau cymdeithasol eu hunain – neu rai sy'n dibynnu'n gyfan gwbl ar asiantaethau teithio ar-lein i hybu gwerthiannau.

TXLoad

TXLoad can help you become bookable for the first time and allows you to:

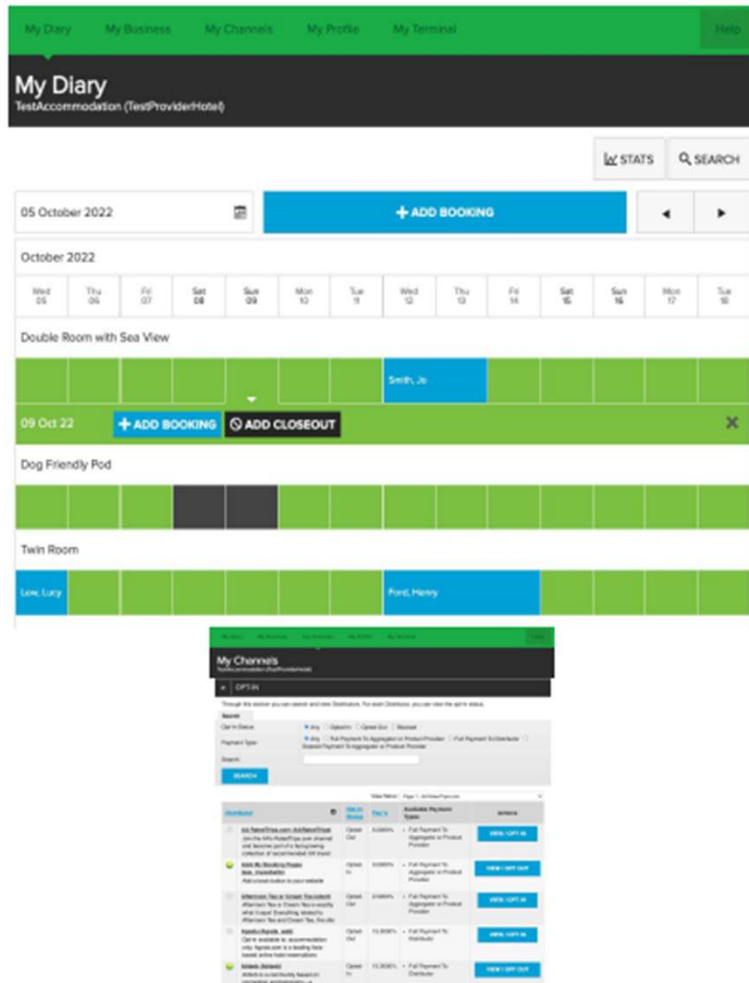
- ✓ Load your product inventory
- ✓ Centrally manage your diary
- ✓ Share live availability and prices across multiple sales channels
- ✓ Add bookability to your website and/or social media profiles
- ✓ Take direct bookings from your Google business listing

TXLoad

Gall TXLoad eich helpu i gael system archebu am y tro cyntaf ac mae'n eich galluogi i:

- ✓ Lwytho eich rhestr cynhyrchion
- ✓ Rheoli eich dyddiadur yn ganolog
- ✓ Rhannu argaeledd a phrisiau cyfredol drwy nifer o sianeli gwerthu
- ✓ Ychwanegu system archebu i'ch gwefan ac/neu eich proffiliau cyfryngau cymdeithasol
- ✓ Cymryd archebion yn uniongyrchol o'ch rhestriad busnes Google.

TXLoad



My Diary

- ✓ Simple diary management
- ✓ Add direct bookings into TXLoad for free
- ✓ Distributor bookings load directly into your Diary screen
- ✓ Simple to add direct booking functionality to your website or social media account

My Business

- ✓ Easily add new products, manage extras
- ✓ Control min / max stays and check in / out details

My Channels

- ✓ Opt into multiple channels to reach more customers

My profile

- ✓ Add additional options including Accreditations and images
- ✓ Set your location
- ✓ Detail booking confirmation text





Connect in four simple steps.

