



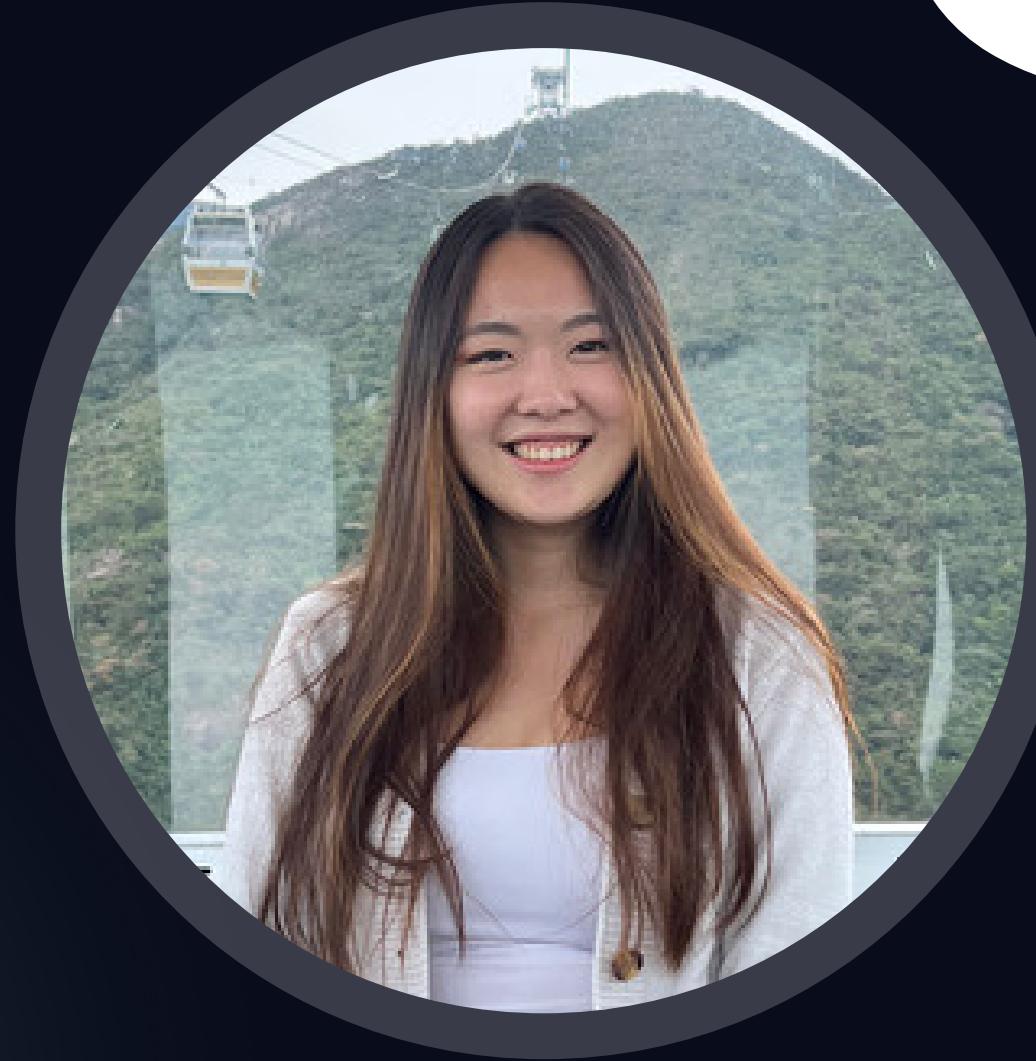
HONG KONG IMMERSIVE AIRPORT

FLY YOU TO THE MOON



TARGET CUSTOMERS AND NEEDS

PERSONA



I LIKE CAPTURING
SPECIAL MOMENTS IN
LIFE.

TINA, 25
Slasher / Freelancer
Interests: Photography,
Art, Museums

PROBLEM BACKGROUND



72 mins at gate

**31 mins at departure
passages**

**72% of millennials prefer
spending on experiences
over products**

TARGET CUSTOMERS AND NEEDS **PERSONA**



Hard to find something
exciting?

