

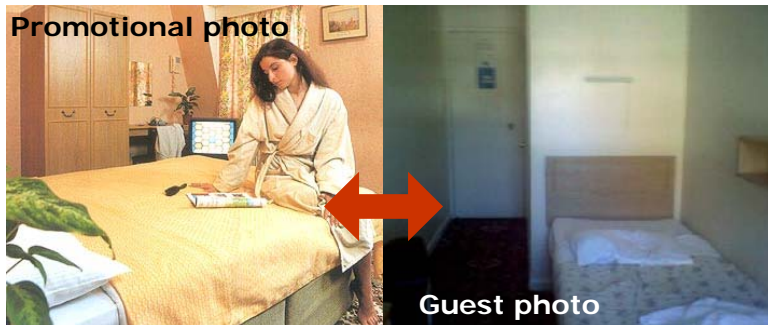
# Ideas & inspiration

Welcome to Issue 4 featuring international ideas to inspire Queensland's tourism industry.

## Being transparent

Businesses are finding that being transparent with their communications and delivery is very important. Consumer purchase decisions are becoming more and more influenced by businesses' transparency. Performance issues and unclear pricing can be deterrents to purchasing. Transparency is being driven by the internet.

[VisitLondon](#) provides the ultimate example of transparency in action where, on the home page of their website, they have provided a direct link to the London reviews that have been posted on [TripAdvisor](#).



...The first impression of the hotel was really bad and it did not get better throughout the stay. The receptionist couldn't care less about the guests checking in...

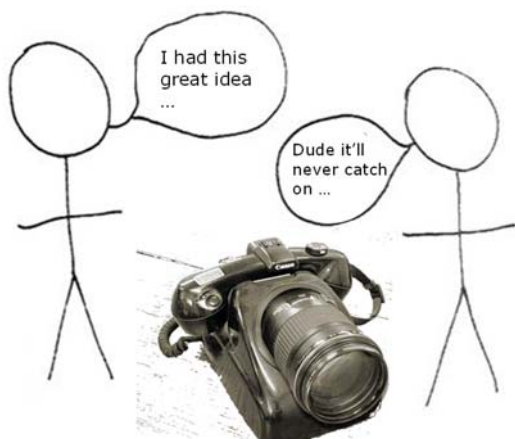
Our room ... did not look like any of the pictures we saw when we booked the hotel on the internet.

...the bed was really awful, it felt like sleeping on rocks. In fact, we would have slept better if we had slept on rocks instead.

Hotel in London: Posted on TripAdvisor; Oct 2008

## Product reviews: mass, instant, multimedia

Product reviews are now reaching a *critical mass* on websites such as TripAdvisor. According to [trendwatching.com](#), one review per month for a hotel was the norm on TripAdvisor two years ago, but now there can be a number of reviews for the same hotel within 24 hours.



Continual improvements in technology are making reviews increasingly *instantaneous*. The ease of leaving a review also means that more are being posted. This immediacy can have positive, as well as negative, ramifications as the consumer may still be feeling emotional about their experience.

[trendwatching.com](#) also talks about product reviews becoming *multimedia*, with consumers now being able to post evidence of the good and bad by using their camera phones. As this type of mobile phone gains popularity, so will this type of review. Many businesses are aware of this phenomena and are not overpromising or overselling their offering, as consumers can provide 'before and after shots'.

# Ideas & inspiration

## The multimedia middleman

These 'review' images are not simply being posted on selected or obscure websites - publishers, broadcasters and news agencies are setting up processes to source sellable images or stories from consumers. Also there are businesses setting up as intermediaries to help amateurs sell photos to these news agencies, broadcasters and publishers. Examples include:

[Scoopit](#) (UK): a 'citizen journalism' agency owned by Getty Images.

[Flickr](#) (Canadian-based), a leading online photo-sharing website has teamed up with Getty Images to create a sales channel for Flickr members, many of whom are amateurs.

### Examples of transparency in action

Consumer review websites	Recommendations
<ul style="list-style-type: none"> <li>• <a href="#">TripAdvisor</a></li> <li>• <a href="#">Igougo</a></li> <li>• <a href="#">Flyertalk</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">SeatGuru</a></li> <li>• <a href="#">DelayCast</a></li> <li>• <a href="#">FareCast</a></li> </ul>

Example of monitoring reviews: [Google Alerts](#)

## Trends & technology impacting marketing

View an online video by Business Futurist & Innovation Expert, Craig Rispin, about trends and technology impacting marketing. The 30-minute recording is Rispin's presentation at the George P. Johnson customer event "Face to Face with the Future" on 24 June 2008 in Sydney.

The presentation focuses on two major trends that he believes are driving customers and technology: transparency and crowdsourcing.



Click below to view the online video:

[Craig Rispin video](#)

If there are any particular 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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