Simply visit txgb.co.uk and:

- 1 Click Apply Now to complete the Get Connected Wizard.
- 2 Select your booking system from those shown, or select alternative connection options, to connect manually with the free inbuilt sales tool, TXLoad.
- 3 Enter your bank details so TXGB can collect any fees owed for bookings to distributors, reducing admin for you.
- 4 Link your Stripe account (or easily register), to receive payment for bookings directly from consumers, through their direct payment distribution partners.

Cysylltu mewn pedwar cam rhwydd.

Ewch i txgb.co.uk:

- 1 Cliciwch ar 'Apply Now' i gwblhau'r 'Get Connected Wizard' (teclyn cysylltu)
- 2 Dewiswch eich system archebu o'r rhai a ddangosir, neu dewiswch opsiwn cysylltu arall i gysylltu gyda'r offeryn gwerthu pwrpasol am ddim, TXLoad.
- 3 Nodwch eich manylion banc er mwyn i TXGB allu casglu unrhyw ffioedd sy'n ddyledus am archebion i ddosbarthwyr, gan leihau gwaith gweinyddol i chi.
- 4 Cysylltwch eich cyfrif Stripe (neu cofrestrwch yn rhwydd), i dderbyn taliad am archebion yn uniongyrchol gan ddefnyddwyr, trwy ei partneriaid dosbarthu uniongyrchol.

Connecting to **TXGB** - how easy is it?



**Connect Your
Booking System**



**Try New
Channels**



**Track Your
Bookings**

All done!

You'll receive an email with your username and password for access to your TXGB dashboard.

The TXGB team will be in touch straight away to help with next steps.

A dyna ni!

Byddwch yn derbyn e-bost gyda'ch enw defnyddiwr a chyfrinair i gael mynediad i'ch dangosfwrdd TXGB.

Bydd tîm TXGB yn cysylltu ar unwaith i'ch helpu â'r camau nesaf.

Helpdesk

We're available to help any tourism business get connected to TXGB.

0330 223 5050

support@txgb.co.uk

"Registration was straight forward and the guide we were sent by the onboarding team was very helpful, as was their support during the process." Elm Grove Country House, Pembrokeshire

Top 6 Tips for Working with Visit Wales

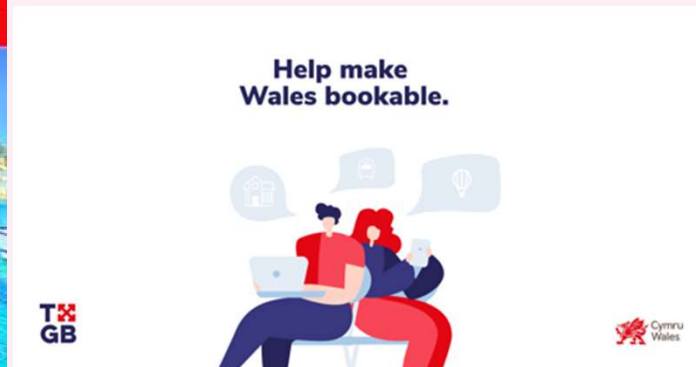
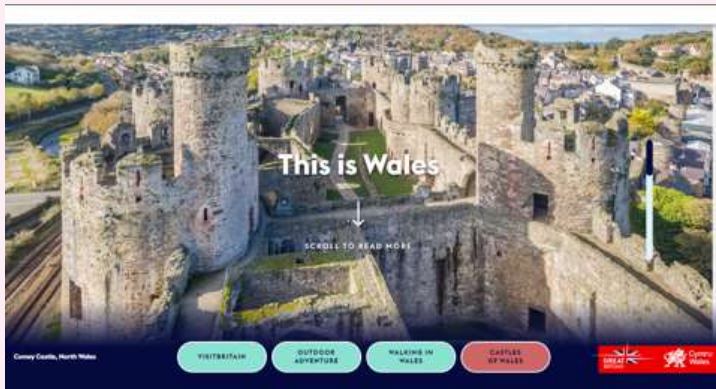
6 Awgrymiadau Da i Weithio
gyda Croeso Cymru



Visit Wales is the team within Welsh Government responsible for the development and promotion of the visitor economy in Wales.

