

Hello !

#Cexplorer

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#LifeWellTravelled

Let trips become more memorable
and meaningful!

#MILLENNIALS looking for airline

- Offer last minute sales
- Can help them save money on ticket price!
(who doesn't?)

#WHY MILLENNIALS

87%

are looking at social media for travel inspiration

60%

agree that social media is an important source of information

68%

are willing to change where they shop for more rewards points

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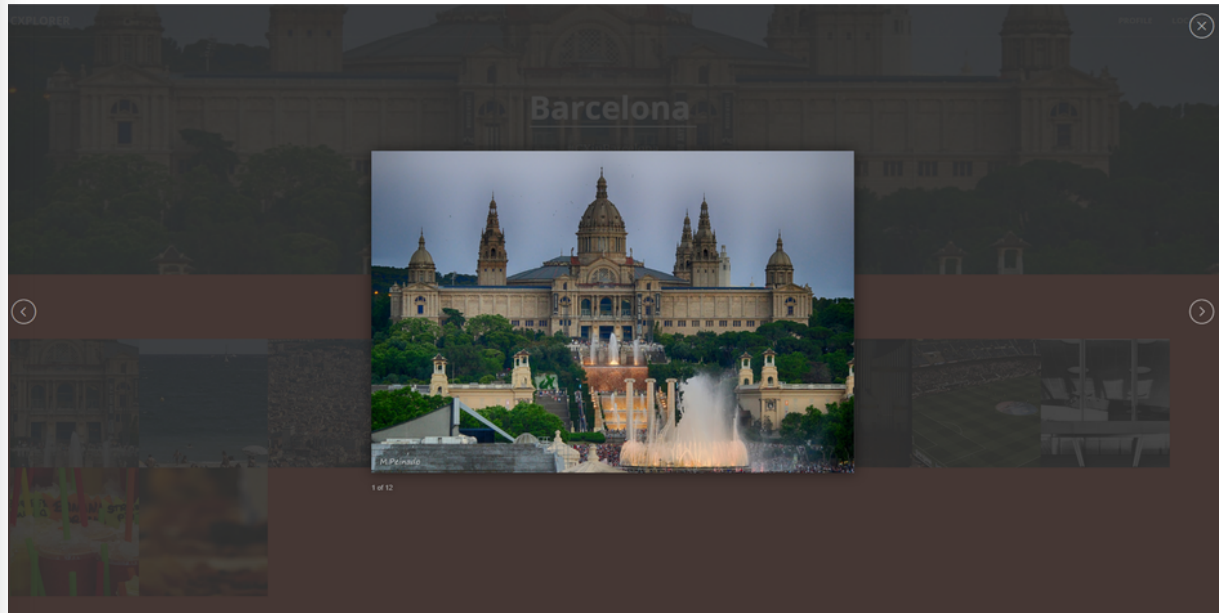
Visual are processed

60000X

faster than written communication, and
are the preferred way to process
information

