

An opportunity to reimagine distribution & unlock the power of regional marketing

- Case Studies & Supplier Quotes



Accommodation Provider - privately owned smaller Hotel

Cleeve Hill House, Cheltenham

- Joined TXGB to be featured on multiple local destination websites
- Owner managed property looking for a smarter way to promote her property and attract new customers
- Opted into channels including
 - Cotswolds Tourism
 - Marketing Cheltenham
 - Visit Gloucestershire

“Being able to connect to my local destination websites through TXGB has been a really positive step forwards for the Hotel. As an independent business run solely by myself I need to focus primarily on the guests and their stay at the Hotel. Anything that I can do to help automate all the ‘back of house’ procedures to ensure the Hotel remains competitive online whilst I’m operational is a real bonus.”

The joining process couldn’t have been easier. The TXGB team were so helpful and patient it made the whole process simple and one I wouldn’t have a hesitation to recommend to others. I think this is a massive step forward for UK Tourism and a big thank you to VisitEngland for their focus on enabling this.”

- **Lindsey Holland, Owner, Cleeve Hill Hotel, Cheltenham**



Accommodation Provider - privately owned smaller Hotel

Savouring Bath, Food Tours Bath

- Joined TXGB to be featured on multiple local destination websites
- Initially connected via TXLoad whilst waiting for technology provider to be connected to TXGB
- Bookings now connected via BookingHound
- Opted into channels including
 - Cotswolds Tourism
 - Visit Bath
- TXGB has enabled them to be part of the Escape the Everyday Visit Bath VisitEngland funded campaign

“The BookingHound integration with TXGB has made my admin burden so much easier. We’ve worked with BookingHound for about six years, using their easy-to-use booking system software to sell tickets for our food tours on our website. As we’ve grown, more and more third-party distributors have started to sell our tours to their clients.

Through some technical wizardry, TXGB and BookingHound talk to one another and keep all our ticket sales up to date in real-time! All I need to do is generate booking reports from BookingHound, as all our sales are now in one place.

We’re also now connecting with other distributors who work with TXGB, to make our tours available to their customers, too. It’s a no-brainer. I wish all distributors would sell their tickets like this. I’d be able to spend less time updating allocation, and more time eating cake on our tours!”

Mike James, Tour Guide and Director of Savouring Bath



Accommodation Provider - Hotel Group

Vine Hotel Group

- Joined TXGB to be featured on Rugby League World Cup 2021 Squad Trips (<https://www.rlwc2021.com/squadtrips>) and have their hotels directly bookable on multiple destination websites
- One connection in for the seven hotels has enabled them to connect with over 35 opportunities for the group as a whole
- Connection technology used includes Siteminder and TXLoad for those hotels whose technology does not yet connect to TXGB
- Channels they have opted into include
 - RLWC2021 for multiple hotels in Sheffield and Coventry Squad Trips
 - Marketing Sheffield, Marketing Manchester, Marketing Peak District and Derbyshire, Visit Coventry
 - Niche distributors Cool Places and Away with the Kids
 - VisitEngland DEF projects Outdoor City
 - Ctrip

Blog post gives further details - <https://www.txgb.co.uk/blog/-one-hotel-group-seven-properties-limitless-sales-opportunities>

"The Vine Hotels group is delighted to have connected to TXGB as this platform opens up the group to lots of new opportunities including direct bookings via a number of key destination websites, RLWC 2021 as well as new partnerships with Cool Places & Away with Kids to mention just a couple."

Liz Wood
Group Sales and Marketing Manager
Vine Hotels



Tours and Experience Providers

Scrancheater Tours

- Joined TXGB to be featured on multiple local destination websites
- Using TXLoad to upload products and availability
- Opted into channels including
 - Marketing Manchester
 - RLWC21
 - VisitBritain Shop

“The process for setting up my tours and managing my availability is easy and uncomplicated. TXGB allows me, as a small business, to access platforms and to make links with travel trade which in the past would not have been possible.

Rob Kelly Scrancheater Tours



Tours and Experience Providers

Avalon Lodges

- Joined TXGB to be able to link their Anytime booking technology with Booking.com
- Looking to join destination websites once connected to TXGB

"TXGB gave me an easy plug and play way to reach a bigger audience and once set up gives me a clean connection to other portals. I appreciate that TXGB gives me a way to keep my marketing strategies dynamic even as a small business."

**William Ross Paynter - Avallon Lodges,
Cornwall**