Visit Wales works with WG overseas offices and VisitBritain (VB) to promote Wales internationally.

Efforts are focussed with VB on markets considered of most importance currently to Wales e.g. North America, Germany, France, The Netherlands and other near European countries, as well as Japan and Australasia.

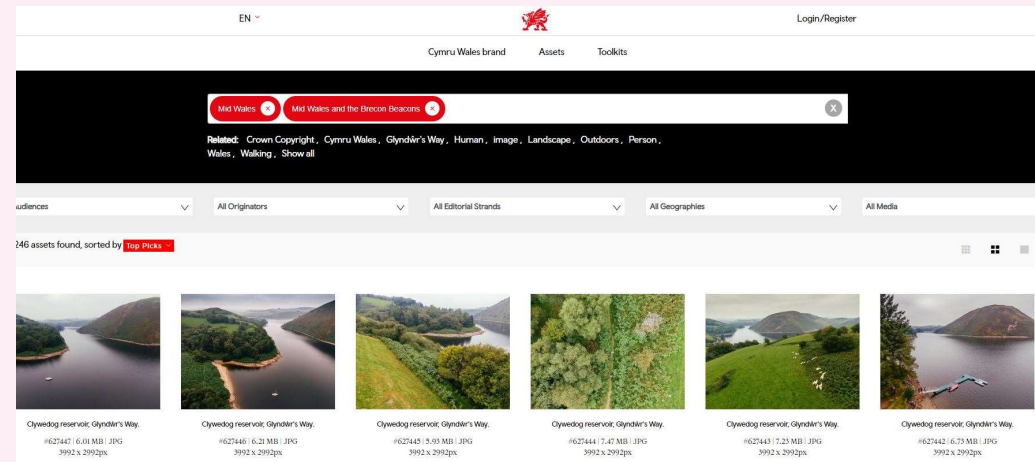
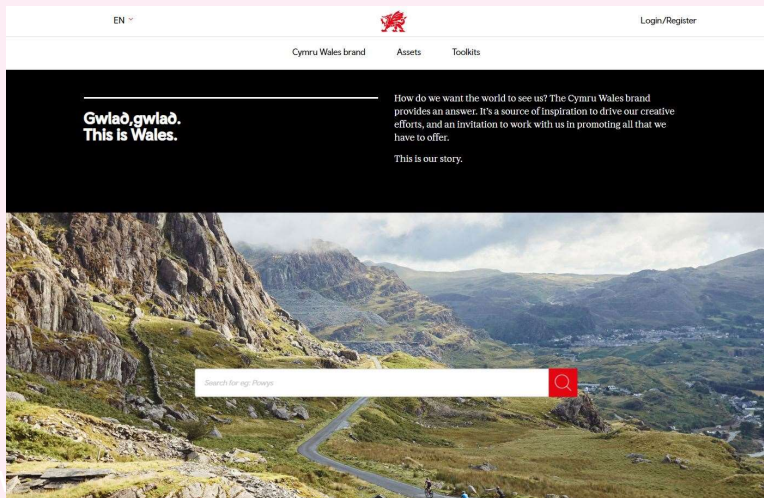


New industry website: <https://industry.visitwales.com/>

6 Tips for Working with Visit Wales

Their guide outlines six ways in which tourism businesses can work with Visit Wales and make the most of their resources, including:

1. **Registering to use the free Cymru Wales Brand assets site:** <https://assets.wales.com/>
Cofrestrwch i ddefnyddio gwefan asedau am ddim Brand Cymru Wales.



2. Becoming Quality Assured and maximising use of your Visit Wales website listing/s.

Ymunwch a'r cynllun graddio i wneud y gorau o'ch cofnod gwefan Croeso Cymru.

<https://industry.visitwales.com/supporting-you/visit-wales-quality-schemes>

Welcome awards: Families, Pets, Anglers, Bikers, Cyclists, Walkers, Golfers, TV/Film, Motorhomes

Email quality.tourism@gov.wales Or telephone 03000 622418

2 —Get Quality Assured and maximise use of your Visit Wales website listing.

