

Product ideas & inspiration

Welcome to the inaugural product ideas and inspiration e-newsletter showcasing a variety of product ideas from around the world. It has been designed to provide TQ staff and Queensland industry with inspiration to help generate our own ideas.



Deepest swimming pool in the world

Nemo 33 is a recreational scuba diving centre in Belgium that has the deepest swimming pool in the world. [Click here](#) to see a video of scuba divers using the 33-metre deep swimming pool. There is also a bar with underwater windows that allow visitors to look into the pools at various depths.

Customised tours

Many visitors want to explore new things. Here are some ideas on how companies around the world are customising tours for the visitor; creating a new niche market for an established service:

[Urban Gentry](#) offers a set of customised insiders' tours of London for visitors interested in art, fashion or other elements of style. The team of guides include artists, designers, journalists and trend spotters, and provide small, specialist tours that take visitors well off the beaten path.



[Insider London's](#) 'Cutting-edge Green Tour' uses walking and public transport to show participants the most exciting and innovative sustainable retail concepts, buildings and designs that London has to offer. Other tours include: Interior design, Architecture, Shopping, Quirky, Gay, Bespoke tours.

[Bespoke Tokyo](#) offer 'urban safaris for savvy city trekkers'

[Eye Prefer Paris](#) Tours offer 'offbeat' tours based on interesting out-of-the way places, customised to the visitors' own interests.



Web-assisted walking tours

[Simpatigo](#) generates a customised map for d-i-y walking tours that includes directions and markers for attractions along the way. The US-based company's product is still developing with attractions listed mostly for higher-populated areas. The idea takes advantage of the opportunity to shape what customers see on their walk while providing the user-based, relevant information.

UK-based [Walkit](#) also provides directions for walkers, however they have not yet added in markers for attractions. The website has been developed to promote the power of walking as a healthier way to get around.

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"Sleeping at an airport overnight has become more common because airlines are no longer as free with complimentary hotel vouchers as they once were. The trend inspired one business traveller to create the Mini Motel, a one-person tent complete with air mattress, pillow, reading light, alarm clock and pillow."

NEW YORK TIMES | 15.07.08



If there are any particular 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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