

07 September 2026

Dear

ATISN 27315: Tourism Exchange GB

Information requested

Thank you for your request which I received on 10 August 2026. You asked for:

Information about Welsh Government and Visit Wales support for (Tourism Exchange Great Britain) TXGB over the last five financial years including 2026-27, including funding paid or committed, what it was for, associated officer time, relevant agreements, and any internal records relating to TXGB's financial viability before liquidation.

Our response

A copy of the information I have decided to release is enclosed.

Tourism Exchange Great Britain (TXGB) is digital technology – originally procured by VisitBritain (VB) - connecting Welsh businesses with a diverse range of sales channels, some at zero percent commission. TXGB also helps some businesses sell digitally for the first time, with training around inventory management, i.e. to make informed choices regarding how they work with OTAs/third parties.

In 2021 before committing to investment in TXGB, Visit Wales worked with regional tourism bodies across Wales to assess the position in terms of online bookability, industry appetite to access such technology, and understand interest levels for destinations to use the API connection to provide live booking functionality on their own websites. The industry surveys and stakeholder feedback indicated a gap in online bookability for Wales and interest (especially post-COVID) in accessing and providing more low-cost booking options. The feedback also highlighted the need for industry education and support to grow understanding and enablement.

In 2022, Visit Wales took up the opportunity to license TXGB for Wales and since then £555,500 has been paid for TXGB set-up, annual license fees, campaign facilitation and bespoke Wales-specific assets and developments. The services provided by the licensing fees were essentially as [TXGB Destination Cloud Platform - Digital Marketplace](#).

Although staff have led on TXGB dependent on activity levels/key times, there has been no single dedicated staff member attached to delivery. Internal teams have all been involved with answering queries and facilitating delivery as Business as Usual. The primary communications and promotion delivery was procured through regional industry sub-contractors. There is administrative time associated with the above and

at peak periods, including the procurement and contract management of the private sector delivery partners, is estimated to have represented up to 30% officer time.

The primary promotion expenditure has been for regional contractors to support industry awareness, understanding and enablement of a range of business-to-business opportunities (including TXGB), which otherwise was done organically. Payments totalling £200,540 were made to regional contractors/industry bodies under the Communication Plan for Global Tourism Marketing & Product Distribution 2022–2025 contracts, which included a proportion of activity relating to TXGB alongside other Business-to-business marketing and product distribution opportunities. The figure above represents the total contract value for both contractors across the three-year period for *all* services and should not be interpreted as the amount paid specifically for the promotion of TXGB.

Multiple destinations across Wales have built the TXGB API into their websites, providing Welsh businesses with access to additional low-cost booking channels with revenue being retained in Wales. Prior to VisitBritain Shop's recent closure, it was the connection mechanism for Welsh attractions and experiences on it.

Tourism Exchange Great Britain Ltd. as a standalone delivery company is in liquidation but the service provision still exists through the parent company V3 which continues to provide the TXGB technology, data and support for the Wales tourism industry. There are no internal records relating to TXGB's financial viability before liquidation. V3 is continuing to invest to the benefit of TXGB users with a TXLoad interface update due to go live.

I have decided that **some of the information** is exempt from disclosure under section 21 of the **Freedom of Information Act** and is therefore withheld. This exemption applies where the information requested is reasonably accessible to the requester without the need to make an FoI request. The information you have requested is freely available at [TXGB Destination Cloud Platform - Digital Marketplace](#).

Next steps

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ

or Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely