METAVERSE
TEAM 1 (TRAVEL & HOSPITALITY)
WUNDERMAN THOMPSON
Mirum

Holiday，我真的很愛你

HONG KONG TOURISM BOARD

Brand of Choice

WUNDERMAN THOMPSON Mirum

Mission

Promotes Hong Kong as a top tourist destination

Contributes to Hong Kong's economy by encouraging tourists' spending

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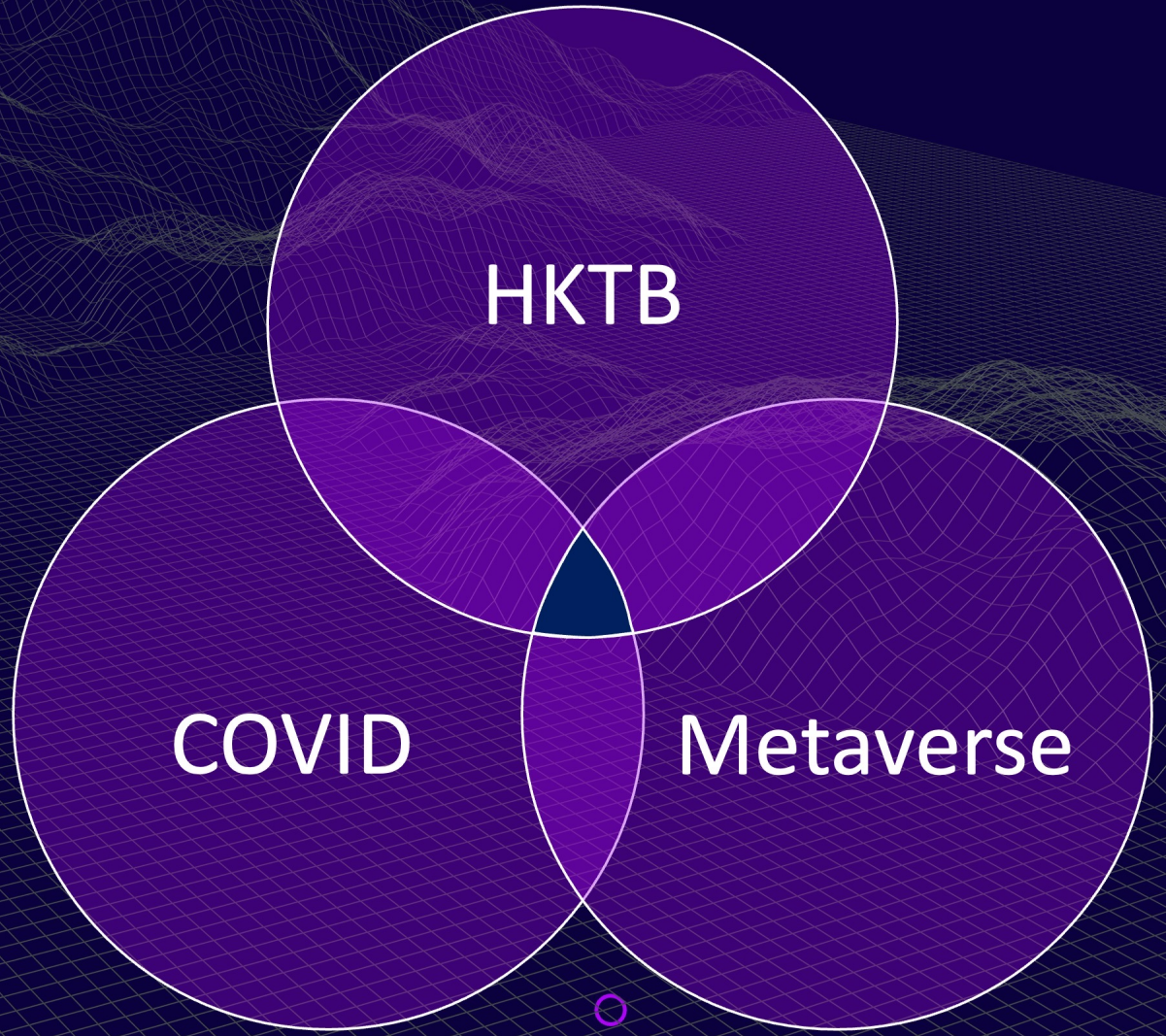
Where we begin...



