

# Ideas & inspiration

Welcome to Issue 13 featuring international ideas to inspire Queensland's tourism industry.

## Free, conditions attached

Some businesses are adding value to their product by offering either something extra for free, or offering the main component of their product for free and sourcing revenue elsewhere.

This is based on the idea of giving something for free, in the hope that customers will buy something else that covers the cost of both.

While some businesses are using *free* as a selling tool in the current economic environment, others have built it into their offering as a permanent feature.



Image: [LaudaMotion](#)

One business example where *free* is a permanent feature is provided by [LaudaMotion](#) (Austria) who offer (conditional) free car hire to their Austrian and German customers while earning their revenue through the advertising on their vehicles. Their customers can hire an ad-plastered Smart car for one Euro per day between 11am and 2pm, Monday to Friday, as long as they drive a minimum of 30 km/day to give ads on the car exposure (via [Trendwatching.com](#)).

Another *free* car hire example is New Zealand's [Transfercar](#) which has created a win-win offering for both the consumer and the business. Working with major car rental companies, Transfercar offers consumers free rental of cars and campervans on the basis that they arrive at a specified branch by a specified date, while reducing the transfer costs for the rental company.

from	to	car type	available	free extras	book it
Christchurch City	Auckland City	Campervan (2 berth)	02 Aug '09 06 Aug '09	✓ free ferry ✓ free insurance	drive it free!
Christchurch City	Auckland City	Campervan (2 berth)	03 Aug '09 07 Aug '09	✓ free ferry ✓ free insurance	drive it free!
Christchurch City	Auckland City	Campervan (2 berth)	03 Aug '09 07 Aug '09	✓ free ferry ✓ free insurance	drive it free!
Auckland City	Dunedin	Sedan (5 seats)	03 Aug '09 31 Aug '09	✓ free ferry ✓ free insurance	drive it free!

Image: [Transfercar](#)

As reported by [Springwise.com](#), 'although some rental companies already offer transfer cars at little or no cost, they rarely publicise the fact, and Transfercar is the first venture we've spotted that aggregates vehicles from a range of agencies, making the process far easier for consumers'.

While this kind of business model may not have mass market implications, it can affect businesses that earn commissions from rental car companies.

As for airlines, a number periodically offer free seats to consumers. Taking the concept of *free* to the extreme is Ryanair (Ireland) whose Chief Executive, Michael O'Leary, has made it clear that 'it is his ambition to be able to offer all of Ryanair's seats free one day, with all the money coming from the add-ons' ([The Guardian, UK](#)). And as reported in the news recently, the airline is exploring the concept of 'fare free standing' flights.

# Ideas & inspiration

## Attracting the extreme

With the adventure market growing, some consumers are seeking out attractions that challenge; and the more unique, the more attractive it can be.

Extreme versions of just about any individual sport can be created to attract enthusiasts. Take Extreme Golf. [Legend Golf & Safari Resort](#) (South Africa) have created an extreme 19<sup>th</sup> hole. A par 3, it is accessible by helicopter where it is played from a vertical height of 430 metres.



Image: Legend Golf & Safari Resort via [The Age](#)

Taking almost 30 seconds for the ball to reach the ground, it is considered the most difficult golf shot in the world; and over \$US1million is on offer to the player who can score a hole in one. Click [here](#) to view a YouTube video of the experience. Also, a list of eight of the world's extreme golf courses can be found at [Extreme Golf Awesome Eight](#).



Image: White-water sledging via [Wikipedia](#)

There are also consumers specifically seeking an extreme challenge no matter what the sport. One sport that may appeal to them is [white-water sledging](#). Kitted out in a life jacket, wet suit, gloves, fins and a helmet, participants travel down rapids and waterfalls holding tightly onto a high-flotation board.

Also called River boarding (US) and Hydrospeed (Europe), it is a professional sport in Europe. [New Zealand](#) is one of the many destinations where this adventure sport is growing in popularity. Click [here](#) to view a YouTube video of the experience. One to watch perhaps?

[Tracy Vincent](#) heads off on maternity leave at the end of this month. If there are any interest areas you would like more information about, or would like to see included in a future edition, please contact [Tony Quarmby](#), A/Senior Consumer Analyst.

### Disclaimer

By using this information you acknowledge that this information is provided by Tourism Queensland (TQ) to you without any responsibility on behalf of TQ. You agree to release and indemnify TQ for any loss or damage that you may suffer as a result of your reliance on this information. TQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it. For more information contact [Tourism Queensland](#)



Please consider the environment before printing this newsletter