

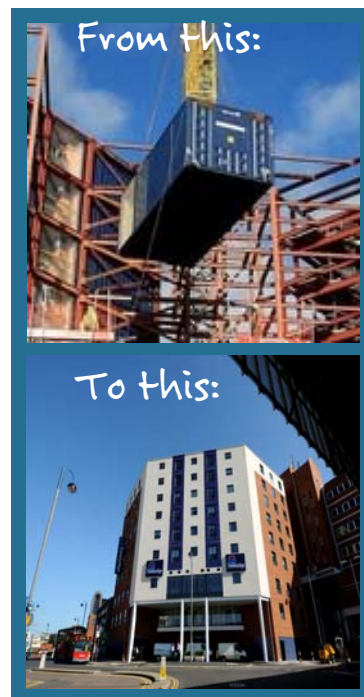
# Ideas & inspiration

Welcome to the newsletter featuring international ideas to inspire the Queensland tourism industry.

## Meeting consumer demand quicker: Speedy visitor accommodation

To better meet consumer demand, businesses are devising ways to supply visitor accommodation at a faster rate. The idea of 'instant' visitor accommodation is not new, as highlighted by an [article](#) in *Time* magazine in 1967. However, recently there have been a number of entrepreneurs experimenting with hotel design, with much of the experimentation centring around the building being constructed quickly, as well as being compact in design and / or temporary in nature.

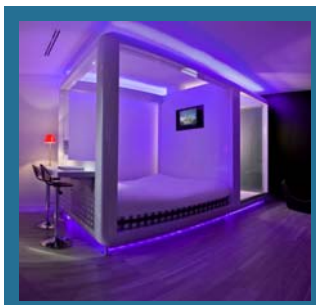
**Travelodge** (UK) provides an example of faster (& cheaper) construction, having recently completed its first hotel made from shipping containers. Travelodge estimates this method enabled them to increase construction speed by 25% and cut 10% from their building cost. With their Uxbridge hotel completed, next in line is a hotel at Heathrow. Read more at [PSFK](#) and [Building Magazine](#).



Source: Travelodge, via Building Magazine

## Compact visitor accommodation

Businesses are expanding accommodation options for consumers who don't spend much time in their room while on holiday; and who often need only a limited amount of space but still seek good design. The consumer-focused Dutch hotel chain, **citizenM**, describes it as 'affordable luxury'.



Source: Qbic Hotels

While compact accommodation has been available at airports for the last two decades, there are now a number of hotels whose differentiation is based around capsule-like design. An article in the [Economist.com](#) (second article in list) comments that small does not necessarily mean low cost and no-frills, and they provide the following examples:

**Qbic Hotels** (Holland): Small rooms comprising of a chair and a seven-square metre cube (a Cubi) filled with luxury elements. Guest self service is key to keeping costs competitive.

**The Pod Hotel** (US): "High style & high tech" small rooms in a prime location in New York.

**easyHotels** (Europe): Guests get a cheaper price for a smaller room with basic features. Sister company to easyJet, this "super-budget" hotel operator's target is 200 hotels within 10 years.

**Yotel** (UK): From the founder of Yo! Sushi, Yotel offers stylish cabins located within airport terminal buildings that can be booked for a minimum of four hours.

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Source: Abilmo

## Instant visitor accommodation

Taking the concept of temporary hotel accommodation to the extreme:

**Abilmo** (France) has designed a foldable hotel room to meet consumer accommodation needs at events. Find more details at [Springwise](#).

This is great news where there is a need for temporary accommodation, such as at events and festivals.

**Hotelmovil** (Spain) is a two-level, 11-room luxury hotel that is delivered to site via trailer truck. A remote control starts the automated 30 minute unfolding process (see picture on right). More details at: [CNNMoney.com](#)



Source: Suitemovil, via CNNMoney.com

## Space-sharing: A mainstream alternative in the future?

Websites are matching up people with a spare bed available with travellers seeking accommodation. Businesses like [couchsurfing.com](#) have offered this service for free since 2004. However, now entrepreneurs are offering an opportunity for hosts to earn a fee for their space. *Springwise* features two US businesses – Roomorama & Air Bed & Breakfast – that offer this paid service.

View Springwise's articles:  
[Roomorama](#) & [Air Bed & Breakfast](#)

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.

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