



WHAT IS HYPER RELEVANCE IN TRAVEL?

VIDEO TRANSCRIPT

Hyper Relevant Recommendations

"I'd love to take Patty on a trip around an adventurous city."

Adventure, Nature, City
Tokyo Mount Mitake, Tokyo Coca Cola Factory Tour, Tokyo Mario Kart Adventure

"School holidays! Where can we go that's fun yet relaxing?"

Kid friendly, zen, city
Tokyo Ghibli Adventures, Tokyo Michelin Kaiseki Feast, Tokyo Skyline Helicopter Tour

Hyper Relevant Ancillaries

"Looking forward to a great start to the trip."

Recommended: Meal, Sit Together, Champagne Onboard

Suppressed: Family Insurance, Lounge Access, Kids Activity Pack

"These options are exactly what I need."

Recommended: Seat Selection, Kids Activity Pack, Extra Baggage

Suppressed: Sports Baggage, Limo Pick-Up, Champagne Onboard

Hyper Relevant Experiences

Duration of stay: 2 days

Tokyo: Shinjuku Night Walking, Mario Kart Tokyo, Tokyo Tower Skyline

Duration of stay: 5 days

Kyoto: Arashiyama Bamboo Forest, Kyoto Cherry Blossom, Kyoto Cosplay Festival

Tokyo: Shinjuku Night Walking, Mario Kart Tokyo, Tokyo Tower Skyline

Yokohama: Yokohama Shrine, Yokohama Ramen Museum, Hakkeijima Sea Paradise

Hyper Relevant Services

"Our gate has changed, better get going."

SMS notification: We would like to inform you that your boarding gate has been changed from A16 to A17. Please board 20 minutes before departure time.

"I don't mind my gate change if my kids are taken care of."

SMS notification from Flyou Airlines: Your boarding gate has been changed. We've prepared a transport buggy for your family.

Flyou – The hyper relevant digital airline Concept by Accenture

Copyright © 2019 Accenture
All rights reserved.

Accenture, its logo, and High Performance Delivered are trademarks of Accenture.