PROBLEM
SOLUTION



HKImmersiveA



大籠包
BE DIM SUM

HKImmersiveA





Uniquely HK Life

- Virtual Reality
- Learn the HK way of life

HKImmersiveA



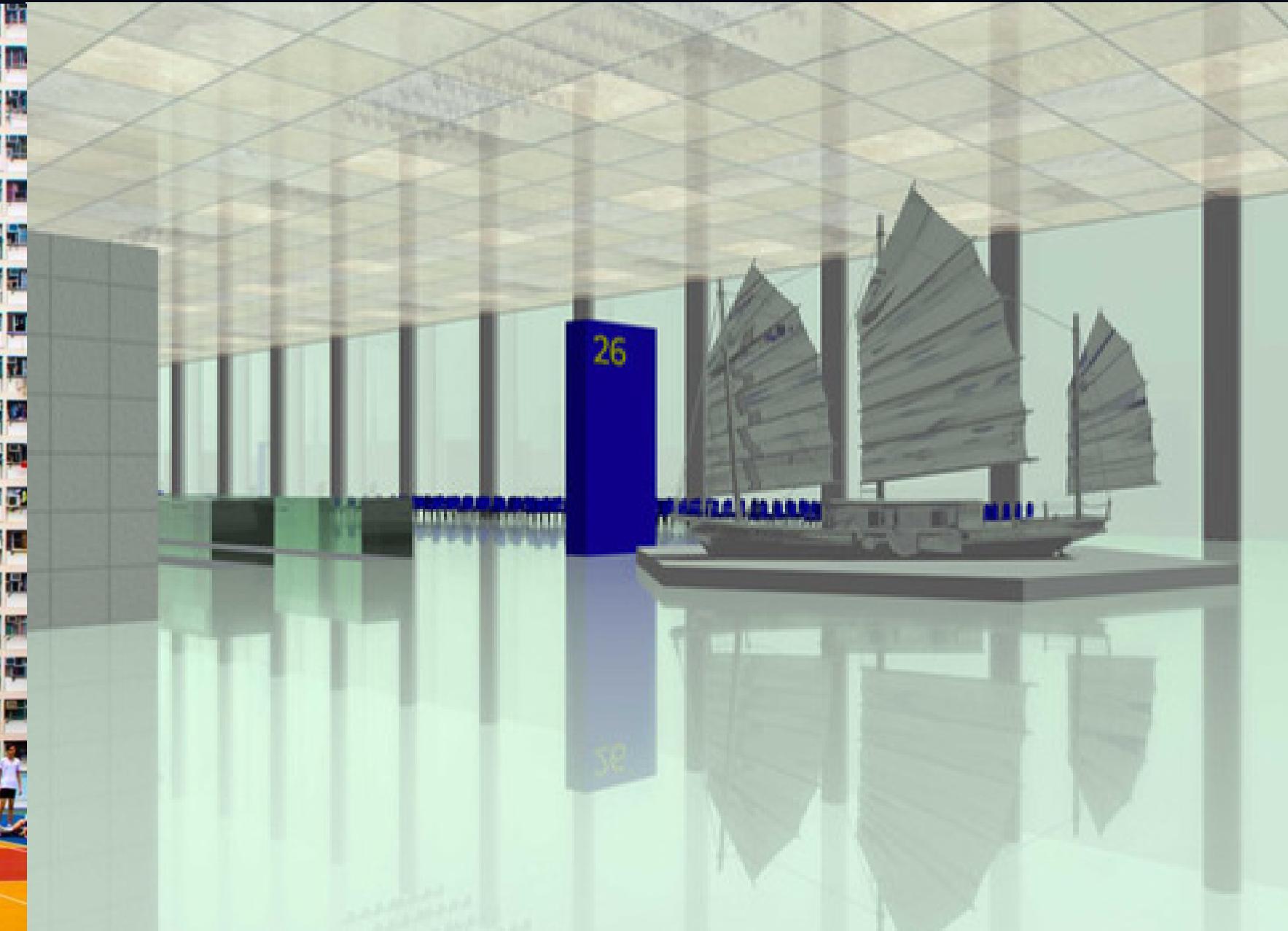
HKIAugmented

- Tell stories behind popular tourists spots
- Discover hidden gems

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香港龍門 GATES TO HONG KONG



HKImmersiveA



紀念品站

SOUVENIR STATION



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The image shows two smartphones side-by-side, both displaying the "My HKG" mobile application interface.

