

Ideas & inspiration

Welcome to Issue 22 featuring international ideas to inspire Queensland's tourism industry.

Small groups, big opportunities

In previous editions of Ideas and Inspiration we have touched on new businesses that focus on small group products rather than products appealing to the masses. This month the entire newsletter is dedicated to small group entrepreneurs demonstrating there is money to be made in small group tourism.

The Seattle [Sorrento Hotel](#) in the US has concentrated on attracting small groups to 'night school'. The hotel's website states it's a collaboration of intellectuals, artists, writers, filmmakers, mixologists, chefs and the leading cultural institutions. Classes cover areas such as book reading, cooking classes, drinking lessons and chamber music. The 'classes' are over several hours, often with tastings, snacks and a regional expert on the subjects. According to the [New York Times](#) food and beverages sales together with room bookings have increased at the Sorrento since the classes started.



Image: www.hotelsorrento.com

However, if having to explain why you are spending your evenings in a hotel may be a challenge perhaps focusing on the outdoors might be a safer.



Image: www.photours.org

[Photours](#) design tours for budding photographers and was founded by two professional UK photographers. The two were tired of tours that took them to wonderful places but hurried them through the sights. The tours put as much emphasis on the photography as the places in which they travel. At present the tours are available in Spain, Italy, Greece, Iceland and the U.K. While focusing on inspiring views and personalized education this niche tour concept can be just as applicable to domestic consumers such as students and photography enthusiasts as it could be for international visitors.

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From racing to relaxing

Marketing to small groups must be very targeted. [zozi](http://www.zozi.com) is a San-Francisco based service that focuses on active consumers by bringing them together to purchase outdoor experiences. A website full of activities is nothing original, so how does zozi expect to differentiate itself? Every experience can be bought at a discount due to bulk purchasing. zozi asks local businesses how many people they need to buy their service in order to give all of those people a giant discount. When the minimum number of people commit to the deal before it expires, everyone gets the discount. If the minimum isn't met, the deal is off. Social media comes into play once consumers commit to purchase by being able to share the deal with their facebook friends, twitter followers or even traditional friends and family members to help ensure the minimum is met.

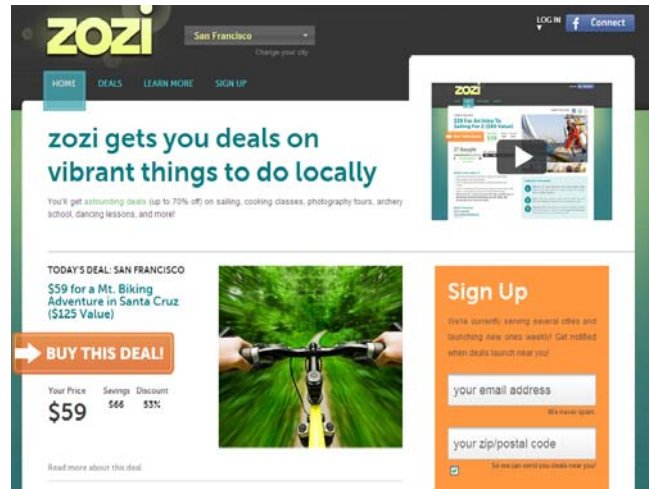


Image: www.zozi.com

If you are not feeling so energetic or active, Executive Tours now cater to people whose ideal holiday includes a *sleep-in* a series of [Crack of Noon Tours](http://www.exectours.com). These tours, only available in Italy and France at the moment, are designed for those who don't consider themselves 'morning people'. Rather, the company takes pains to ensure that it never schedules any activities before noon. As stated on their website they believe that travel is enjoyed much more when one is 'rested and relaxed — not herded and rushed'. With Crack of Noon Tours, you will never hear the phrase, 'bags out by six AM'. Crack of Noon goes beyond just making reservations, they help clients create an itinerary, arrange local meals and coordinate sightseeing, it also limits attendance to just 24 people.



Image: www.exectours.com

What trends, innovations and new ideas would you like to hear more about? Or is there a particular issue or area that you think we could focus on in an upcoming newsletter. If there is please contact [Tony Quarmby](mailto:Tony.Quarmby@tourismqueensland.com.au), Senior Consumer Analyst.

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