

Ideas & inspiration

Welcome to Issue 11 featuring international ideas to inspire Queensland's tourism industry.

Luxurious visibility

Most agree that the way people respond to a change in circumstances is more important than what actually happened. And businesses recognise the continual need to understand how their potential customers behave, think and respond when a change in circumstances occurs – most recent effects being a growing environmental consciousness, a change in economic circumstances and threat of a pandemic.

The luxury market is one sector where businesses have noticed a change in consumer behaviour, in particular since the economic downturn. Right now, displaying wealth explicitly is seen by many as verging on vulgar in the current economic climate, with some consumers and businesses struggling to pay the bills.

Many well-off consumers are still spending, but in a less obvious way, moving from wanting 'more of everything' to 'better' - and businesses are incorporating this shift into their consumer communications. The images above depict this shift, using the product of water as an example.

Also, discretionary spend products and services such as leisure travel still need to ensure emotional appeal is part of the mix. Communications need, more than ever, to give consumers a reason to purchase their product or service in the current economic climate.



Image: Monaco via [Luxique Luxury Travel](#)



Images: [Bling h2O](#) and [www.appliedmembranes.com](#)

Monaco's tourist board is giving reason for their target market – called Ultra Rich Individuals – to travel to the destination. They are demonstrating value to consumers by grouping together experiences, rather than promoting individual product separately.

Under the banner of 'Monaco Private Label' guests are invited to go on 'a bespoke holiday of private shopping tours around luxury boutiques with helicopters to whisk them to the Alps or to a yacht in the Mediterranean. They'd also get access to three-Michelin-star restaurants and the world's biggest private wine cellar of 600,000 bottles' ([BBC News](#)).

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That something extra

An example of luxury accommodation providing something extra to its guests is [Banjaar Tola](#) in Kanha National Park, India. Opened recently, the 18 luxurious tented suites are situated within prime tiger country, in one of the nine reserves set aside for Project Tiger which was launched to save the species.



Image: Banjaar Tola via [Taj Safaris](#)

Another example is in Dubai, which is renowned for its innovative architecture that centres around luxury. Two of its latest development projects are striving for uniqueness. Last year, the QE2 was purchased by a Dubai-based consortium with plans for it to become a floating hotel. And recently Dubai developers have been showing interest in buying a Concorde from British Airways with plans to turn it into a tourist attraction ([Times Online](#)).

So while most developers of luxury product know they need to have 'that something extra', we will see more and more marketers of high-end product using terms referring to the specialness, authenticity, quality and/or real value of their product, to replace claims of status, style, bigger and glossier. Essentially, over the top claims are being replaced with messages based around honesty and substance in order to build trust.

Luxury Hotels and Recession

The Leading Hotels of the World and Market Metrix have released a white paper based on *'the changes occurring to the global luxury hotel market from both the guest and manager perspectives'*. Sampling 2000+ guests, they found that the luxury guest is changing from wanting to be pampered to having an enriched experience.

The decline in business travel is also highlighted where businesses are not wanting to be seen spending unnecessarily. Initially meetings and events were cancelled, however now businesses are revamping how they are planned.

 Market Metrix

*The
Leading Hotels
of the World, Ltd.*

**Luxury Hotels and Recession:
A View From Around the World**

By Jonathan Barsky, Ph.D.
Co-founder, VP Research, Market Metrix

Click here to read the full text:

[Luxury Hotels and Recession: A View from Around the World](#)

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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