

Ideas & inspiration

Welcome to Issue 15 featuring international ideas to inspire Queensland's tourism industry.



Image: www.golondon.about.com

Create an Experience not just a Holiday

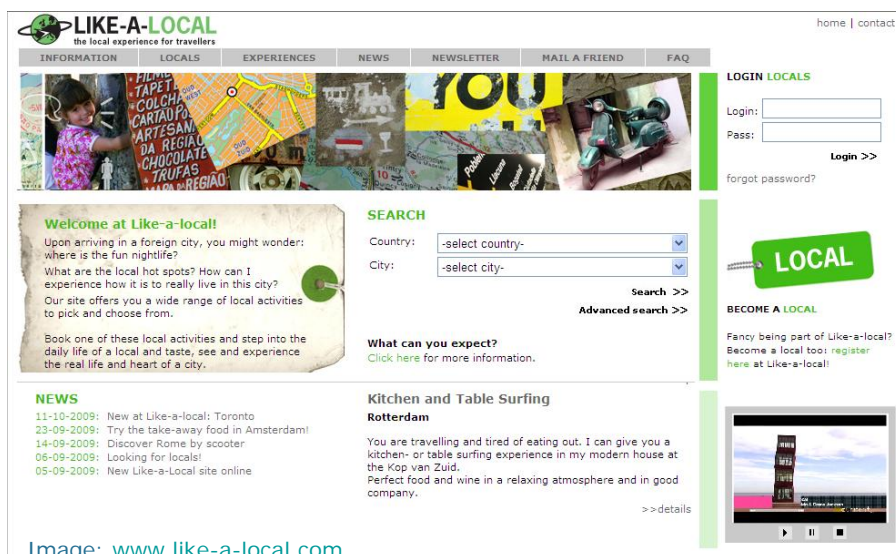
Culture is still one of the largest drivers in the tourism market. The more consumers see and hear about new cultures the more they are getting tired of just sitting on a beach. They want to see something culturally educating, authentic or both.

It is this desire for cultural enrichment that influences the decision making process for many travellers and can ultimately open up opportunities for existing and new products.

The 'Need' for enrichment spans all types of travellers, from domestic to international, from backpackers looking for an authentic indigenous outback experience to groups of retirees booking cultural tours through the European capital cities.

As a result the savvy tourism operators are increasingly utilising whatever cultural attributes they have surrounding them to attract travellers.

Natural, indigenous and historic tours probably spring to mind when people think of authentic cultural experiences but the simple experience of interacting with the locals can be enough to immerse the traveller into the native culture. Services like [Meet the Danes](#) and [Like a Local](#) make it easy for travellers to meet locals and to really get an understanding of the culture they are visiting.



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LIKE-A-LOCAL
the local experience for travellers

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NEWS
11-10-2009: New at Like-a-local: Toronto
23-09-2009: Try the take-away food in Amsterdam!
14-09-2009: Discover Rome by scooter
08-09-2009: Looking for locals!
05-09-2009: New Like-a-Local site online

Kitchen and Table Surfing
Rotterdam
You are travelling and tired of eating out. I can give you a kitchen- or table surfing experience in my modern house at the Kop van Zuid.
Perfect food and wine in a relaxing atmosphere and in good company.
>> details

BECOME A LOCAL
Fancy being part of Like-a-local?
Become a local too: [register here](#) at Like-a-local!

Image: www.like-a-local.com

[Meet the Danes](#) allows travellers to meet and dine with a local family and experience the 'real' Danish cuisine and culture. To help ensure the visitors have something to talk about the service makes an effort to pair visitors with hosts of similar ages and interests.

[Like a Local](#) allows travellers to select from a list of experiences run by and organised as if you were a local. You can choose from riding in an old 'pre-loved' Mercedes to see the sights and sounds of Lisbon to travelling on public transport in Rome to a small jazz café with music journalist Giose as your personal guide.

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Holidays that Help

Another key driver for travellers is the 'need' to feel they are giving back to the community in which they are visiting. This can take various forms such as a need to offset their carbon footprint to help the global environment or could be more focused to help local disadvantaged communities.



Image: Ritz-Carlton Give Back Getaways

Making a lasting contribution

Whatever the physical activity is, what they are truly seeking in their holiday choice is the fulfilment they are giving back to the community and the 'feeling' of immersion into the culture.

Last month Ritz-Carlton launched its [Give Back Getaways](#) program, which contain numerous opportunities to give something back during your stay with them. One hotel gives guests the opportunity to volunteer their time to improve and assist the local community in which they are vacationing. In locations around the world guests can contribute in some way to the community, for example in Hawaii guests are taken through an Arboretum to help preserve native Hawaiian flora by removing invasive species of plants. As they move along and remove these damaging species accompanying naturalists share their knowledge of Hawaii's rich natural and cultural history.

Another way to approach 'voluntourism' is demonstrated by the [HandsOn](#) Network. HandsOn have partnered with [Disney](#) to provide further incentive, beyond the 'feel good' factor, to help others.

By giving up a day to volunteer at one of the HandsOn centres you not only get that rewarding feeling but you also get big mouse ears and a free day at Disney

These VoluntEARS get free reign of the park and can enjoy it all day without the cost of admission.



Image: disney.com

What trends, innovations and new ideas would you like to hear more about? Or is there a particular issue or area that you think we could focus on in an upcoming newsletter. If there is please contact [Tony Quarmby](#), Senior Consumer Analyst.

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