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From Challenge...

"Effectively off the map"
Willie Walsh
Director General
International Air Transport Association (IATA)

"No. of tourists close to zero in 2021"
Hong Kong Tourism Board

With relatively harsh Covid restrictions, Hong Kong has ceased to become the well-known tourist destination.

To Opportunity

"No matter how far apart we actually are"
Mark Zuckerberg
Co-founder and CEO of Meta Platforms

"Transcend the limitations of time and space"
Yu-Da Lin
Assistant Professor at National Penghu University of Science and Technology

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HKTB's Ambition on Smart Travel Experience

「雖然人來不到香港，但他照樣參加一個交流活動，多了解香港文化、社會、人文、歷史等。」

「我們(旅發局) 發現這做法，推動很多海外年輕人、大學生，更想了解香港。」

In an interview about using new technology

Dane Cheng
Executive Director
Hong Kong Tourism Board

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Proposition

Transcend into a New Era of Travelling

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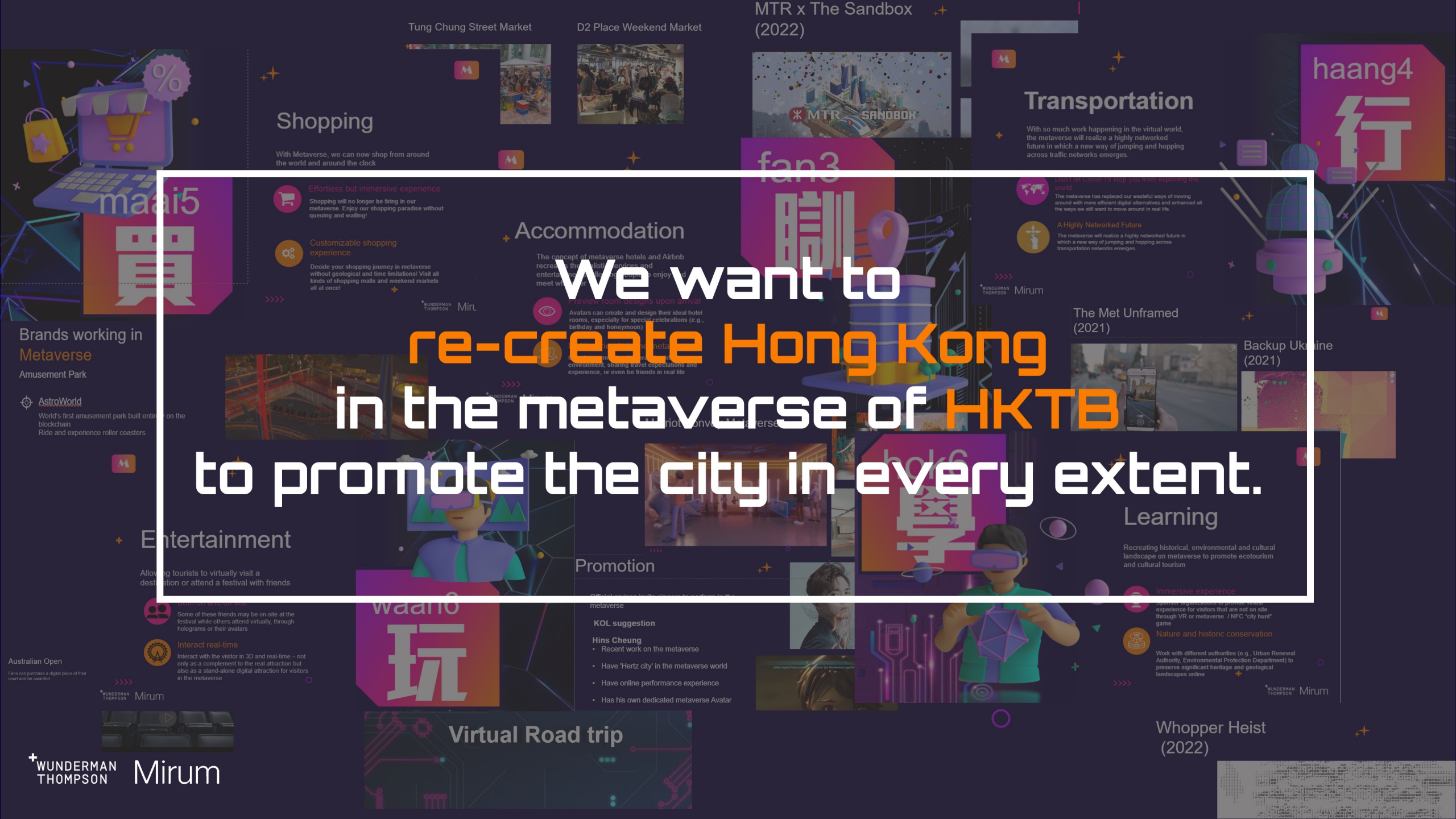
Objectives / Goals

