



■ **Gatwick** is asking customers to complain (or praise) its services by Twitter. Posters in its terminals encourage holidaymakers to post feedback of their experience to its Twitter account at twitter.com/gatwick_airport. Samantha Holgate, head of communications, said the airport was “integrating social media into the physical space of the airport”. “No matter what time of the day or night, if a passenger is at check-in and has a comment to make, we will be able to capture that comment and where appropriate action it there and then,” she said.

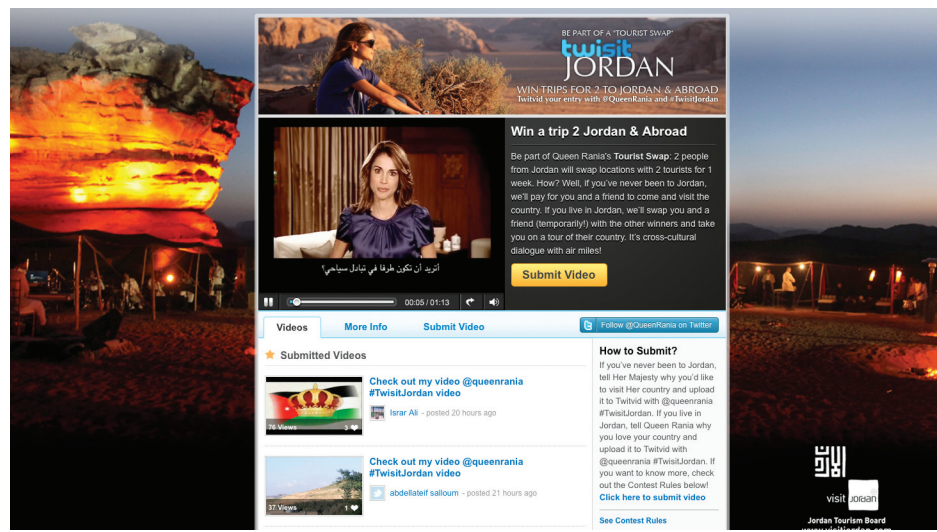
■ Cashing in on the iPad craze, a Parisian hotel will provide one each per room. **Le Pavillon des Lettres**, which opens in October, will use the devices in each of its 26 rooms to replace conventional room directories. As well as providing hotel information, daily international newspapers, books and playlists will be uploaded.

■ **Sofitel** has also launched an iPad service in its hotels called “The Kiosk”, offering guests the new Apple device loaded with daily newspapers and magazines on economics, sports, fashion and lifestyle during their stay.

■ **Tourism Australia** has launched a free app called Go Ashes, ahead of the cricket series starting on November 25 in Brisbane. It provides destination information on the five host cities, team news and live updates, and a competition to win a trip to the Brisbane Test. Download it at <http://tinyurl.com/TTG-Ashes>

■ **Flint PR** has designed an iPhone app to guide visitors around the alleys and canals of Venice during the Architecture Biennale, which runs from late August to November 2010. The app will provide event updates and details on bars, restaurants, parties and pavilions. It also features a live-feed function, allowing visitors’ comments and photos from the pavilions to be shared. For more information, go to biennaleapp.com

■ **British Airways** now allows its Executive Club customers to use their iPhones as a boarding pass on domestic and international routes. The “Mobile Boarding Pass” on the iPhone is scanned at check-in. It is targeted at customers that are unable to print off their own boarding cards when returning from overseas. BA claims half a million people have so far downloaded its standard app from iTunes.



For Queen and country

With a 140 character limit, you’d be forgiven for thinking Twitter is inefficient as a promotional tool. But one country has launched a marketing campaign that has managed to add videos to the equation. **Matthew Parsons** reports

A “TWEET” of 140 characters obviously has its limits, which is why Visit Jordan – or more precisely Her Majesty, Queen Rania Al Abdullah – recently teamed up with Twitvid to promote the country on a global scale.

Using Twitvid, an application that allows Twitter users to share videos on Twitter from a website or phone, Queen Rania launched “Twisit Jordan” last month.

She invited her 1.3 million Twitter followers to upload videos stating why they would like to visit the country.

At the same time, she asked those followers living in Jordan to upload videos that highlighted what they loved about their home country.

From a shortlist of the 10 most-viewed clips, Queen Rania began picking two “filmmakers” – one Jordanian, one international – and as winners they will then go on to film their experiences travelling abroad.

The competition, which closed on Wednesday, has caught the attention of travel professionals in the UK.

Dominic Sawyer, director of Dot Tourism, a digital branding and online marketing company, said it was a “refreshing” campaign and a grow-

ing trend in destination marketing.

“Visit Britain and other tourist boards have started to rely more on user generated content to power their sites – and with purse strings tightening this may lead to more creative social media campaigns.”

However, he warned that the number of videos (71 submitted, with 45,744 views) was “not huge” and that hosting the campaign on a third-party website would not necessarily increase traffic to Visit Jordan’s website.

“Social media can create backlinks and build domain authority – but this isn’t the case here with all the activity centred around the TwitVid site.”

David Symes, from Visit Jordan in the UK, told *TTG* he was impressed with the campaign, and was considering a UK launch targeting UK agents, giving them the chance to travel to Jordan.

Meanwhile, visitor numbers to Jordan are up by nearly a third year-on-year for the period January-June. UK overnight visitors increased to 38,276 – which is a 31.7% increase on the 29,069 tourists that visited in the same period in 2009.

■ **See our pick of the best videos from the campaign at ttglive.com/facebook**