Join our mission to get Britain bookable.

TXGB Cloud Platform Support Services

Our mission is to **unlock the potential** of the tourism economy in the UK

SERVICE DESCRIPTION

TXGB provides a broad range of supporting services to tourism authorities that wish to accelerate and enhance the use of the TXGB.

These are outside of the services offered in the standard TXGB Terms and Conditions and associated Framework Agreement with Crown Commercial Services.

Tourism
Suppliers

Connected
Booking system

Global
Distributors

New
Customers
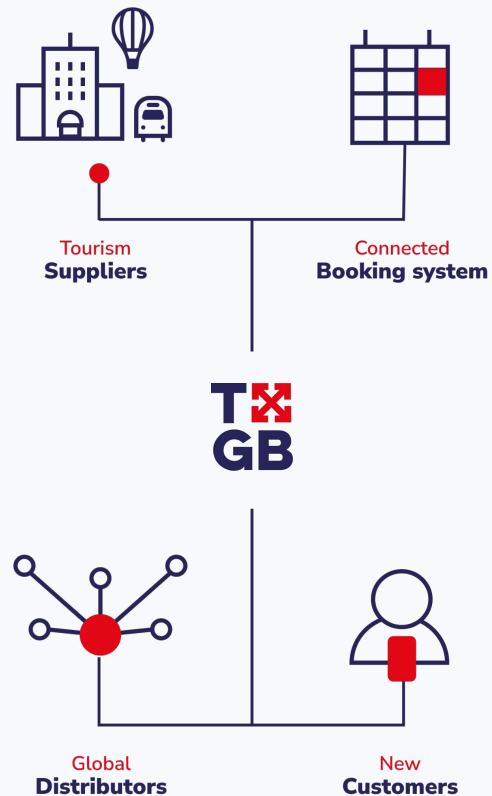
What we offer
TXGB Cloud Platform Support Services

Features

- Strategic support for tourism authorities and DMOs utilising TXGB
- In depth review of digital, transformation and commercial strategy
- Expert service design and visitor economy transformation support
- Enhanced onboarding support services to accelerate local provider sign-up
- Enhanced communications support to promote TXGB locally
- Research and analysis of local tourism businesses for DMO
- Research and analysis of local booking systems and distribution channels
- Support to develop rich insights from destination data
- Augmentation of TXGB data with 3rd party data-sets
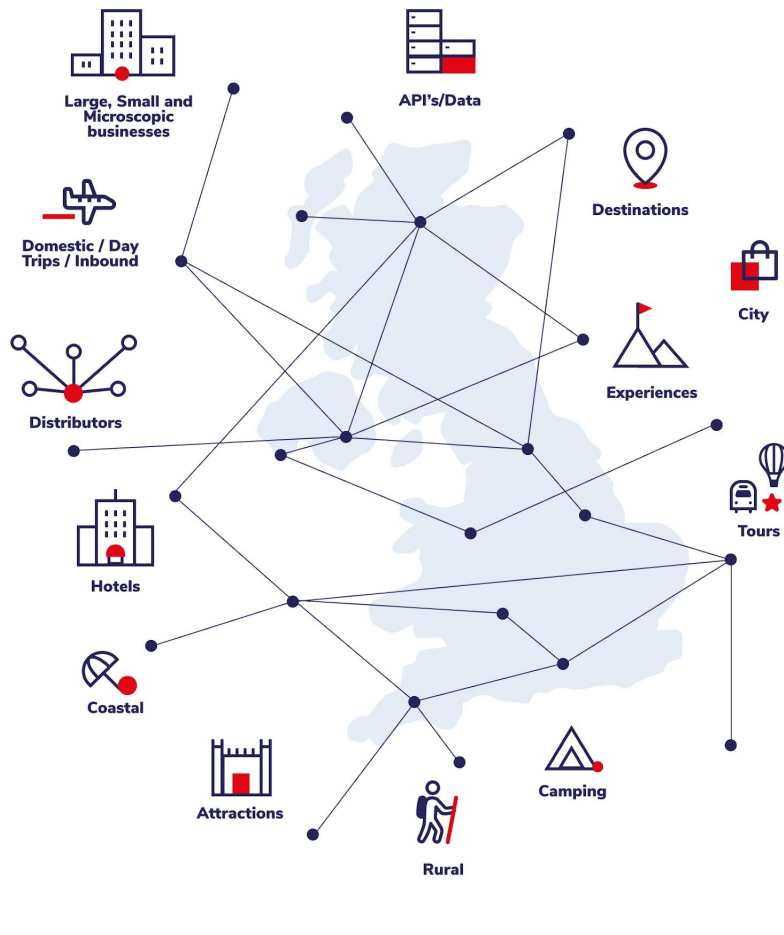- Fully dispersed remote working service team can scale in destination

Benefits

- Efficient, effective and sustainable strategy for Destination Management Organisations, Councils and tourism authorities
- Support Local Visitor Economy Partnerships (LVEP) and Destination Development Partnerships (DDP) in delivering objectives as outlined in the independent review of destination management organisations in England ("the de Bois Review") as commissioned by DCMS
- Improved adoption of cloud technologies for destination marketing organisations
- Improved digital literacy and product distribution for local visitor economy
- Smart destination management using data to inform policies
- Data-driven onboarding strategy with personalised approach to industry engagement
- Benefits realisation achieved sooner with increased volume of suppliers onboarded
- Closer monitoring and reporting on local business onboarding performance

About us

UK Tourism Sector

A **highly** fragmented market.

