

# Ideas & inspiration

Welcome to Issue 8 featuring international ideas to inspire Queensland's tourism industry.

## Green innovations

As consumers' awareness of environmental issues grow, so too do their expectations of businesses to act responsibly.

Some businesses are looking to gain a competitive edge through innovative green design and holistic environmental business practices.

Here, we feature green resorts and products.



Image: Monterey Bay Shores via [Treehugger](#)

## Green resorts

Development on a Californian eco-resort, [Monterey Bay Shores](#), began last month. The resort is set on 29 acres that was previously a disused sand mine. Claiming to be 'the greenest eco-resort in the world' ([treehugger](#)), their goal is to 'become a model for regional green building and for resorts around the world'.



COURTESY GRIMSHAW

Image: Architects Newspaper via [Trendhunter](#)

Due for completion in 2012, the [Mosholu Golf Course](#) in the Bronx USA, is an example of an innovative mixed-use design to meet two different needs for the one space. The green roof of the new water treatment facility will become the existing golf course's driving range as well as an irrigation system for the golf course.

## Grants for greening businesses

Australian Government research and development grants are available for greening businesses and buildings. There is also opportunity to influence entrepreneurs to adapt green innovations for tourism purposes. For more information, visit the [Tourism Assistance Database](#).

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## Green products

New eco-products are coming onto the market at a fast rate. One example is Canadian-based [Essentia](#) that has developed a luxury, [biodegradable bed](#). Using 'the world's only' natural memory foam made from 100% natural allergy-free latex (rubber tree sap), Essentia *'infuses organic essential oils, plant extracts and water into the foam composition to give it a memory-like feel'*.



Image: [Essentia](#)



There are also businesses developing new products from waste materials of old products, giving themselves some eco-credentials in the process. Virgin Atlantic has joined with UK-based [Worn Again](#) to produce limited edition, hand-made bags that reuse the airline's old seat covers. This initiative will contribute to Virgin Atlantic's goal of halving the waste it sends to landfill by 2012.

## The Greenwashing index

In last November's issue, we covered the need for businesses to be transparent with their communications and delivery. [The Greenwashing Index](#) (US-based) is an eco-version of TripAdvisor, where consumers can post company advertisements and rate them based on whether they think the company is delivering on its claims.

**THE INDEX**  
An automated tool that scores your response to five statements about the relevance of marketing claims in an ad.

5 = BOGUS  
4  
3 = SUSPECT  
2  
1 = AUTHENTIC

On its website, The Greenwashing Index provides an example of greenwashing as *'a hotel chain that calls itself "green" because it allows guests to choose to sleep on the same sheets and reuse towels, but actually does very little to save water and energy where it counts — on its grounds, with its appliances and lighting, in its kitchens and with its vehicle fleet.'*

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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