



DESTINATIONCORE LAUNCHES
TXGB INTEGRATION



JACOB BAILEY GROUP™



VisitEngland™

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THIS EXCITING STEP FORWARD FOR DESTINATIONCORE IS EXCELLENT NEWS FOR OUR DESTINATION PARTNERS.

Now available on our Module Marketplace, TXGB (Tourism Exchange Great Britain) offers a wide range of cost effective benefits to destinations, and their local visitor economy.

TXGB has been developed in partnership with VisitEngland, to **help grow the UK tourism sector**. It acts as a central digital exchange, linking up booking systems for accommodation and attraction suppliers across the UK, with a diverse range of distribution channels, including destination websites.

Adding TXGB functionality to your BID or DMO website provides an **improved user experience**, by allowing consumers to **search and book accommodation, attractions, tours and events** directly from your destination website. In addition, it provides added value to stakeholders and the businesses listed on your site through a **reduction in commission fees, improved cash-flow and increased analytics**; all of which helps to demonstrate return on investment.

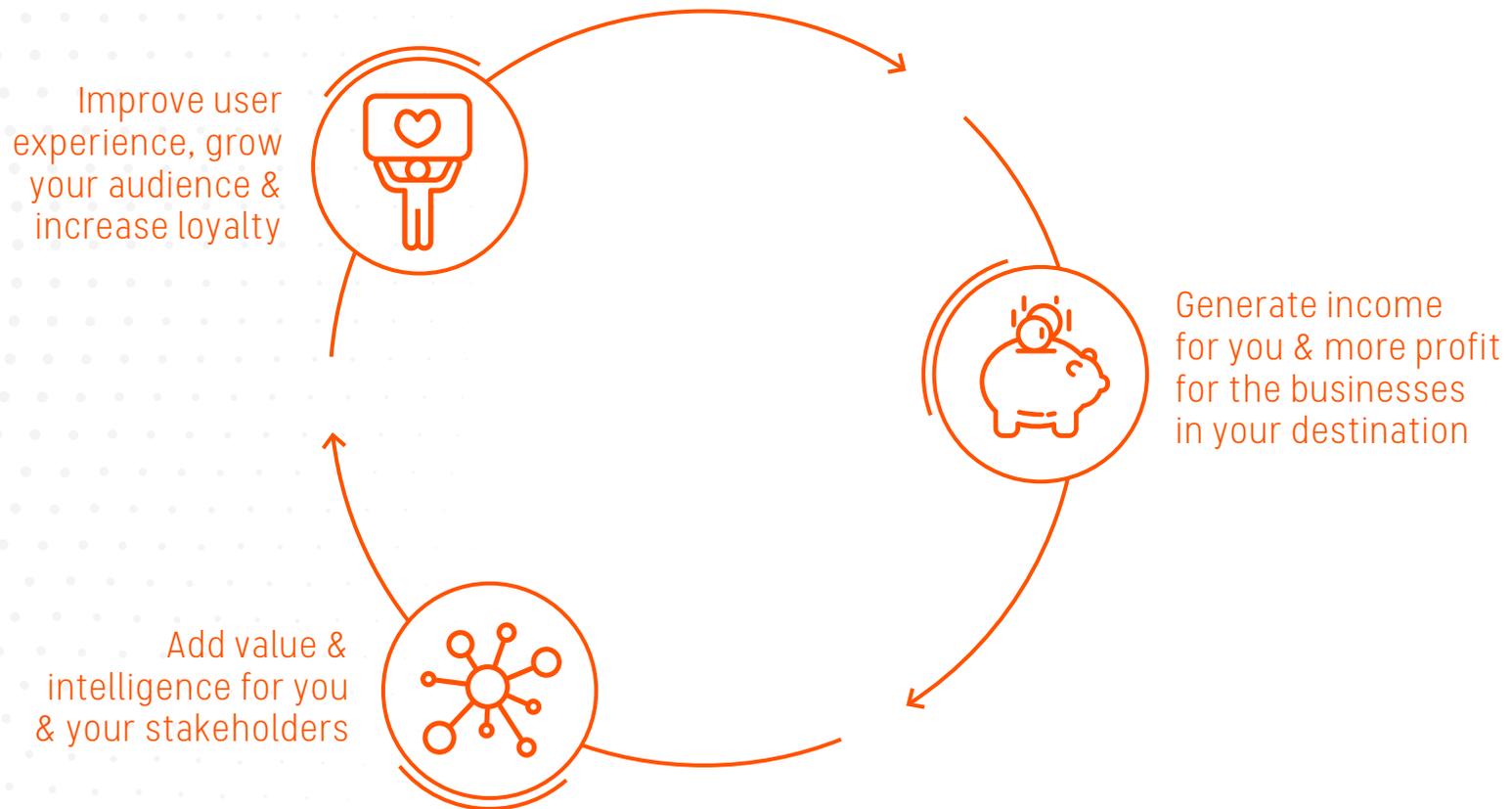
“We’re delighted to be working with the team at TXGB to add bookability to DestinationCore websites. The TXGB service provides benefits to destinations, accommodation and attraction providers and the website end users.”