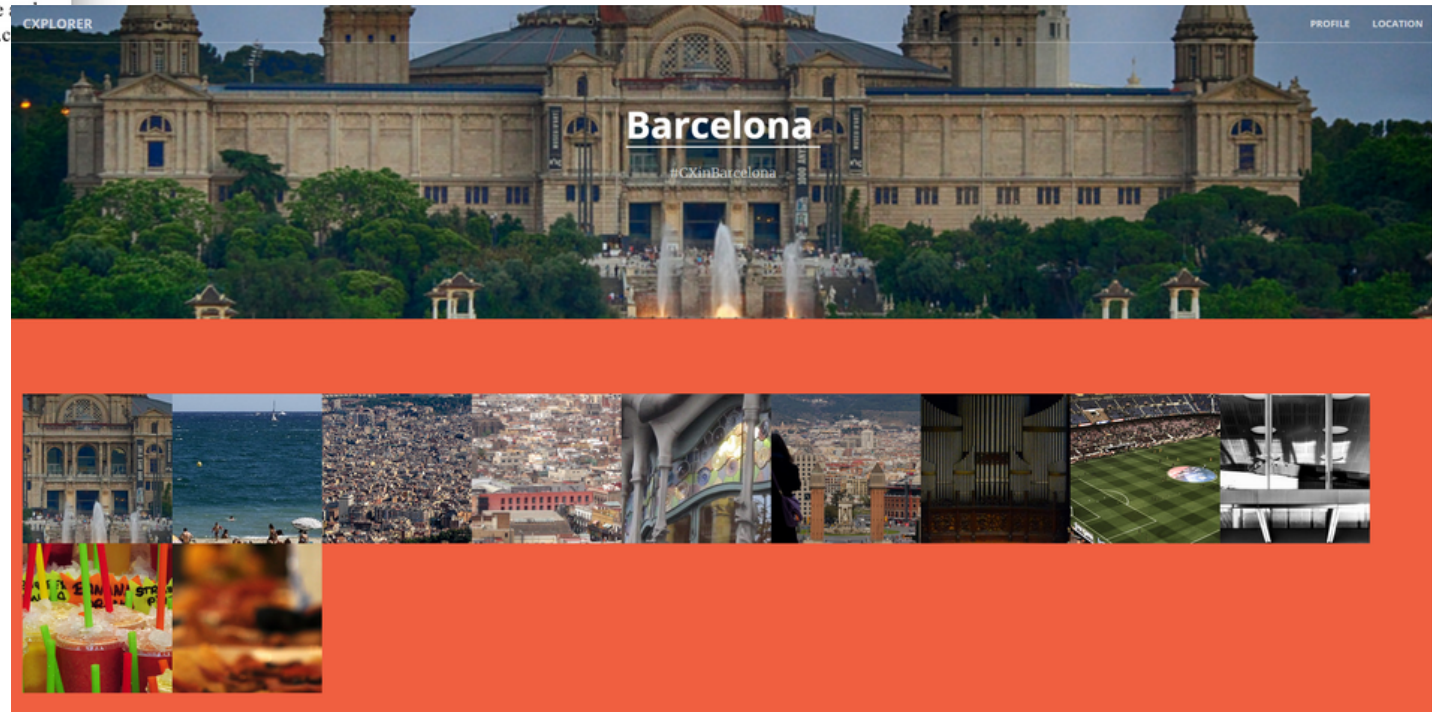
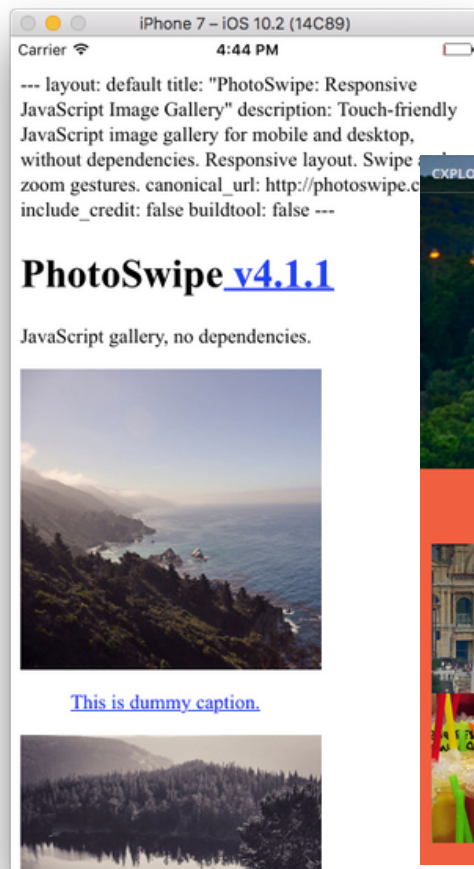
#CXplorer

Integrated with #lifewelltravelled, #CXin(destination)
photos on  and ticket-sale to inspire millennials
travel more and well in Cathay



a personalised recommendation
supports photos, video and VR

#How Does it work



Include Fanfares, Popup&Go

#How Does it work

YOUR PROFILE

See your glorious item collection

By collecting different items around the world, you also earn something "Special" from Cathay Pacific

CXPLORER

PROFILE LOCATION

Tokyo Tower



One of the greatest building in Tokyo

MORE

Osaka Castle



A long-history castle in Japan for a long history

MORE

Japan Samurai



A type of Japanes fighter in the war

MORE

Reward , earn point by posting photo, check-in...

#How Does it work

#More Benefits

- more efficient and customer focus in developing flight route and marketing strategies from big data
- minimize the amount of time on customer research
- Gain loyalty and trust from millennials

Thank you !

#CXplorer

#LifeWellTravelled