Left Phone Screen: The screen shows the "Shop & Dine" section. At the top, there's a search bar with placeholder text "e.g. Brand, Category, Location" and a magnifying glass icon. Below the search bar, the text "What are you looking for?" is displayed. There are four main categories: "Shop" (with a shopping bag icon), "Dine" (with a fork and knife icon), "HKairport Rewards" (with a gift card icon), and "My Favorites" (with a bookmark icon). A pink dashed rectangular box highlights the "Hong Kong Immersive Airport" option, which features a star icon and the text "Hong Kong Immersive Airport". Below this box, there's a section titled "Highlights & Promotions" with two cards: "HKairport Rewards Limited Time Offer" and "HKairportShop". At the bottom of the screen are navigation icons for "HOME", "FLIGHTS", the "HKG" logo, "SHOP & DINE", and "ME".

Right Phone Screen: The screen shows the "Hong Kong Immersive Airport" section. At the top, it says "Time until your flight boards" followed by a large green "42" and "minutes". Below this, the text "Indulge in some experiences below!" is displayed. There are three filter buttons: "All" (highlighted in yellow), "Virtual Rooms", and "Augmented". Underneath are two buttons: "Gates to HK" and "Souvenir Stations". The main content area lists five experiences with images, names, gates, and estimated times: 1. BE DIM SUM (Gate 11, 10 - 20 minutes) with an image of a blue dumpling. 2. Now Boarding: Jumbo (Gate 26, 5 - 10 minutes) with an image of a building. 3. Taste the Rainbow (Estate) (Gate 31, 15 - 20 minutes) with an image of a colorful building. 4. Small Buddha, Big Buddha (Gate 65, 25 - 30 minutes) with an image of a statue. 5. Post the Card (Gate 46) with an image of a postcard.

WORRY ABOUT MISSING THE FLIGHT?

