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## New technology helps reunite travellers with lost luggage at UK airports

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UK airports have started a new campaign with the British airport advertising specialist Eye Airports that will help retrieve passengers' lost baggage with the help of a credit card-sized tag.

Unlike regular airline tags which are subject to wear and tear, the Trace Me luggage tracker claims to provide permanent record of passengers' baggage which helps in protection.

Each tag has a unique serial number which is recorded on a secure database and integrated within SITA WorldTracer's Bag Management System which is used by over 90% of the world's airlines and over 2,000 airports across the world.

When a bag does not show up, the serial number on the tag is identified and recorded by the

baggage handling staff and entered into the airline's baggage IT system, which then sends Trace Me an immediate request for the identification of the owner.

The personal data of passengers, however, is not displayed in order to protect travellers' security.

Eye Airports business development director Tim Hufford said: "This campaign showcases a product which is highly relevant to our audience and we are proud to bring this innovative brand to the airport environment."

"Through our vast national network, we are promoting Trace Me's Tag to the valuable target audience of both business and leisure passengers who value the security and peace of mind provided by the product."

Airports including London Gatwick, Manchester, Stansted, East Midlands and Newcastle are currently running the campaign.

Trace Me Luggage Tracker head of sales and marketing Nick Preston said: "Eye Airports' innovative approach and their strategic positioning offered Trace Me an unparalleled opportunity to present its product to an audience that is 100% relevant to our strategic marketplace."

"Their understanding and fast response times generated a strong and positive partnership with their clear understanding of our needs and theirs."

**"This campaign showcases a product which is highly relevant to our audience and we are proud to bring this innovative brand to the airport environment."**

Image: The Trace Me luggage tracker campaign is running at London Gatwick, Manchester, Stansted, East Midlands and Newcastle airports. Photo: courtesy of Eye Airports.



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