01

[Accommodation businesses need to be accredited](#) through either Visit Wales or the AA. It is recommended that attractions participate in the [Visitor Attraction Scheme](#). Activity providers should complete the [activity provider form](#).

[Star quality grading](#) | [Business Wales \(gov.wales\)](#)

02

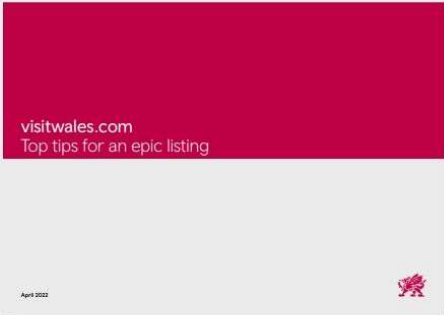
Ensure that you are displaying the correct grading plaque at your establishment and electronic logo on your website. For further information on logos and plaques, please email quality.tourism@gov.wales.



03

If you have an event you would like to be added to the website, please read our [Events Criteria](#).

If your event meets the criteria contact yw-steward@nvg.net with the details.



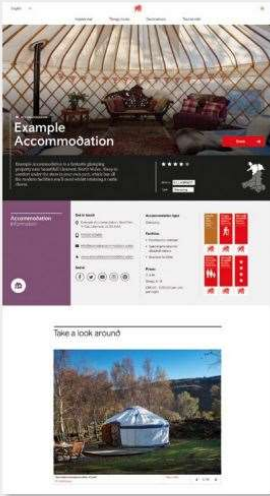
01 —How do I update my information on visitwales.com?

You need to log into your [account](#) to update your business listing including description, images and facility details. You will need your Contact ID, username and password. Complete each section of your entry with your secure login without the support of Data Stewards, although they are on hand to assist you when you need it.

02 —Support

For general queries contact Visit Wales Data Steward yw-steward@nvg.net (0130 808 9480) or using live chat on the product listing tool.

01 If you spot an issue, follow these steps:	02 Business checks entry on Product Listing	03 Data Steward investigates and takes with business
04 If unresolved issues, Data Steward identifies circumstances of issue	05 If a new issue Data Steward forwards to Visit Wales, details are executed to be handled	



2 —Look at opportunities to work with Travel Trade and Business Events.

01

[traveltrade.visitwales.com](https://traveltrade.visitwales.com/meetinwales.com)
meetinwales.com
Top tips for an epic listing

May 2021

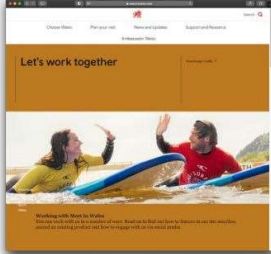
02

[Working With Us | Tourism in Wales | Travel Trade Wales \(visitwales.com\)](#)



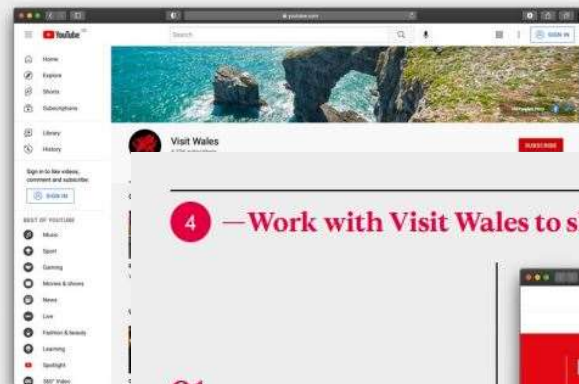
03

[Working With Us | Business Events in Wales | Meet In Wales](#)



Edrychwch ar gyfleoedd i weithio gyda
Theithio Masnach a Digwyddiadau Busnes.

3 — Sign up to the consumer newsletter and social channels.



Cofrestrwch i'n cylchlythyr a chyfryngau cymdeithasol.

www.mwtcymru.co.uk

4 — Work with Visit Wales to share news and product updates.

