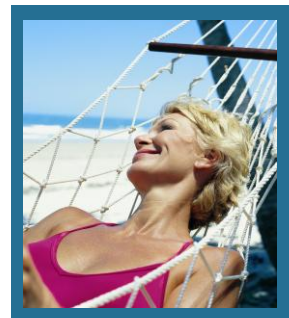


Product ideas & inspiration

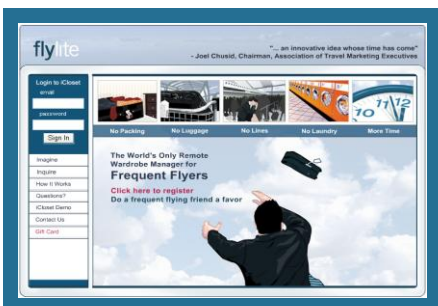
Welcome to the second product ideas and inspiration e-newsletter showcasing a variety of product ideas from around the world.

Making it quicker & easier for consumers

Businesses around the world are innovating new products to appeal to time-poor customers and to make it easier for them to travel. These businesses may add value to the experience you are offering your customers. Opportunities to develop links with these businesses will increase as the services they provide become more available and popular. Examples include:



tinytotsaway.com (UK) and jetsetbabies.com (US) make it easier for parents with young children to travel lighter, and take away their need to shop immediately upon arrival at their holiday destination. Parents can request their preferred brands of baby items to be sent to their holiday accommodation prior to their arrival. While benefiting the consumer, this kind of service also presents possible implications for accommodation providers and their systems for receiving and storing parcels on behalf of guests prior to their arrival.



FlyLite (US) is taking door-to-door luggage delivery to another level. As well as assisting with baggage handling, they pack, dry clean and store the contents of their customer's suitcase. Customers provide Flylite with items they frequently require for travel. A selection of these stored items can then be chosen by the customer for a particular trip by ticking a customised online list. At the trip's completion, Flylite arrange for the suitcase to be picked up from the hotel and then they clean and store the items, ready for their customer's next trip.

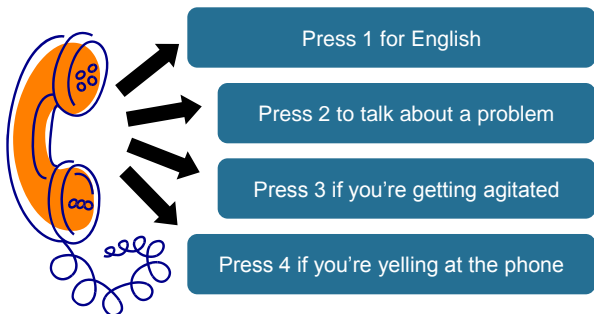
Add-on service for business travellers

Airlines are building loyalty (and adding a new revenue stream) by creating opportunities for their business customers to connect with likeminded travellers. They are helping business travellers make use of in-transit 'waste time' by creating additional networking opportunities. KLM offers three customer-based services: [KLM Club China](#), [KLM Club Africa](#) and the [Flying Blue Golf Club](#).



Product ideas & inspiration

Time-saving phone technology for the customer



For years businesses have used automated phone systems to save on time and costs. Now a Canadian start-up, [Fonolo](#), has developed a web-based tool that enables the user to skip the time wasting process of manually going through the menu. Their mission is to *Make it faster, easier and less frustrating for consumers to call and interact with large companies.*

Fonolo transcribes the phone menu of large companies so customers can view it visually online. The customer can then scan the menu and select the point at which they want to be connected. Fonolo then does the dialling, navigates the menu and then rings the customer's telephone connecting them at the point where they want to be.

Fonolo also creates a log for the customer about their call history, and enables them to add notes about the call. This part of the service will benefit the customer in situations such as bill disputes.

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.

Here's an idea for making it easier for visitors who do not understand the language spoken at their holiday destination. Taking advantage of opportunities provided by the Beijing Olympics, one company developed translation cards for visitors who do not speak Chinese. The compact flip card set includes directions for attractions, venues and destinations, enabling English speakers to communicate more easily with their taxi drivers.



Beijing Taxi Cards

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