Short-term

I. Maintaining Hong Kong's exposure in preparation for reopening

Medium-to-long term

II. Creating a smart travel experience



We want to
re-create Hong Kong
in the metaverse of HKTB
to promote the city in every extent.

BUT...
Where should we begin?

What do people do during their leisure time?

PARTICIPANT ACTIVITY AGES 6+	2014		2015		2016		2017		2018		2019		2020	
	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%
Archery	8,435	2.9%	8,378	2.8%	7,903	2.7%	7,769	2.6%	7,654	2.5%	7,449	2.5%	7,249	2.4%
Adventure Racing	2,368	0.8%	2,864	1.0%	2,999	1.0%	2,529	0.8%	2,215	0.7%	2,143	0.7%	1,966	0.6%
Backpacking Overnight (more than 1/4 mile from vehicle/home)	10,101	3.5%	10,100	3.4%	10,151	3.4%	10,975	3.7%	10,540	3.5%	10,660	3.5%	10,746	3.5%
Bicycling (BMX)	2,350	0.8%	2,690	0.9%	3,104	1.0%	3,413	1.1%	3,439	1.1%	3,648	1.2%	3,880	1.3%
Bicycling (Mountain/Non-Paved Surface)	8,044	2.8%	8,316	2.8%	8,615	2.9%	8,609	2.9%	8,690	2.9%	8,622	2.8%	8,998	3.0%
Bicycling (Road/Mountain/BMX)	44,014	15.1%	43,073	14.6%	45,827	15.5%	47,535	16.0%	47,877	15.9%	48,883	16.1%	52,730	17.3%
Bicycling (Road/Paved Surface)	39,725	13.6%	38,280	13.0%	38,365	13.0%	38,866	13.0%	39,041	13.0%	39,388	13.0%	44,471	14.6%
Birdwatching (more than 1/4 mile from vehicle/home)	13,179	4.5%	13,093	4.5%	11,589	3.9%	12,296	4.1%	12,344	4.1%	12,817	4.2%	15,228	5.0%
Boardsailing/Windsurfing	1,562	0.5%	1,766	0.6%	1,737	0.6%	1,573	0.5%	1,556	0.5%	1,405	0.5%	1,268	0.4%
Camping (Car, Backyard, Backpacking, & RV)	40,500	13.9%	40,015	13.6%	40,518	13.7%	41,768	14.1%	41,674	13.9%	41,757	13.8%	47,935	15.8%
Camping (RV)	14,633	5.0%	14,699	5.0%	15,855	5.4%	16,159	5.4%	15,980	5.3%	15,426	5.1%	17,825	5.9%
Camping (within 1/4 mile of vehicle/home)	28,660	9.8%	27,742	9.4%	26,467	8.9%	26,262	8.8%	27,416	9.1%	28,183	9.3%	36,082	11.9%
Canoeing	10,044	3.4%	10,236	3.5%	10,046	3.4%	9,220	3.1%	9,129	3.0%	8,995	3.0%	9,595	3.2%
Climbing (Indoor)							5,045	1.7%	5,112	1.7%	5,309	1.8%	5,535	1.8%
Climbing (Sport/Boulder)							2,103	0.7%	2,184	0.7%	2,183	0.7%	2,290	0.8%
Climbing (Traditional/Ice/Mountaineering)	2,457	0.8%	2,571	0.9%	2,790	0.9%	2,527	0.8%	2,541	0.8%	2,400	0.8%	2,456	0.8%
Fishing (Fly)	5,842	2.0%	6,089	2.1%	6,456	2.2%	6,791	2.3%	6,939	2.3%	7,014	2.3%	7,753	2.6%
Fishing (Fly/Salt/Fresh)	46,045	15.8%	45,687	15.5%	47,151	15.9%	49,081	16.6%	49,423	16.4%	50,165	16.6%	54,744	18.0%