Makes it hard for tourism businesses to get their products in front of customers travelling to their destination.

Large, Small and Microscopic businesses

API's/Data

Destinations

Domestic / Day Trips / Inbound

City

Distributors

Experiences
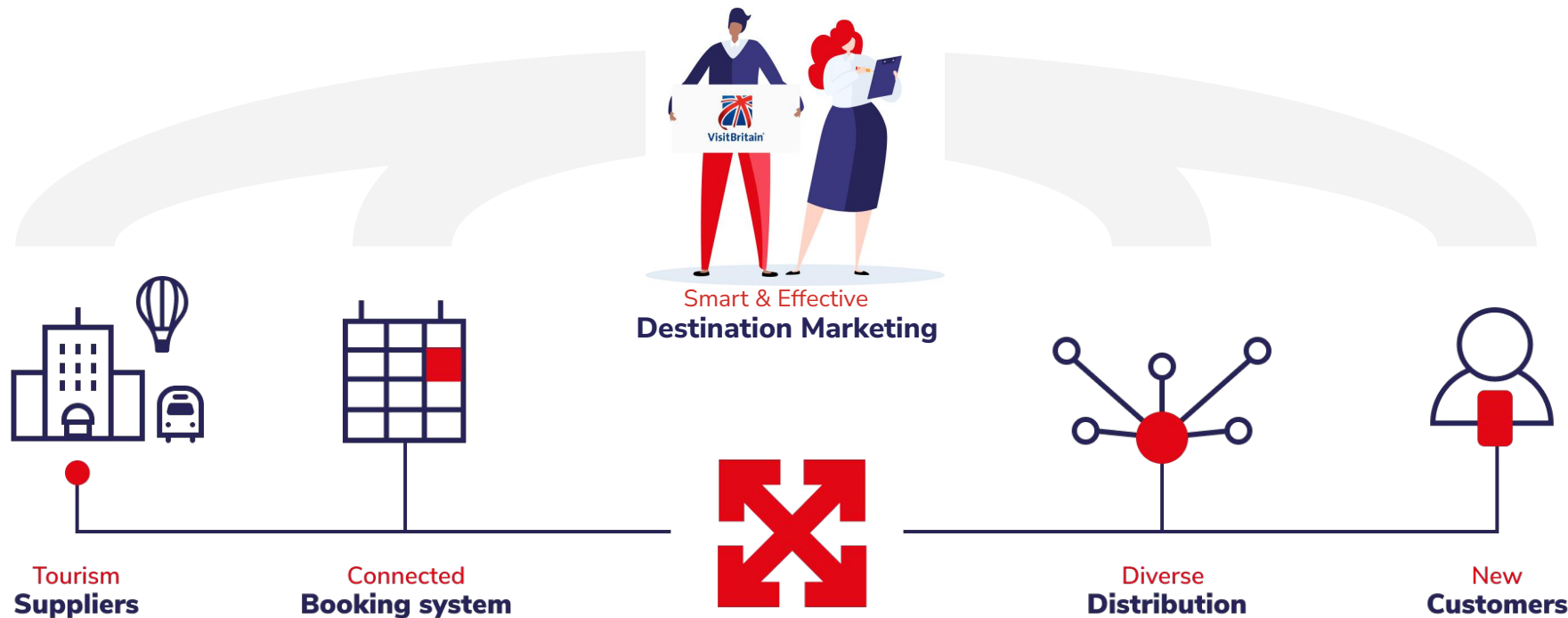
Tours

Hotels

Coastal

Attractions

Camping

Rural

Working with tourism authorities we:

❏ Increase the range and reach of bookable product online, that will increase the value, volume and dispersal of tourism

❏ Gather comprehensive data on visitors and bookings, that will enable smarter destination marketing and management

❏ Build an ecosystem of collaborators and innovators that will create new value for the tourism sector

Connecting the visitor economy

Smart & Effective
Destination Marketing

Tourism
Suppliers

Connected
Booking system

Diverse
Distribution

New
Customers

TXGB enables smarter destination marketing and management by connecting your ecosystem

Re-imagine The Tourism Economy.

"The Tourism Exchange platform, is an example of enabling at scale. It acts as a matchmaker, connecting suppliers with distributors and intermediaries. This mechanism allows online travel agents to diversify their offerings, and gives small suppliers better access to customers.

Governments have an opportunity to reimagine their roles in providing data infrastructure and capabilities to the tourism sector, and to investigate new and innovative operating models."

McKinsey & Company

A **growing** network of valuable partnerships.

Get in touch...
We look forward to hearing from you
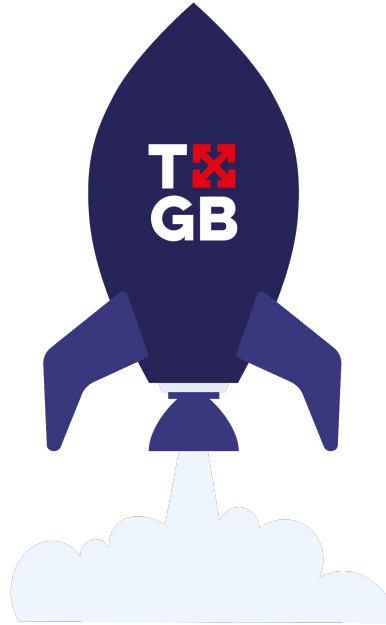
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