

# Ideas & inspiration

Welcome to Issue 6 - international ideas to inspire Queensland's tourism industry.

## Engaging emotions

Being more wary about their financial stability, consumers are wanting more *meaning* as part of their important purchases.

Businesses who have been using customisation as a form of innovation and consumer engagement are well-placed to benefit from this consumer shift towards a desire for more substance. [Superbude](#) provides an example of customisation.

**Past**  
*Must keep up with the Joneses!*

**Future**  
*Must lead a fuller life than the Joneses!*

Some consumers are wanting a relationship rather than an asset or impersonal experience

Information source: [AdNews](#) 31 October 2008, p. 15



[Superbude](#) (translates as Supershack) is a budget-hostel in Hamburg, Germany, which opened in April 2008. The hostel has been customised and designed for a particular type of customer, giving visitors control over components of their accommodation experience by offering flexibility and a variety of choices.

Customers can choose from six different room colours, with each floor dedicated to one colour. They can also decide on how many people they want to share their room with; where two beds (pictured left) can be split into four.

The Superbude also offers additional services popular with the type of travellers who stay in budget accommodation. Guests can hire a cordless Skype phone and there is also a Nintendo Wii Sports room. Even their website is an experience, with visitors able to click on the elevator picture, choose the floor they would like to visit and see what the various coloured rooms look like.

Source: [Superbude](#)

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## Customised meetings spaces

Another example of a business customising their offering through innovation is [Meet at the Apartment](#). This business provides themed meetings spaces to aid creativity. According to their website, customers can:

“Plan...in the Parlour  
Meet...in the Kitchen  
Inspire...in the Library  
Brainstorm...in the Lounge  
Negotiate...in the White Room  
Create...in the Green Room”

Read more about Meet at the Apartment at [PSFK](#).



Source: [PSFK](#)

## Is anxiety driving change in behaviour?

*Marketing magazine asked five senior managers the above question.*

- ‘the recent ‘anxiety’ shift has taken us from, ‘no worries, she’ll be right, mate’ to ‘...I didn’t see that coming’” Stefan Grafe, Mext
- ‘People take action...based on one of three emotions...fear, hope and love’ Seth Godin, Squidoo.com
- ‘Anxiety is an issue...that needs an antidote’ Jonathan Sands, Elmwood
- ‘Consumers lives have...become more complex and more stressful in recent years’ Steve Ogden-Barnes, Monash University
- ‘Consumers want to enter into a business relationship with organisations they feel they can trust’ Karen Curtis, Australian Privacy Commissioner

Click here to read the full text:

[Has anxiety become the driving force behind consumer behaviour?](#)

If there are any 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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