Fishing (Freshwater/Other)	37,821	12.9%	37,682	12.8%	38,121	12.9%	38,346	12.9%	38,998	13.0%	39,185	12.9%	42,556	14.0%
Fishing (Saltwater)	11,817	4.0%	11,975	4.1%	12,266	4.1%	13,062	4.4%	12,830	4.3%	13,193	4.4%	14,527	4.8%
Hiking (Day)	36,222	12.4%	37,232	12.7%	42,128	14.2%	44,900	15.1%	47,860	15.9%	49,697	16.4%	57,808	19.0%
Hunting (Rifle/Shotgun/Handgun/Bow)	14,847	5.1%	15,526	5.3%	15,467	5.2%	15,626	5.3%	15,689	5.2%	15,088	5.0%	14,996	4.9%
Hunting (Bow)	4,411	1.5%	4,564	1.6%	4,427	1.5%	4,640	1.6%	4,601	1.5%	4,628	1.5%	4,656	1.5%
Hunting (Handgun)	3,091	1.1%	3,400	1.2%	3,512	1.2%	3,240	1.1%	3,202	1.1%	3,015	1.0%	2,998	1.0%
Hunting (Rifle)	10,081	3.5%	10,778	3.7%	10,797	3.6%	11,190	3.8%	11,272	3.7%	11,084	3.7%	11,098	3.7%
Hunting (Shotgun)	8,220	2.8%	8,438	2.9%	8,271	2.8%	8,552	2.9%	8,298	2.8%	8,083	2.7%	7,874	2.6%
Kayak Fishing	2,074	0.7%	2,265	0.8%	2,373	0.8%	2,371	0.8%	2,535	0.8%	2,748	0.9%	3,016	1.0%
Kayaking (Recreational)	8,855	3.0%	9,499	3.2%	10,017	3.4%	10,533	3.5%	11,017	3.7%	11,382	3.8%	13,002	4.3%
Kayaking (Sea/Touring)	2,912	1.0%	3,079	1.0%	3,124	1.1%	2,955	1.0%	2,805	0.9%	2,652	0.9%	2,508	0.8%
Kayaking (White Water)	2,351	0.8%	2,518	0.9%	2,552	0.9%	2,500	0.8%	2,562	0.9%	2,583	0.9%	2,605	0.9%
Rafting	3,781	1.3%	3,883	1.3%	3,428	1.2%	3,479	1.2%	3,404	1.1%	3,438	1.1%	3,474	1.1%
Running, Jogging, & Trail Running	53,700	18.4%	51,515	17.5%	52,325	17.7%	55,922	18.9%	57,831	19.2%	61,012	20.2%	63,753	21.0%
Running/Jogging	51,127	17.5%	48,496	16.5%	47,384	16.0%	50,770	17.0%	49,459	16.5%	50,052	16.5%	50,652	16.7%
Sailing	3,924	1.3%	4,099	1.4%	4,095	1.4%	3,974	1.3%	3,754	1.2%	3,618	1.2%	3,486	1.1%
Scuba Diving	3,145	1.1%	3,274	1.1%	3,111	1.1%	2,874	1.0%	2,849	0.9%	2,715	0.9%	2,588	0.9%
Shooting (Sport Clays)	4,645	1.6%	5,362	1.8%	5,471	1.8%	5,078	1.7%	5,091	1.7%	4,852	1.6%	4,699	1.5%
Shooting (Trap/Skeet)	3,837	1.3%	4,368	1.5%	4,600	1.6%	4,300	1.5%	4,515	1.5%	4,057	1.3%	3,837	1.3%
Skateboarding	6,582	2.3%	6,436	2.2%	6,442	2.2%	6,382	2.1%	6,500	2.2%	6,610	2.2%	8,872	2.9%
Skiing (Alpine/Downhill/Freeski/Telemark)									14,726	4.9%	14,884	4.9%	14,347	4.7%
Skiing (Cross-Country)	4,291	1.5%	4,146	1.4%	4,640	1.6%	5,059	1.7%	5,104	1.7%	4,877	1.6%	4,768	1.6%
Snorkeling	8,752	3.0%	8,874	3.0%	8,717	2.9%	8,384	2.8%	7,815	2.6%	7,659	2.5%	7,729	2.5%