New feature on "My HKG" APP
notifications & recommendations



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PRODUCT BENEFITS

building cultural
interconnectivity

OTHER
AIRPORTS

TRAVELLERS

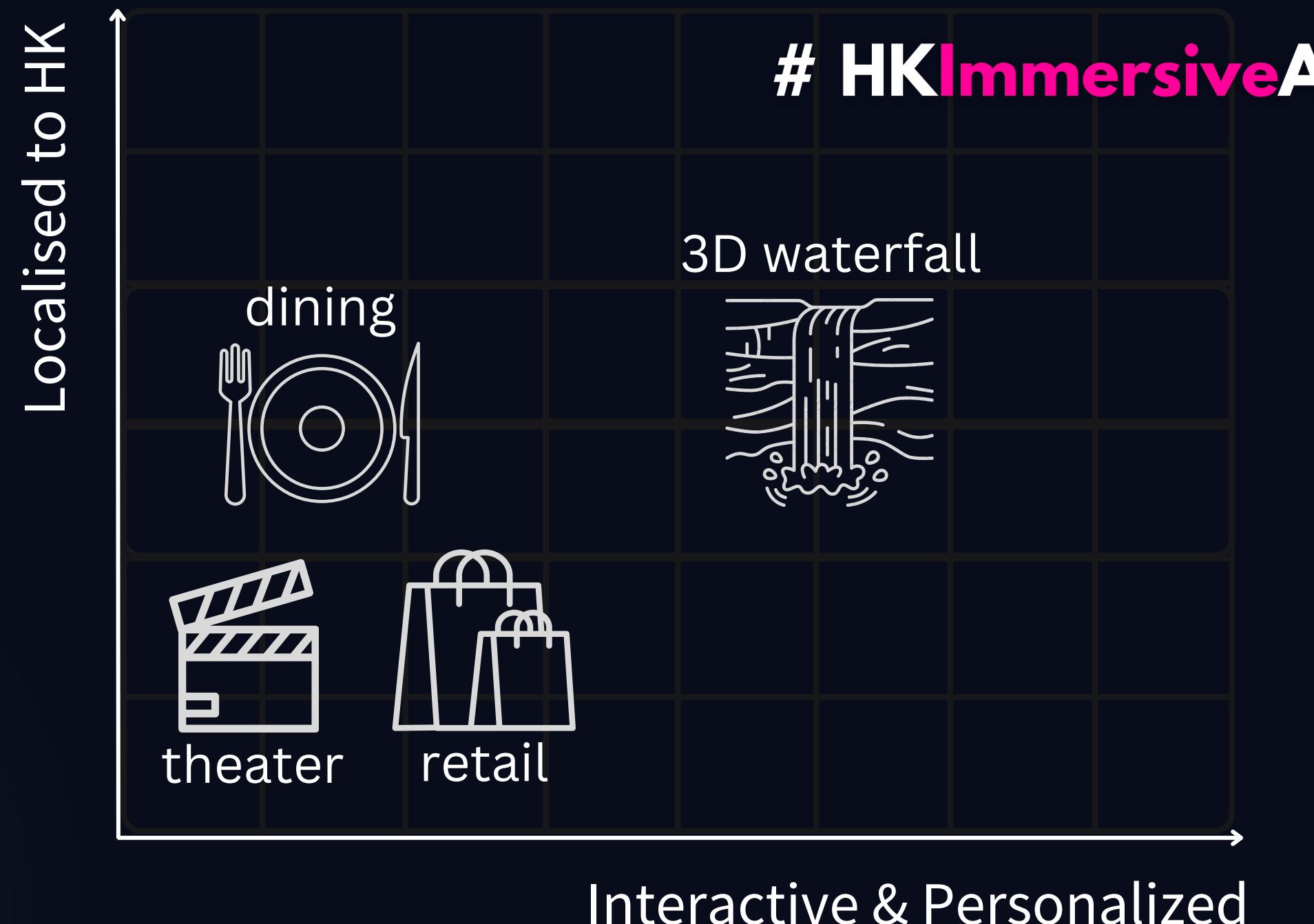
LOCAL
ARTISTS

turning airport to a
tourist attraction

giving voice and
empowering talent



COMPETITIVE POSITION





REVENUE MODEL

Ticket Pricing

Free
select
exhibits

HK\$20
1 exhibit
5-10 min



HK\$120
all 10 exhibits
2 hours+



O2O Partnerships

HKairportRewards





MARKETING STRATEGY