Will Wright

Managing Partner, DestinationCore

ONGOING BENEFITS

THIS ADDITIONAL FUNCTIONALITY CREATES A
CONTINUOUS CYCLE OF BENEFITS TO ALL PARTIES





IMPROVE USER EXPERIENCE, GROW YOUR AUDIENCE & INCREASE LOYALTY

Destination websites which bring together everything that a location has to offer into one single online offering have always been a great tool for consumers planning what to do when they are on holiday. With the need to **'know before you go'**, more important than ever post lockdown, there is a growing need for visitors to pre-book their excursions and activity before they visit. The linkup between DestinationCore and TXGB allows you to meet this consumer need, on your destination website.

In addition, the capability to book an entire itinerary from a single website provides outstanding convenience for consumers which will, in turn, increase loyalty and encourage repeat visits. Adding **'bookability'** creates a more direct call to action, which will increase traffic and provide users with even more compelling reasons to visit.

The ability to capture customer data as part of the booking process will allow destinations to build more in-depth relationships through targeted and personalised communications with users by suggesting events, attractions and offers to supplement and enhance a consumer visit- as well as ongoing communications to encourage repeat visits.

Using a trusted platform such as the VisitEngland backed TXGB system to facilitate booking will mean destinations can 'own' and streamline the customer journey, as well as provide peace of mind that the highest levels of customer security are being maintained.

ADDING 'BOOKABILITY'
CREATES A MORE DIRECT
CALL TO ACTION, WHICH
WILL INCREASE TRAFFIC
AND PROVIDE USERS WITH
EVEN MORE COMPELLING
REASONS TO VISIT.

GENERATE INCOME FOR YOU & MORE PROFIT FOR THE BUSINESSES IN YOUR DESTINATION

TXGB charge a 2.5% booking fee for every booking made via their platform. Accommodation providers, attractions, tour operators and event organisers are accustomed to fees in the region of 15% to the well-known booking aggregators and Online Travel Agencies (OTAs). TXGB enables providers to diversify their distribution, selecting the right mix of channels for their business and in doing so allows them to optimise the overall commission they pay through the year across all bookings.

As part of the agreement with VisitEngland, and in order to fund promotion of local tourism, destination websites which pay for and utilise TXGB as a service are able to charge a commission fee for all bookings generated via their website. This provides a valuable income to fund further promotion of the location, drawing in more visitors and generating further bookings for more types of suppliers in their area. In turn, this will help to develop a **mutually beneficial relationship between the customer, the place and local businesses.**

Using TXGB is win-win for all concerned as providers pay less commission and the revenue generated by the website provider

helps to fund additional promotion of the area. There are no upfront costs to worry about as fees are only payable when a booking is made. Due to the way TXGB works with destinations, creating direct booking with suppliers and integrating directly with the end providers' booking system, it also helps improve cashflow as money is paid directly to the provider - and not via a third party.