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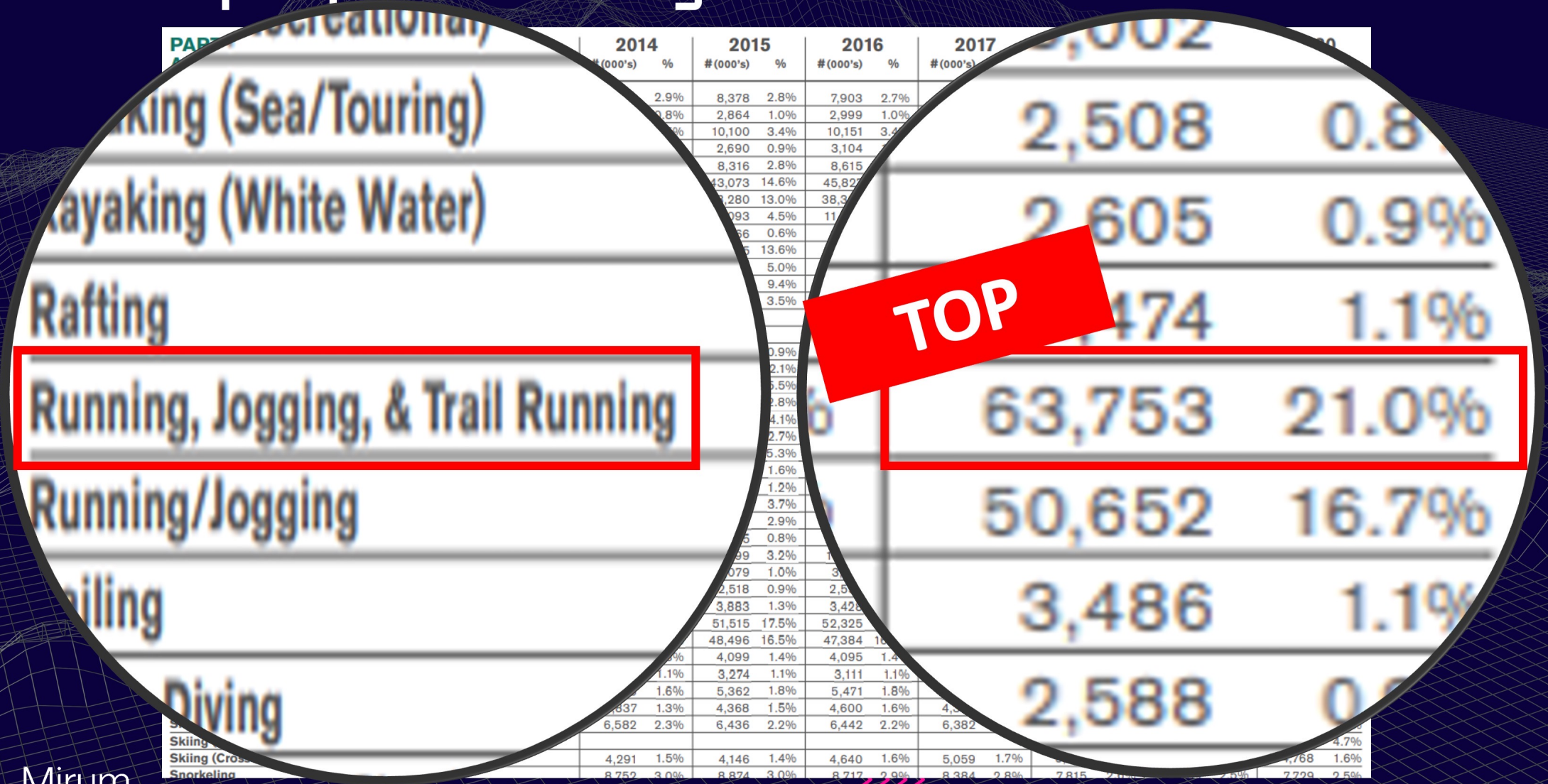
