

VisitBritain launches new fund for DMCs

- A Monitor Desk Report

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VisitEngland has launched Tourism Exchange Great Britain (TXGB), a business-to-business digital platform bringing tourism suppliers to multiple international distributors.

The platform will help accommodation providers, visitor attractions and experiences to sell their products overseas via distributors with international reach. Visit TXGB [here](#).

VisitEngland Commercial Director Carol Dray said: “TXGB will drive bookings for the hundreds of thousands of tourism businesses in England by making it easier for them to access new markets and ultimately more customers.

“England’s tourism product will be on show internationally to global distributors and their customers, promoting the latest tourism products, services and experiences, driving bookings and inbound tourism across the country, boosting regional economies.”

By linking to tourism suppliers’ booking systems, TXGB ‘feeds’ live availability and pricing as well as product descriptions, images and relevant content into national and international distributor sites such as Booking.com, Ctrip and Expedia.

Suppliers can select as many distributors as they want by agreeing to the respective

terms, conditions and fees. The platform also gives suppliers access to booking data and sales analytics, so that businesses can identify trends across all distribution channels. For those businesses that do not have a booking system, or booking pages on their website, TXGB can also help get them up and running.

TXGB was developed as part of the UK Government's Discover England Fund, which was administered by VisitEngland, to support the tourism industry develop world-class bookable English tourism products.

TXGB is launching in conjunction with the roll-out of 'Taking England to the World', VisitEngland's training programme for England based travel trade.