01

Quality Assured products have opportunities to work with Visit Wales on press/media visits and links back to their listings on the website.

02

Many Quality Assured products have opportunities for articles/content on the website.

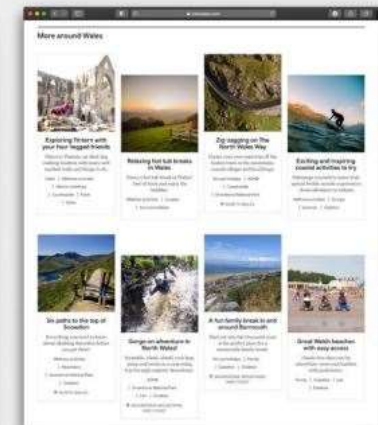
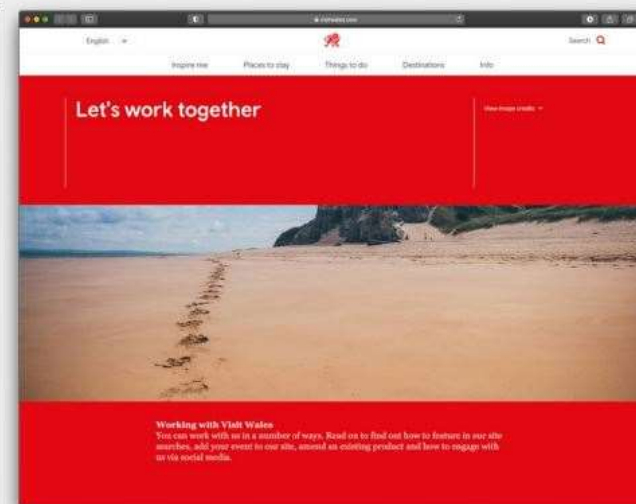
03

Share content – it lets Visit Wales know what's new when planning web and social content, and is always collated and sent to *all* Visit Wales teams, to ensure that they're up to date.

04

Feed in your news, stories, packages and events to productnews@gov.wales

Gweithiwch gyda Croeso Cymru i rannu newyddion cynnyrch.



05

[Working With Us](#) | [Tourism in Wales](#) | [Visit Wales](#)

What do media want?

- Unique Stories
- USP – Room with a view, notable history, awards, Welsh brands, sustainability, themes etc
- Experience what the traveller would experience
- Treated like an ordinary guest
- Highlight points of interest or interesting facts about your accommodation, attraction, area

Let Visit Wales know of:

- New Developments
- Events
- Awards
- Upgrades
- USPs
- Offers
- Anniversaries
- Anything that is newsworthy for the traveller

- Graded products get opportunities to work with Visit Wales on press/media visits and links back to their listings on the website.
- Many graded products have opportunities for articles/content on the website.
- Share content, it lets Visit Wales know what's new when planning web and social content and is always collated and sent to *all* Visit Wales teams, to ensure that they're up to date.
- Feed in your news, stories, packages and events to productnews@gov.wales

Croeso '25

Gwlad, Gwlad. **How to get involved**

Croeso 25, the next in Visit Wales' series of themed years and their flagship marketing campaign for Wales, Hwyl, (the Welsh word for fun) – focuses on the feelings of fun and joy that you can experience "Only in Wales".

Download the toolkit for the Year of Croeso from <https://assets.wales.com/>

- Shout more loudly to the world about our unique Welsh Croeso (welcome)
- Celebrate iconic experiences, products, destinations and culture, that can be found only in Wales; must do experiences that we want to invite visitors to feel, taste and see.

The toolkit includes the new Working with Us guide, the Croeso 25 logo and high-quality imagery.