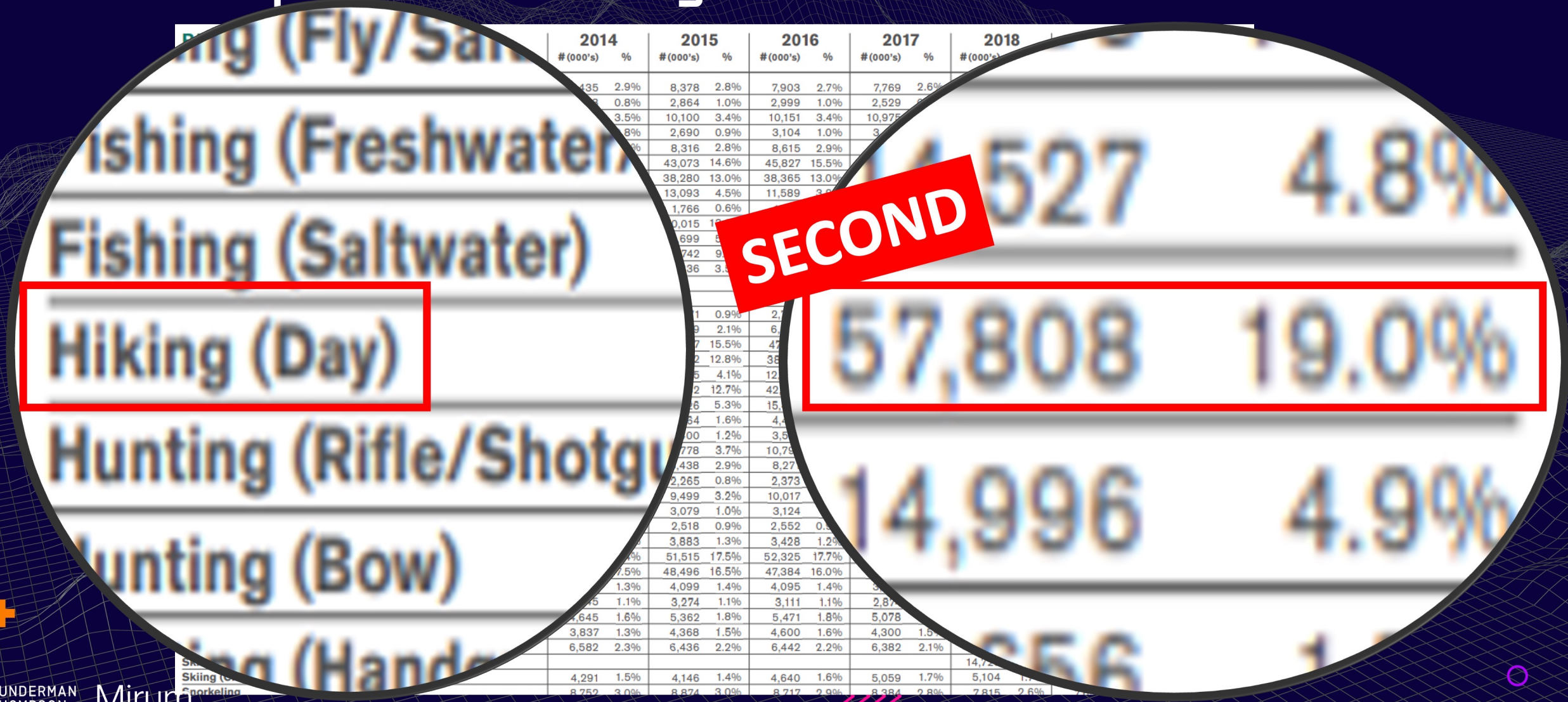
What do people do during their leisure time?



