

What is TXA?

TXA is an open booking exchange that incorporates inventory and pricing from multiple booking systems and then distributes it widely to various websites. TXA offers distributors and operators the opportunity to increase their sales and provides consumers with the ability to source high quality tourism content and book it securely online.

Tourism Victoria's objectives:

Tourism Victoria's current objective is for Victorian tourism operators to adopt online booking, regardless of what booking system they use.

Tourism Victoria is undertaking a campaign to get operators to understand the Tourism Exchange Australia (TXA) model and the benefits that it offers. Tourism Victoria strongly supports the TXA project. TXA is the official preferred exchange that Victorian operators use to list their bookings on visitvictoria.com.

Tourism Victoria is completely 'agnostic' on which booking system operators should adopt – Tourism Victoria does not provide recommendations to operators on which booking system they should use.

Tourism Victoria is actively marketing the benefits of TXA, however Victorian tourism operators are not required to use a TXA connected booking system.

Who owns TXA?

TXA is a partnership between the Australian Tourism Data Warehouse (ATDW) and VCubed Pty Ltd (V3):

- ATDW is a private company owned by all State, Territory and National Tourism Organisations. ATDW manages a national database of 24,000 tourism products including accommodation, attractions, tours and events that can be accessed by companies wishing to sell and promote Australian tourism.
- V3 is an Australian technology company that has developed the Open Booking Exchange (OBX), a neutral platform in which tourism operators and distributors can sell and book live inventory. V3 won an open tender process to become the technology partner of TXA.