

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 and take advantage of the destination organizations' global marketing efforts.

Why Get Connected?



- Increase reach and reduce distribution costs to improve profitability.
- The Exchange provides an online reservation and channel management solution for tourism-facing businesses with no upfront costs.
- Easily access a range of distribution channels, including major OTAs like Booking.com, Ctrip, Google, AirBnB, TripAdvisor, and more all in one place.

Getting Connected is Easy

Get started at www.tourismexchangeusa.com and click on the Get Connected button. You'll receive an invitation to set up your business in the Exchange using the Connection Wizard.

From there, you'll enter basic information about your business, establish a primary contact, review the required agreements, and connect banking and payment systems so that you're paid directly for bookings made via the Exchange.



Tips:

- The setup process should be completed by someone with decision-making authority and signatory rights for the business.
- Transactions on the Exchange are processed using Stripe, so if you don't already have a Stripe account, it makes the process easier to set that up before you start.



Being connected to a wide range of international distributors via Tourism Exchange Great Britain has enabled me to raise my profile considerably. I wouldn't have the resources to promote my business to such a global audience otherwise and it's definitely resulted in an increase in bookings.

Tracey Jeffery, Owner, Tracey's Farmhouse Kitchen. Newtownards, UK



Two Ways to Manage Products and Inventory

Tourism Exchange USA is a flexible platform that can provide value for businesses of all sizes and technical capabilities.



- For businesses using one of the Exchange's established booking system connections, products and inventory will sync between platforms after setup is complete.
- Businesses without an existing booking system, or who use a system that isn't already connected can create and load products using the TXLoad interface.

Choosing Distribution Channels

After you've completed the Connection Wizard process, you'll receive emails with login credentials for the Exchange platform. Once you're able to access the platform, you'll have the opportunity to select which distribution channels you'd like to set up.



Tips:

- You can add/hide distribution channels at any time, so you might find it easier to start with a smaller number and then add more later.
- If you have existing relationships with certain distributors, you won't want to create duplicate agreements via the Exchange. Start with distributors you don't already have.
- We recommend always selecting "aaa_mywebsite" and your state/local destination organizations as distribution channels because this will allow you to create custom booking opportunities on your website, and leverage international marketing programs created by your destination organization.
- You may find that you save time and money by using the Exchange as a channel management solution for all your distribution channels. The time-savings from managing all of your inventory across multiple platforms using the Exchange may be simpler than managing channels separately. This varies by business.

Summary of Fees and Payments

There are no upfront fees or costs for suppliers associated with being part of the Tourism Exchange USA. That said, there are a couple of things you'll want to know.



- Suppliers on the Exchange pay a fee of 3.5% for bookings generated on the Exchange. We will invoice you for that amount based on your total bookings generated by the Exchange each month, and then direct debit the amount via ACH.
- The underlying transaction processing technology used by the Exchange is Stripe, which charges a 2.9% fee on direct booking transactions. This is typical for credit card transaction fees. 'On account' bookings and transactions through some aggregators are not processed by Stripe and won't be charged their transaction fee. They may be subject to other fees according to a specific distributor's terms and conditions.
- You can choose which distributors you want to use, and total commission should be part of that decision. The Exchange may have lower commission rates with some OTAs than your business can secure independently. The commission rates listed for the distribution channels in the Exchange vary by distributor, and do not include the direct booking transaction fees for the Exchange or Stripe (when applicable).



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.