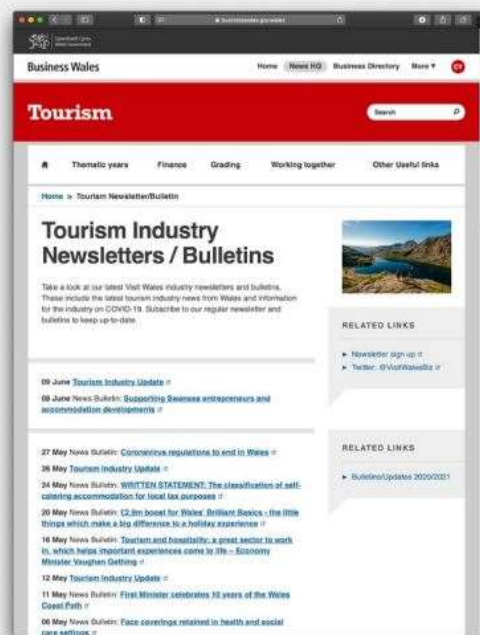
5 — Sign up to the industry newsletter and follow on social.

01

All Visit Wales news appears on these channels.

02

Visit Wales' Research and Insights team regularly publish reports and data on visitor demand, market prospects and business performance. These are published on the Welsh Government website and notice of latest reports is included in the industry newsletter. If you have any research enquiries please contact the team using the research mailbox – tourismresearch@gov.wales



03

[Tourism Industry Newsletters](#)

04

[VisitWalesBiz](#)



Cofrestrwch i dderbyn cylchlythyr i'r diwydiant a dilynwch ni ar ein cyfrif Twitter i'r diwydiant.
<https://public.govdelivery.com/accounts/UKWALES/subscriber/new>

Bringing us back full circle, to: Dod â ni yn ôl cylch llawn, i:

6 —Grow sales with Tourism Exchange Great Britain (TXGB) and the VisitBritain Shop.

01

[TXGB](#) is a digital platform that brings together tourism businesses to drive sales and boost productivity by connecting the market in a new and unique way.

02

All tourism businesses including accommodation, tours, events, activities and attractions can use the platform.

03

Only pay for bookings you get, no upfront costs.

04

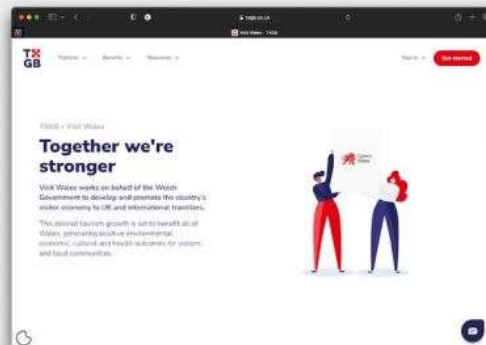
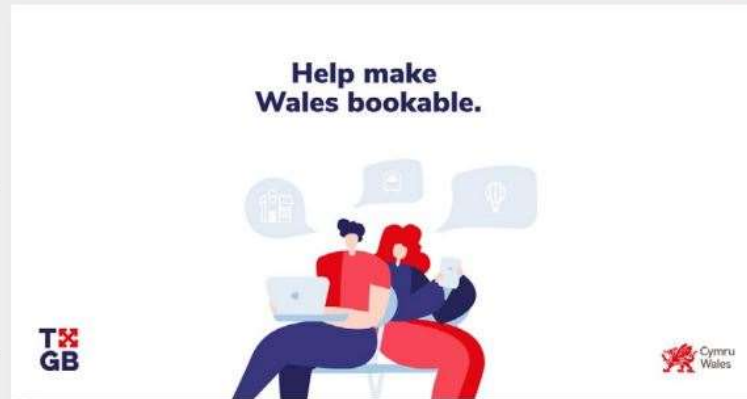
Submit an [expression of interest](#) for more information about TXGB.

05

Reach new international and domestic audiences on the [VisitBritain Shop](#).

06

Be part of potentially lucrative promotional campaigns.



Tyfu gwerthiant gyda Tourism Exchange Great Britain (TXGB) a Siop VisitBritain.



Any questions?
Unrhyw gwestiynau?

www.mwtcymru.co.uk
Tel: 01654 702653
Email: visitwales@mwtcymru.co.uk

www.txgb.co.uk
Tel: 0330 223 5050
Email: support@txgb.co.uk

Thank you | Diolch