

# Ideas & inspiration

Welcome to Issue 14 featuring international ideas to inspire Queensland's tourism industry.

## Tired of hearing about twits?

Online reviews are the talking point of trend watchers around the world at present and with Twitter turning three-years-old tourism operators are realising that thanks to mobile phones consumers are no longer waiting until they get home to tell friends, family and peers about their holiday experiences.

Image: [Twitter.com](http://twitter.com)



[Nielsen's](#) July survey of online users highlighted just how much influence twitter and other social media network sites have on consumers.

*"Recommendations by personal acquaintances and opinions posted by consumers online are the most trusted forms of advertising globally. The Nielsen survey shows that 90% of online consumers worldwide trust recommendations from people they know, while 70% trust consumer opinions posted online."*

Twitter was launched publicly in August of 2006 and quickly grew in popularity thanks to celebrities such as Stephen Fry, Shaquille O'Neal and Oprah.

Big business was not far behind in adopting the technology and some, if not most, of the world's top tourism brands are now utilising it on a daily basis.



Image: [allegiantair](http://allegiantair.com)

[CNN](#) recently reported the story of Paul Marr, who found \$120 in unexpected fees on his Allegiant Air ticket. He tried contacting the carrier through normal channels, to no avail, so he sent a friendly message to its Twitter account. Within minutes, his problem was fixed. *"Need an airline that offers great deals and listens on Twitter?"* he asked his followers. *"@allegiantair called me within 30 mins of my last post. Grt cstmr service!"*

## Is it just for the big players?

According to Brett Hurt, founder and CEO of [Bazaarvoice](#), *"Twitter is posting 1,928% year-over-year growth."*

In a slow economy consumers don't stop buying altogether but will become more discerning with their choices. So if social media reviews are negative about a business and it doesn't have marketing strategies in place to combat them consumers may just find a competitor that they believe can meet their expectations.

If you would like information on how to utilise Twitter or any other digital technology check out Tourism Queensland's [e-kit tutorial](#). Or for other tourism e-kit tutorials, please visit [www.tq.com.au/online](http://www.tq.com.au/online).

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## What's next? ..... Coming soon?

With mobile social networking such as Twitter growing so quickly speculation is rife about what the next big digital service will be that impacts the tourism world?

If you attended the Tourism Futures National Conference held on the Gold Coast recently you may have heard about a new iPhone application that introduces augmented reality. Once the application is downloaded iPhone users can hold the phones camera up to a hotel, café or restaurant and receive reviews about the service or products. To view how it works click on this [YouTube](#) video



Image: [apple.com](#)

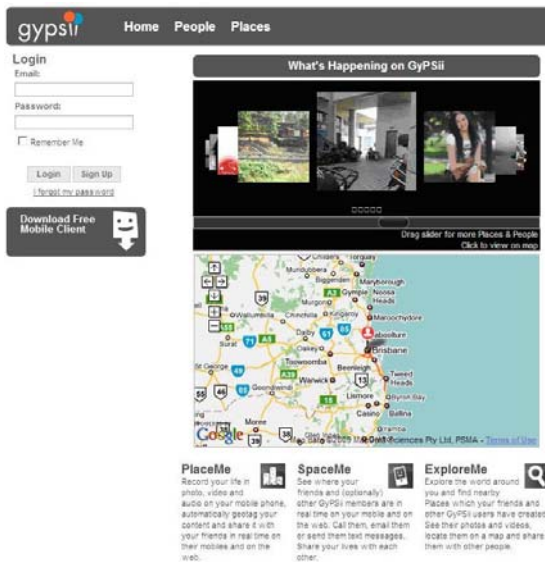


Image: [GyPii.com](#)

Also earlier this year a new social networking website went live [GyPii.com](#)

GyPii.com is again based around mobile devices and combines social networking and the mobiles internal global positioning system. This combination tells friends where you are day to day or even where you are when you are on holiday. You can upload and tag photos, write messages and even leave verbal commentary in real time. Friends and family can track, watch, listen and read everything you have to say about what you are experiencing, good or bad.

What trends, innovations and new ideas would you like to hear more about? Or is there a particular issue or area that you think we could focus on in an upcoming newsletter. If there is please contact [Tony Quarmby](#), Senior Consumer Analyst.

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