

Ideas & inspiration

Welcome to the first Ideas and Inspiration issue for 2010 featuring more international ideas to inspire Queensland's tourism industry.



Image: www.atv.com

Getting off the beaten track

Feeling that rush of adrenalin as you bounce down the beach or bump along an off-road track in a sports vehicle can be the perfect activity for some holiday makers. But with safety being such a concern, sports vehicles are not a feasible option for many hire car operators.

That is until now. Polaris has designed the RANGER RZR 4 to seat four people. The inclusion of extra passengers in this type of vehicle opens the door to having an experienced driver/tour guide operating the vehicle and alleviating possible safety concerns.

Visitors who enjoy their holidays at a more sedate pace or like a little bit of extra comfort can still enjoy an open sided, fun filled hire car experience with the new Mini. The "Beachcomber Concept" takes the same sense of minimalism, freedom and adventure of the older MOKE (as seen in the background of the picture) and enhances it with a roll cage, lockable trunk and 4WD drivetrain.



Image: <http://theage.drive.com.au>

Although this car is not yet in production yet MINI describes the Beachcomber as a "study of what the future may hold". Fingers crossed you may soon see this version cruising down the beach near you.

Following our December cruise ship [story](#), differentiating cruise ship products has just reached new heights, or in this case, duration. Seattle-based Cruise West has announced it will launch the World's Longest Cruise taking passengers across the globe in a 335-night circumnavigation. Check out the full story [here](#)

Reef-creational Vehicle

If bumping along on land isn't your cup of tea then maybe Scubacraft's new aquatic recreation product is right up your alley. The Scubacraft SC6 is a 250 horsepower, 50mph, 6-seater surface speedboat with the ability to dive below the waves at the touch of a button and become an open-top submarine capable of reaching depths of almost 30 metres. Perfect for a quick run out to the reef and back. Watch the video of the SC6 in action [here](#).



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Image: www.dezeen.com

These architects are MAD

From gas guzzlers to eco-designs. Beijing architects [MAD](#) has unveiled its solar eco-skin design for the Taichung Convention Centre in Taiwan. The design aims to meld future technology with natural shapes that evoke mountains dotted with crater-like openings.

The surface of the 'mountains' consists of a high-tech, eco-friendly pleated skin system that wraps around the building like a smock to utilise solar energy.

The building area sprawls across 216,000 square metres, or more than 2.3 million square feet. An interconnected interior houses entertainment centres, retail, convention space, offices and parking space, all lit by natural light.

The human poop scooper

Although this is not the innovation for dinner conversation, this new idea could end the controversy of what to do in remote areas with little or no toilet facilities.

Initially designed for use in impoverished third world countries, Swedish Peepoople have created the Peepoo bag to serve as a personal, portable and low-cost latrine. The single-use, biodegradable plastic bag measures 14 by 38 cm and is lined with a urea-coated gauze layer that disinfects all waste.



Image: www.peepoople.com

Used bags are odour-free for at least 24 hours and are safe for burial underground. Within two to four weeks after use, the contents are converted to high-quality fertiliser. Following field tests last year in Kenya and India, the Peepoo bag is scheduled to begin production this summer. Read more [here](#).

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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