Social Media &
Traditional
Advertisements



KOL Vlog Series



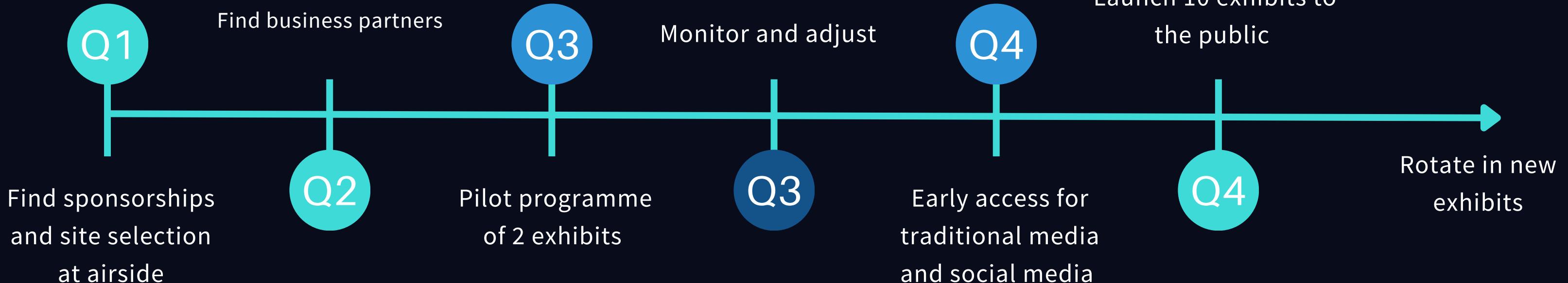
Word-of-Mouth,
Instagram posts

HKImmersiveA

IMPLEMENTATION TIMELINE



VIVIAN HO





Kelly Lai

HKUST

VR game developer



Phoenix Liu

CUHK

Law



Jose Ramirez

MIT

Mechanical Engineering & EECS



Austin Lau

HKU

Entrepreneurship



Tina Lu

MIT

CS, Econ, Data Sci, and Finance



Arun Wongprommoon

MIT

CS and Engineering

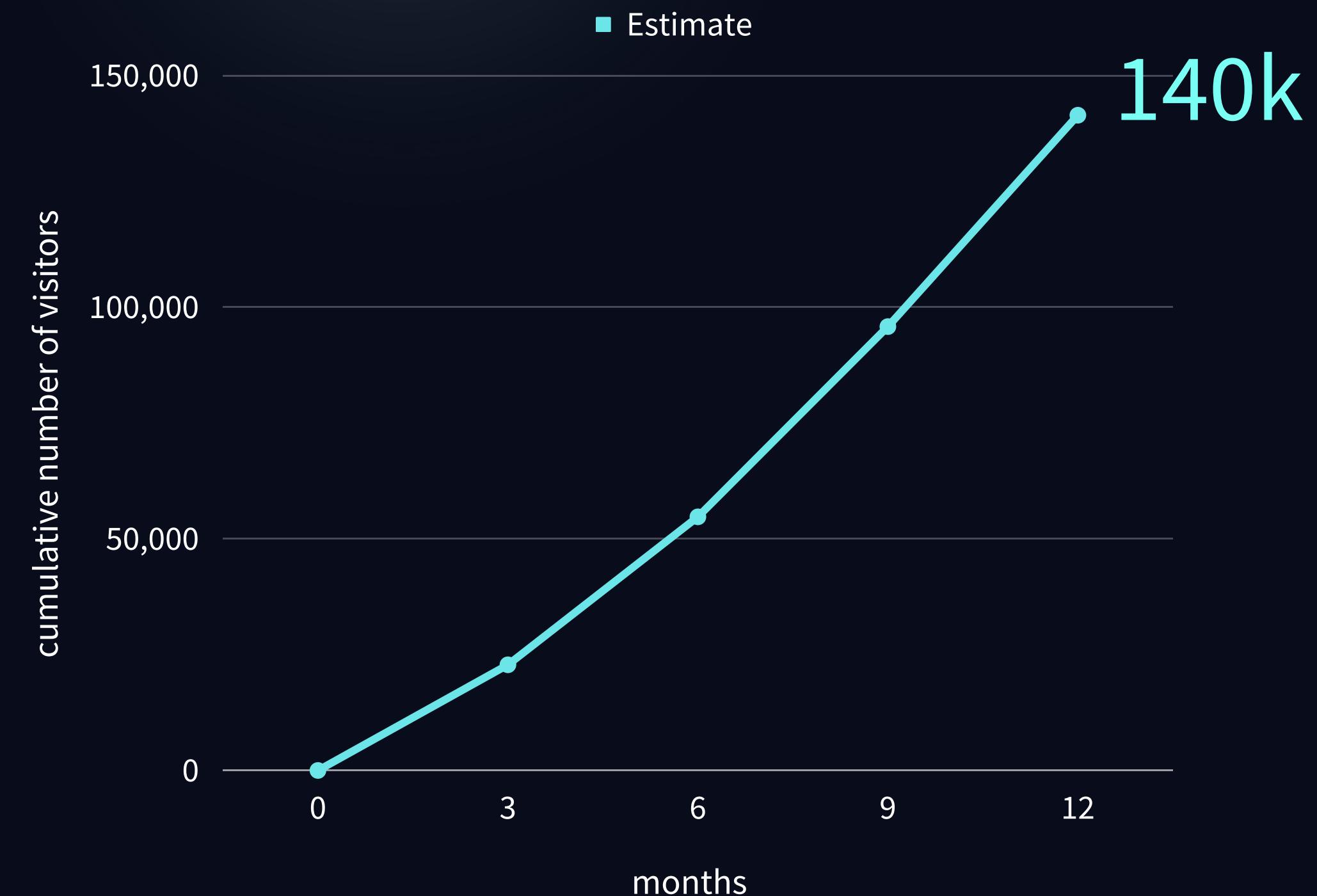
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Appendix