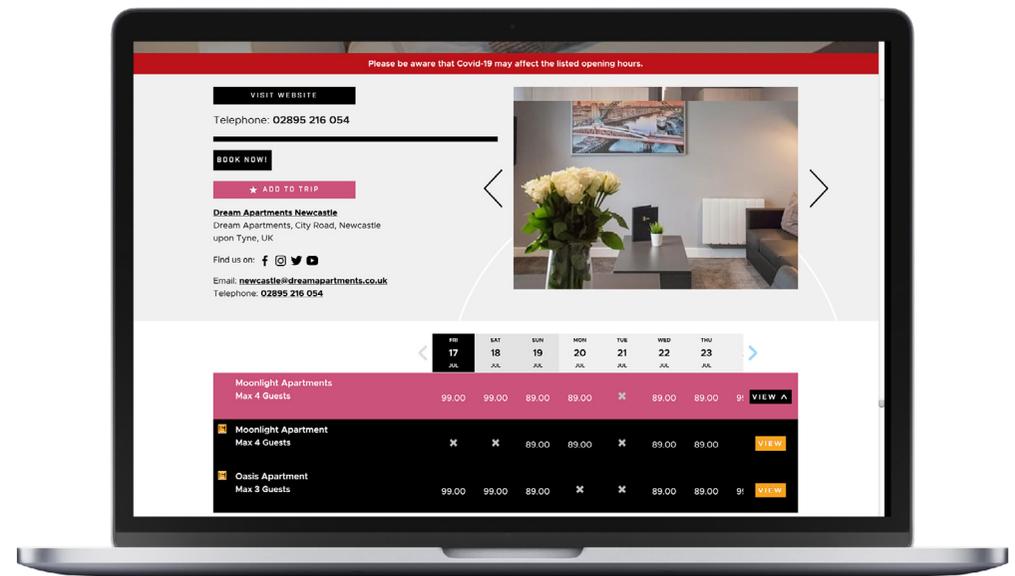


ADDED VALUE & INTELLIGENCE FOR YOU & YOUR STAKEHOLDERS

As part of the ongoing DestinationCore relationship with TXGB we will be working on making additional reporting available via the DestinationCore Insights Dashboard, providing greater insight and intelligence than ever before. Statistics such as total number of bookings made via TXGB, the income generated and a breakdown of the average order value by type will demonstrate a direct link between marketing activity and bookings made.

This means that destinations will be able to demonstrate with complete accuracy the overall value of the TXGB service to the destination, and to each individual business who is listed on the TXGB platform.

Using data in this way will mean destinations can make direct correlations regarding the impact and performance of marketing activity; demonstrating just how effective it is in terms of converting online visitors into actual visitors. This intelligence will deliver a higher level of understanding about how consumers are using the destination website, providing insight to inform current and future marketing campaigns to maximise effectiveness.





TIERED PRICING TO SUIT A RANGE OF BUDGETS

We know there is increasing pressure from local suppliers and providers for destination marketing organisations to be inclusive, strategic and digitally enabled. The good news is that our integration with TXGB allows you to be all three.

We also know that client budgets vary, and because we want as many of our clients (and future clients) to be able to access this fantastic government funded and VisitEngland backed service – for the benefit of their destination and their providers – we’ve worked closely with the team at TXGB to develop two options for our clients; either **Standard Integration** or **Advanced Integration**.

As one of the leading providers of destination marketing technology we’re delighted to be working with the team at DestinationCore to make the TXGB service available to their clients. Integrating with industry specific providers is part of our strategy to make the service as widely available as possible and help grow tourism in the UK.

James Berzins
Director TXGB

STANDARD TXGB INTEGRATION

STANDARD TXGB INTEGRATION; OFFERS THE ABILITY TO CREATE A 'BOOK NOW' BUTTON ON A BUSINESS DIRECTORY LISTING PAGE FOR ANY PROVIDER WHOSE PRODUCT OR SERVICE CAN BE BOOKED VIA TXGB.

Clicking the **'Book Now'** button will refer the user to a branded booking form on the TXGB platform and will allow the user to make a booking directly with that provider.

