

VisitBritain Update – September 2019

Taking England to the World and TXGB

Taking England to the World

1. We've had 243 businesses attended the first 5 sessions of TETTW
2. We have 16 more booked for Sep-Nov with a couple more in November awaiting venue confirmation (Like London). Next sessions are at:

17.9.19	Cheltenham
18.9.19	Cheshire- Chester
19.9.19	Go New Forest- Brockenhurst
24.9.19	Cumbria- Penrith
3.10.19	Peak District
15.10.19	Plymouth
16.10.19	Newcastle
17.10.19	West and East Sussex - Worthing
22.10.19	InvestUK- Grantham
23.10.19	Hertfordshire - Stevenage
24.10.19	Oxfordshire
29.10.19	Chichester
31.10.19	Gloucester
14.11.19	Wirral
19.11.19	Nottingham
27.11.19	Portsmouth

3. Evaluation report for the first 3 sessions (Manchester, Bristol and York) has been highly positive. 73 businesses took part of an in depth phone interviews conducted by Strategic Research and Insights. From the report: 96% found the workshops to be very useful and fairly useful, 71% said that as a result of attending the workshop they will now invest resources in targeting international travel.

Some nice testimonials from the participants:

"I was really impressed by the whole thing. The workshop was really polished and the people who spoke were very good."- Attraction, Bristol

"Fortuitously, on Tuesday a cruise company got in contact about visiting our attraction once their passengers had docked. We were able to immediately implement what we had learned in the workshop to tailor our experience to suit and appeal to their clients. It led to a very strong lead and we are going to do business together."- Attraction, Bristol

“We learned a lot that we didn't previously know and feel as though we can actually go about doing things slightly differently. Using the analytics, we'd know when to target specific markets and why that's so important!”- Attraction, York

4. TETTW team are going to be present at VIBE, WTM and English Destinations Forum to promote our free workshop and provide information to the trade.

TXGB

Tourism Exchange GB (TXGB) is a digital platform connecting Tourism Suppliers in England to Distributors from around the world, brought to you by VisitEngland. This “one stop” exchange allows **Suppliers** to manage availability, pricing & bookings all in one place, and **Distributors** to tap into a huge range of England tourism product.

TXGB is already connected to the large OTAs e.g. Booking.com, Expedia, Ctrip, Agoda and also the VisitBritain Shop. A wide range of other Distributors will be connected before the end of the calendar year, including; MakeMyTrip (the biggest OTA in India), Musement (an activity distributor in 1000 destinations), Viator and TripAdvisor activities.

In terms of booking systems, TXGB has live booking system connections with Digitickets, Trekksoft, Siteminder, Bookeo, Littler Hotelier, Oracle, RMS, Rezdy, RoomMaster and Seekom. Connections are in the pipeline with Eviivo, AnytimeBooking, Golden Tours and Bokun. If you have one of these booking systems, you can connect quickly via our connection wizard – and anyone without a connected booking system can connect manually via TX Load and this functionality is free of charge.

There is no fee for a supplier to join and a 2.5% plus vat fee when a sale is made – which goes towards the continued development of the platform.

Positive Feedback from the industry

Supplier, Birmingham

Having utilised the TXGB system to take payment for a booking, I'm really excited by its potential and can see how it will help reach overseas customers, as well as providing an efficient payment tool for UK guests.

The support from TXGB has been superb. I'm not very technical and was daunted by the system at first. However, Lewis, my account manager worked really hard to understand my business model and to coax me to get started with the system. He was always there at the end of the phone to answer my questions and provide support.

As I became more familiar with the system, I began to understand the potential benefit to my business. I need to check the availability of accommodation, so I'm unable to take firm bookings online. When I received my first booking, TXGB provided an email webpage link for the customer to make the payment securely and with ease.

As a small business offering electric bike cycling holidays, this professional booking and payment system, which can dovetail into my existing business model is fantastic.. I'm certain that TXGB will become an integral part of my business model and strongly recommend it to other small tourism businesses.

See txgb.co.uk for more information or contact support@txgb.co.uk to arrange a 1-2-1 call.