

Ideas & inspiration

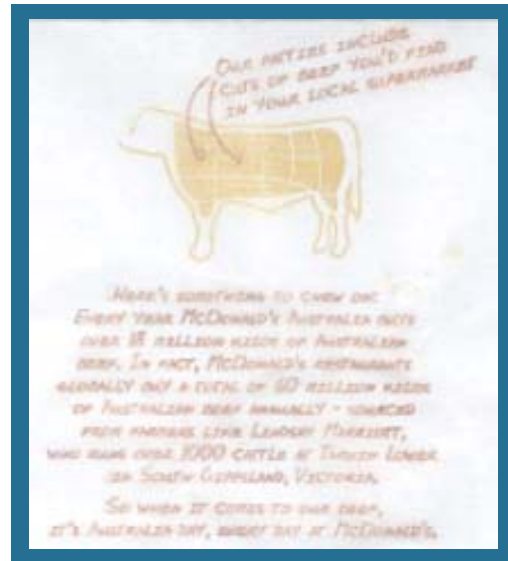
Welcome to Issue 10 featuring international ideas to inspire Queensland's tourism industry.

Traceable origins

'A new generation of consumers want to know how a product was made, where it was made, who it was made by, and how it was transported to them.' ([Kipp Report](#))

Traceable retail is businesses informing consumers about the origin of their products. Read the text on your next [McDonald's](#) cheeseburger wrapper and you will find out about the origin of the beef (pictured right).

Multinational companies, such as McDonald's, have recognised that consumers are becoming more conscious about what they consume. They are implementing methods to tell a story about the local origins of their products that are available globally. This creates a personal connection between the consumer and their product, and can also provide reassurance for the consumer.



Hotels have been playing in the traceable retail field for a while, for example, through labelling on their bathroom products. However, could we soon be learning about where the cotton for the bedding was grown and the staff uniforms were made?

Some consumers are living the traceable retail trend to the extreme – and blogging about their experience on the internet is adding impetus to the trend. One couple blogged (and wrote a book) about their experiences of only eating food that originated from within 100 miles of their home for one year – [100 mile diet](#).



Image: [Consume@econnection](#)

A US-based graphic designer developed the [Consume@econnection](#) project, formed around a year-long experiment he undertook where he 'would only buy something if (he) could trace it back to an individual involved in the production process, someone who worked to bring that object to the marketplace.' (via the link above, click on 'watch the video presentation' on the left of the page to access the presentation transcript).

Being conscious about what he consumes, he makes contact with businesses in his quest to make a personal connection with his purchase and to understand its back-story. In the future it is possible that you could be contacted by people asking about all aspects of your product offering, if not already.

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Details via codes

Businesses are using *labels* to display the origins of products. On products, they are using their own codes or batch numbers that consumers can enter into the businesses' website, as well as [barcodes](#), [QR codes](#) and [RFID](#) tags.

Currently in its infancy in Australia, QR codes are heavily used in Japan where consumers can scan the code using their mobile phone camera to download detailed information about a product.

While it may be easier to attach the origins to a tangible good, there are ways services can incorporate this information. For example, in the future these codes could be included in print advertising and on business cards. Consumers could scan the codes with their mobile phones to download information a tourism business can include on a website.

The advantage is that consumers can access the information immediately – at the bus stop or wherever they may be.



Images: Wikipedia via [SMARTcode corporation](#) and [barcoderobot.com](#)

Sharing Travel Stories

Some businesses are moving from testimonials to sharing customer stories. [jetBlue Airways \(US\)](#) encourages customers to tell them about their experience and these are shared as video clips on their website.

There are also general websites for consumers to share their travel stories. Examples include: [Backpackers Travel Stories](#); [Tripsource](#); [iExplore](#); [Aboutmytravel](#); and, [World Backpackers](#)

Essentially, businesses are linking origin information to tangible goods to provide consumers with a story. As a provider of services, tourism businesses have been providing stories to visitors through the experiences delivered to them.

The rise of the traceable retail trend is simply demonstrating the importance of giving consumers personal experiences – not simply meeting a functional need. It also highlights the importance of every component of a visitor's entire holiday experience and how the components fit together to provide them with their own unique story.

If there are any interest areas you would like more information about, or would like to see included in a future edition, please contact [Tracy Vincent](#), Senior Consumer Analyst.

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