In addition, we'll also add a **'search bar'** on the directory listing page where users can complete details of their visit – such as date and number of guests or participants which will then be pushed to the TXGB platform to pre-populate the booking form.

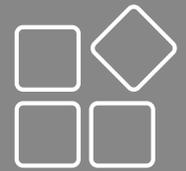
We'll also pull through the **TXGB 'Rate Card Grid'** – which shows up-to-date availability and pricing. This will allow users to view date, time and pricing information in a chart and provide the ability to select their preferred time and date, at which point the selected criteria will be pushed to the TXGB platform to pre-populate the booking form.

From that point on, all transactional emails will be dealt with via TXGB, or directly from the provider.

This provides clients with low-cost entry to the service, which adds a booking facility to the website, and offers the provider access to the low commission rate bookings provided through TXGB, as well as the opportunity for the destination to earn commission.

All transactional and customer data will be captured in your TXGB dashboard.





COMING
SOON

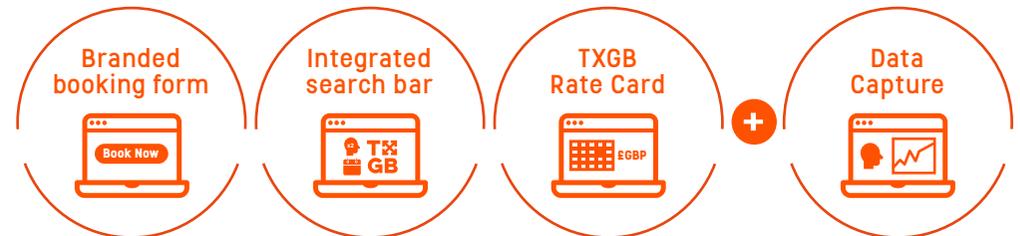
ADVANCED TXGB INTEGRATION

WE WILL OFFER EVERYTHING THAT IS INCLUDED IN THE STANDARD PACKAGE, BUT WITH A FUTURE ADDITION OF CAPTURING DATA DIRECTLY IN YOUR INSIGHTS DASHBOARD...

...allowing you to **visualise and understand the relationship between marketing activity and consumer booking activity.**

We'll also be working with TXGB to find a way to **automatically capture customer data into your own Email Service Provider (ESP) platform**, saving you having to manually import data from your TXGB dashboard – meaning every new booking will dynamically grow your subscriber database, allowing you to build consumer loyalty and encourage repeat visits.

Future Additions to “Bookability”; we’re also working on adding extra bookability features to the DestinationCore product suite; these include pulling in live pricing and availability information from multiple booking providers as well as enhanced data capture in the Insights Dashboard.



PLEASE NOTE: The Advanced Integration is not yet available as further development work is required by both DestinationCore and TXGB to fully enable this functionality.



NEXT STEPS & FURTHER INFORMATION

NEXT STEPS

Make contact with your Account Manager, or get in contact with Will Wright, Managing Partner at DestinationCore, who will discuss your requirements, provide pricing options for your TXGB integration and if required arrange a consultation with a representative from TXGB who will talk to you through how to set up a TXGB account for your destination and the process of onboarding the providers in your location.

FURTHER INFORMATION

TXGB is a government funded initiative, and the onboarding service, provided by TXGB, for providers is completely free of charge – there are no upfront costs from TXGB. The ongoing maintenance of the TXGB platform and booking engine is funded through the 2.5% booking fee.

The cost of integrating the TXGB service into a destination website is expected to be funded by the organisation responsible for the promotion of that destination – the Standard Integration with DestinationCore is just £1,250. These development costs, and the future funding of promotion of the service to consumers can be funded via an additional % commission fee charged by the destination website provider.

This is a VisitEngland backed initiative to help unlock the full potential of our tourism economy, to get the whole market working in harmony with healthy competition between participants in order to optimise commission fees and improve the customer experience. It enables destinations to promote local, domestic and international inbound tourism in the UK in a new and more sustainable way.



FOR MORE INFORMATION CONTACT
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DESTINATION CORE PRODUCT PLATFORM PACKAGES:

