

Ideas & inspiration

Welcome to Issue 9 featuring international ideas to inspire Queensland's tourism industry.

Experiencing 'Local'

As everything becomes more and more globalised, some consumers are wanting to experience the *localness* of a destination - and with the current focus on the economic environment this trend has been getting a lot more impetus recently.

Some consumers feel good about buying local goods and holidaying closer to home, as it keeps money circulating in the local economy. It also keeps the green miles down, another feel good factor.



Businesses are capitalising on the growing number of consumers focusing again on experiencing local culture and food, and staying in locally-owned accommodation.

Local food: hotels, restaurants

The increased focus on *local* means more visitors may seek out experiencing a [sense of place](#) at a destination. The [Chaophya Park Hotel](#) in Bangkok is demonstrating that they provide local food to guests by growing organic vegetables and herbs onsite.



While this may not be a new concept for hotels and restaurants, the Chaophya Park is explicitly using this feature as a selling point.

In addition to using the produce in the hotel's restaurants, their garden is set to become an attraction for guests where accompanied walks are on offer. The garden is called *Park Organic Veggies* - and the hotel is also launching a range of produce and sauces under this label.

Images: [Chaophya Park Hotel](#)

There are a growing number of businesses whose philosophy is based around the local origin of their food. For example, at London's [Konstam at the Prince Albert](#) 'over 85% of the produce used in the Konstam kitchen is grown or reared within the area covered by the London Underground network'.

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And websites are making it easier for businesses (and consumers) to source local food for their establishment. For example, visitors to localfoodadvisor.com can search for regional producers and suppliers in the United Kingdom and Ireland.

Promotion of *local* doesn't have to be explicit – in fact, consumers probably prefer that it isn't. Some tourism businesses participate unknowingly in this trend through the local stories they share with

visitors. These stories provide the visitor with a special, unique experience that can be repeated to friends and family upon return home.



Government focus on local markets

As a way to help the local economy, some countries are providing additional funding for their tourism organisation to encourage the local residents to holiday closer to home ([Tourism Australia Global Market Monitor](#), March 2009, p. 1).

For example, last month the Canadian Government provided the [Canadian Tourism Commission](#) an additional C\$20 million per annum for the next two years to increase marketing in emerging inbound markets and to encourage more Canadians to holiday at home. This type of policy by other Governments is expected to increase marketing competition for inbound tourism to Australia.

On the home front, Tourism Queensland has recently targeted locals to holiday within the State with the *Bonus Breaks* and *Too Easy* campaigns.

The Rise of Hyperlocal Information

Hyperlocal (meaning 'linked local') information is on the increase. The following article (US) outlines how consumers are tapping into, and contributing, local information. As these avenues gain in popularity, they will provide businesses with new ways for marketing to local residents.

Click here to read the full text:
[The rise of hyperlocal information](#)

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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