VISITOR ESTIMATES



based off of AAHK passenger data



- VARIABLE TICKET PRICING MODEL

Free

select exhibits

HK\$20

1 exhibit

HK\$50

3 exhibits

HK\$100

all-access pass

HK\$150

Changi Airport
Immersive
Experience

CHANGI

HK\$195

teamLab★

TeamLab

HK\$230

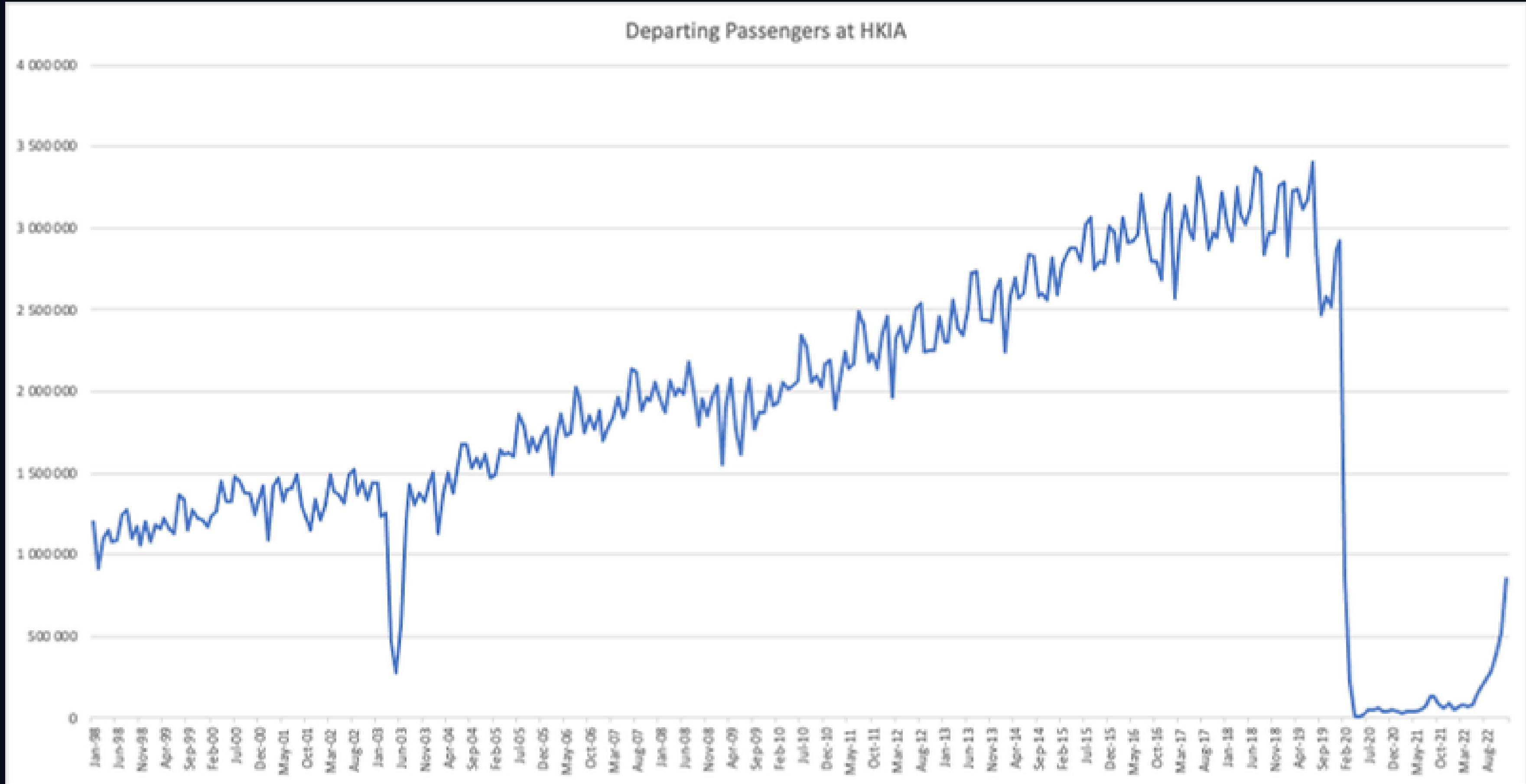
Van Gogh Alive

VAN
GOGH
THE IMMERSIVE
EXPERIENCE

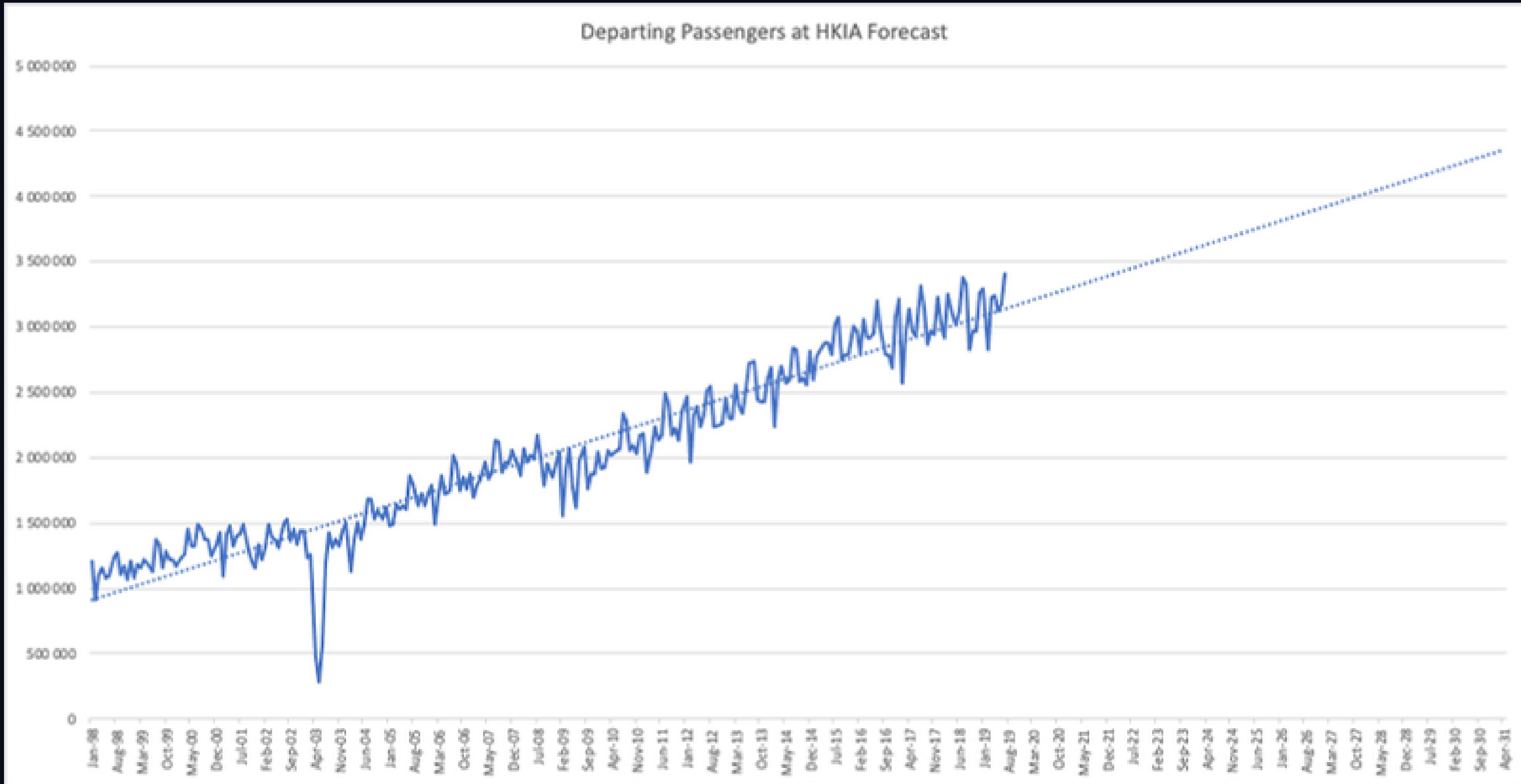
AAHK DATA

| | | Average |
|---------------------------------------------|---------------------|-------------|
| Arrival Gate | avg_arr_gate | 19.07722744 |
| TSCC (Covid testing) | avg_tscc | 59.20906551 |
| Departure Gate | avg_dep_gate | 72.46099026 |
| Departure Passage | avg_dep_passage | 31.57456607 |
| Sky Pier | avg_sp_pier | 20.79904306 |
| Coach Hall | avg_coach_hall | 12.11110414 |
| Transfer Area | avg_transfer_area | 6.495775096 |
| Arrival Hall | avg_arr_hall | 16.98632409 |
| Passage | avg_passage | 14.71431251 |
| Dining | avg_dining | 24.85906926 |
| Security and Immigration (Departure) | avg_security_immd | 10.16955734 |
| Arrival Passage | avg_arr_passage | 14.2994963 |
| Lounge | avg_lounge | 10.6837623 |
| Arrival Immigration | avg_arr_immigration | 3.694581143 |
| Midfield Concourse, Lounge | avg_mfc_lounge | 18.81948894 |
| Baggage Hall | avg_baggage_hall | 13.50370626 |
| Check In | avg_check_in | 30.54951657 |
| Retail | avg_retail | 23.09527833 |

Departing Passengers at HKIA



Departing Passengers at HKIA Forecast



HK IMMERSIVE A