

# Ideas & inspiration

Welcome to Issue 18 of Ideas and Inspiration featuring more international ideas to inspire Queensland's tourism industry.

## Accommodation Innovations



Image: [www.casasurfproject.com](http://www.casasurfproject.com)

Innovation is the cornerstone of differentiating your product from your competition. In this issue we focus on innovation in the accommodation sector. The [La Casa del Camino Hotel](#) in Laguna Beach, California has received some attention by leveraging some iconic brands to differentiate their rooms. Every one of the hotel's 10 newly renovated suites features a different, immersive branded experience. Action sports brands like Billabong, Rip Curl, etnies, Roxy, and Quiksilver with Riviera Magazine and Glaceau have teamed with Southern California designers to create the Casa Surf Suites with a portion of the proceeds from each room donated to key charities for the first year.

Sustainability in the accommodation sector is being embraced in various ways and to varying degrees. However, according to innovation website [Springwise](#), the innovations still tend to focus more on function than on form. One exception has been the new W+W eco-loo.

Launched last year, W+W is a single, L-shaped unit in which the sink and toilet are not only attached but also integrated internally. Specifically, wastewater from the sink is used to fill the toilet's cistern, saving as much as 25 percent water that would normally be used.



Image: [www.springwise.com](http://www.springwise.com)

NCL Freestyle Cruising has shown that simple innovations are still possible in the form of the first staterooms designed and priced for single occupancy.

Making cruising more attractive to solo travellers will be a feature on the company's largest ship to date, *Norwegian Epic*, launching this July.

Check out the full story [here](#)

In the social media space, Sheraton Hotels & Resorts has created its own online social media platform to encourage guests to share their travel experiences. Motivated by a competition to win a holiday, guests register on the Sheraton Shared Moments platform, then leave a short message on their experience and can also indicate their current mood. Although the Sheraton site is a good example of how to enable consumers to upload stories and tips from Facebook this concept is also possible for smaller operators as well as the big international chains. For more information check out Tourism Queensland's social media tutorials 28 and 29 [here](#).



Image: [www.sheratonbetterwhenshared.com](http://www.sheratonbetterwhenshared.com)

# Ideas & inspiration

A more futuristic innovation has recently won a Grand Prize for Radical Innovation in Hospitality. The Oil Rig Resort concept has ocean views – even through the lobby's glass floor – as well as of the roof-top white sand "beach" and infinity pool. Spaces would be organized around a core of water that stabilises the rig while serving as a venue for aquatic shows. To explore the lush habitats often spawned at rig sites, resort amenities would highlight ocean-going and undersea sports. The recycling of the oil rig would include maximum re-use of the existing rig infrastructure and pre-fabricated guest-room modules that would "close up" for protection during adverse weather. The resort could also harnesses wind, waves, and sun to generate energy miles from shore.



Image: [www.morrisarchitects.com](http://www.morrisarchitects.com)



Image: [seymourpowell](http://seymourpowell.com) - Aircruise concept

UK company Seymourpowell has released a revolutionary new travel and transportation concept called Aircruise, which has been likened to a hotel in the sky. Standing at 265 metres tall from base to tip, the Aircruise is powered by natural energy and features penthouse apartments, stylish bars and an array of glass viewing floors. Lifted by hydrogen and powered by solar energy, the Aircruise concept would be both beneficial to travellers and economically friendly. Although this is another hotel concept for the future the technology already exists so with enough financial backing it could become a reality sooner rather than later.

[dexigner.com](http://dexigner.com) quoted Nick Talbot, design director at Seymourpowell, as saying the concept presents an alternative vision of the future, where 'slow is the new fast'. "A more serene transport experience will appeal to people looking for a more reflective journey, where the experience of travel itself is more important than getting from A to B quickly." Check out a simulation of the hotel in use [here](#).

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](#), 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