WUNDERMAN THOMPSON Mirum

What do people do during their leisure time?



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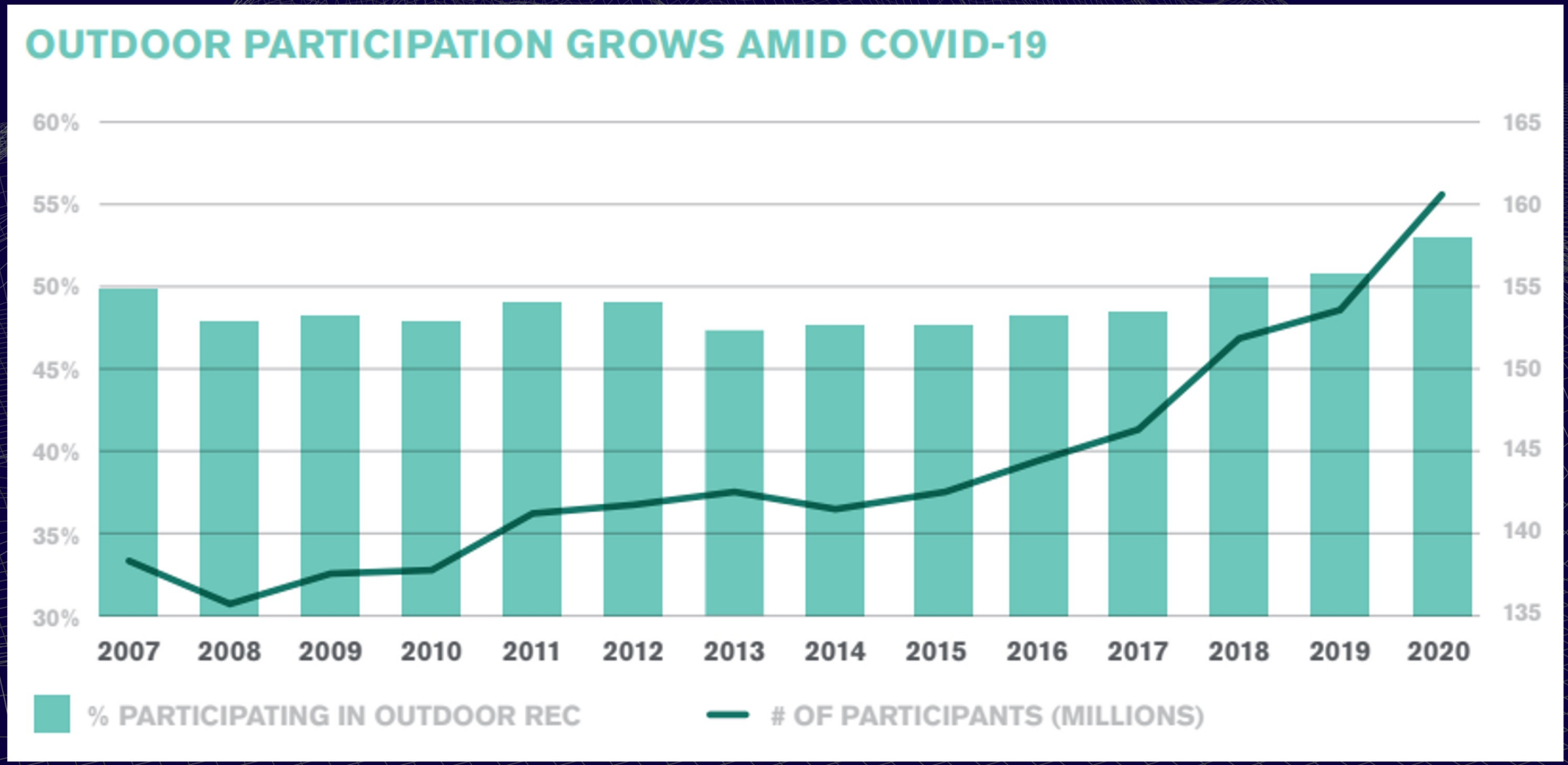
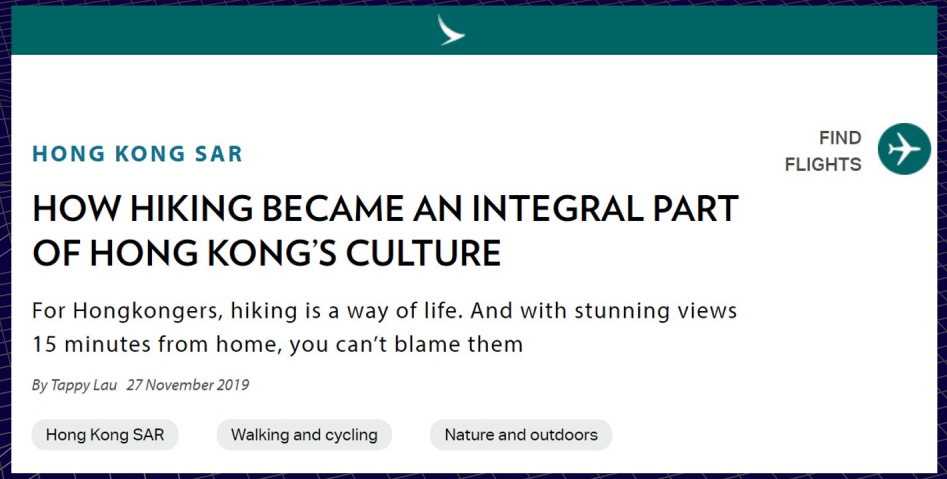
What is the trend of doing outdoor activities?



