

Ideas & inspiration

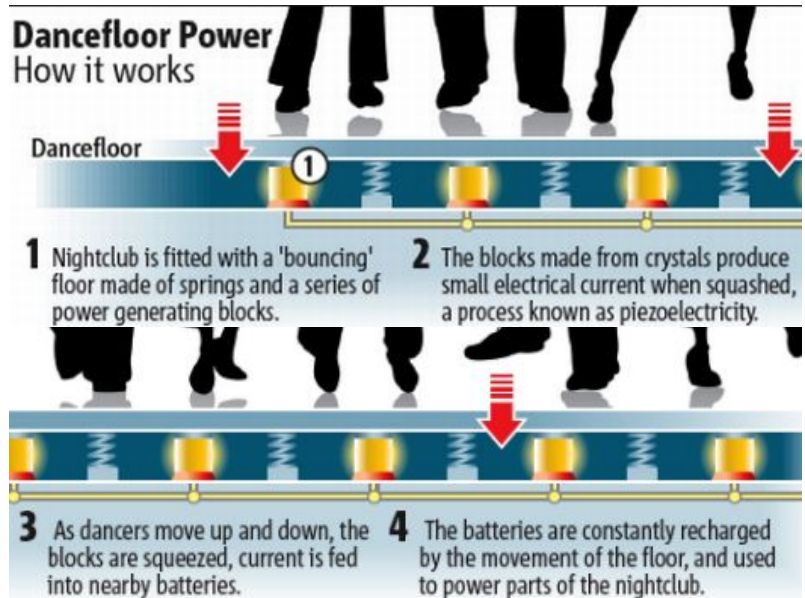
Welcome to Issue 5 featuring international ideas to inspire Queensland's tourism industry.

Green innovations

There are many innovations in the marketplace that can provide inspiration for ideas – and at the moment many of these are based around the environment, and in particular, green energy.

Enter eco-nightclubs, where patrons can help power the venue by dancing - for example, [Club Surya](#) (UK) and [Watt](#) (the Netherlands).

[Club Surya](#) opened in London last July with its dance floors generating up to 60% of the building's electricity. The rest of the electricity is bought from renewable sources.



Source: [Daily Mail Reporter](#) (UK) 18th June 2008



Source: www.inhabitat.com

This business is tapping into the emotions of the consumer by tailoring the experience around the environmental theme and by bundling in associated products. For example, consumers can purchase organic drinks and also receive free entry if they can prove they arrived by walking, cycling or by public transport.

Rotterdam's Watt also uses sustainable practices to add to their patron's experience. Even a trip to the bathroom is an eco-experience where "you watch rain water from the roof travel through transparent pipes when you flush" ([read more](#)).

Not only are these innovations considered better for the environment, they are also appealing to the emotional side of the consumer. Consumers can do something quite hedonistic (e.g. visit a nightclub) and at the same time feel they are doing something good for the environment and so, feel good in themselves.

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Visibly green

Being green is one thing, however a number of businesses are capitalising on the increasing environmental awareness amongst the mainstream population by *showing* that they are taking the issue seriously.

The [Robin Hood Foundation](#) event (UK) explicitly demonstrated its sustainability by building large displays from donated goods. After the event, the displays were broken down and the donated goods recycled by being given to people in need. [Displays](#) included a giant tornado made out of runners (pictured on right), a huge chair made of water bottles, a house made from towels and centrepieces made from computer screens.



Source: www.designspongeonline.com , Aug 08

Greening exhibitions

Exhibitor magazine (UK) has a report available about the economic impact of green exhibiting:

"This study benchmarks the dynamics of the Green trend including interest levels, budget commitment, the impact of corporate Green mandates, barriers to adoption, price sensitivity, financial and competitive implications, and perceived availability of environmentally sensitive exhibit and event solutions."



Click below to view the report (you will need to scroll down the page):

[An Inconvenient Booth](#) (TQ staff: #34904)

The Economic Impact of the Green Movement on the Trade Show Industry
Trend Report No. 1

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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