

GETTING CONNECTED TO TOURISM EXCHANGE USA FOR THE FIRST TIME

Tourism Exchange USA connects technology for both suppliers and distributors, helping businesses on both sides of product development reach more customers. The Exchange exponentially accelerates the development and global distribution of U.S. tourism products, increasing the volume, reach and diversity of suppliers on your channels (all at no cost to distributors).

Why Get Connected?



- Gain access to live availability, pricing and content for accommodations, tours, events and attractions.
- There's no such thing as a typical USA tourism product. Consumers are seeking a diversity of experiences and so are distributors. Connect your business to Tourism Exchange USA and expand offerings to current and potential customers, all from one central platform.
- Work with destinations to create more robust and better targeted marketing campaigns and generate more sales.
- Stay in complete control by setting your own distribution terms and conditions as well as commission levels. Suppliers agree to these terms when they opt into your distribution channel. You can also manage which suppliers and destinations are added to your distribution.
- After connecting to the Exchange you will receive inventory from multiple Connected Bookings Systems without having to build or maintain numerous integrations to individual platforms. i.e., FareHarbor, SiteMinder.
- Source new products and content at no cost, accessing real-time availability and content from suppliers and destinations.



Tourism Exchange is a valued supply connection for Viator. Having progressively upgraded the integration to bring supply from Tourism Exchange's expanding global territories, we are excited by the potential for onboarding more unique activities within Tourism Exchange's global supplier base.

Kokchun Lee - Viator SAPI Account Manager



Getting Connected is Easy

Get started at www.tourismexchangeusa.com and click on the Get Connected button. Submit the form and someone from the Exchange will follow up to discuss next steps, establish a primary contact and review necessary agreements.

Connection Options to Suit You

Tourism Exchange connects hundreds of distributors around the world to its platform. These connections range from full data integrations to simple link-based solutions. The Exchange has developed a set of features to specifically assist distributors connect inventory with buyers on your channels. We offer:



- A comprehensive set of distribution APIs to search, book, and manage content on the platform.
- A 'toolkit' of white-label services and booking pages that are accessible to distributors.

Distribution Search API

Using the distribution search and booking API, distributors can embed availability and pricing directly into their website or product to create a high-quality experience for consumers during the booking process.

Distribution Tool Kit

Using components from the distribution toolkit, it is easy to add bookability to your website. Bookability options include:



- Standard Booking Pages - View the price and availability of one supplier, location, or activity.
- Search Booking Pages - Search regions or product categories for availability and pricing across numerous locations and providers.
- Deep Link Service - Search for availability and pricing using the distribution search API, and deep link into booking pages at the point of payment.
- Custom Booking Buttons and Search Widgets - Deploy additional formats that drive customers toward booking where useful.



We're Here to Help

If you run into challenges with the setup process, or have questions about getting connected to the Exchange, reach out to customerservice@tourismexchangeusa.com.