HK is famous for urban hiking

One thing I've noticed while attending hiking events across Asia and Europe is that overseas climbers are always surprised by how light we pack. Compared to their hiking equipment – which usually includes several days' worth of clothing, food and other essentials, all stuffed into an oversized rucksack – Hongkongers seem totally underprepared for the occasion, with just a smartphone, a water bottle and a few light snacks. We're spoiled by the clear signage – and easy access to convenience stores.

Digital Nomad Guide to Living in Hong Kong:



HONG KONG SAR

FIND FLIGHTS

HOW HIKING BECAME AN INTEGRAL PART OF HONG KONG'S CULTURE

For Hongkongers, hiking is a way of life. And with stunning views 15 minutes from home, you can't blame them

By Tappy Lau 27 November 2019

Hong Kong SAR | Walking and cycling | Nature and outdoors

Arguably the best part about Hong Kong is having access to one of the largest cities in the world yet only being 20-30 minutes away from gorgeous mountains, peaks and hills. HK takes their surrounding nature very seriously, protecting 75% of the available land (hence why they build **up**!).

The hikes range anywhere from *this-is-easy!* to *am-I-dying*? But regardless of the difficulty, you will be astonished that in such a short time, you can completely remove yourself from the city.

It's a great (and sometimes necessary) way to recharge the batteries and get away from the chaos of downtown. This is a good resource to get you started on some of HK's best hikes.

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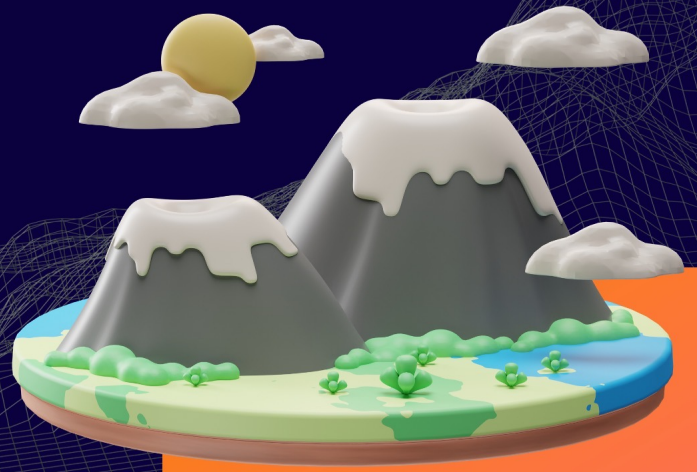
Target Audience



Amateur Nature Lovers

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Theme

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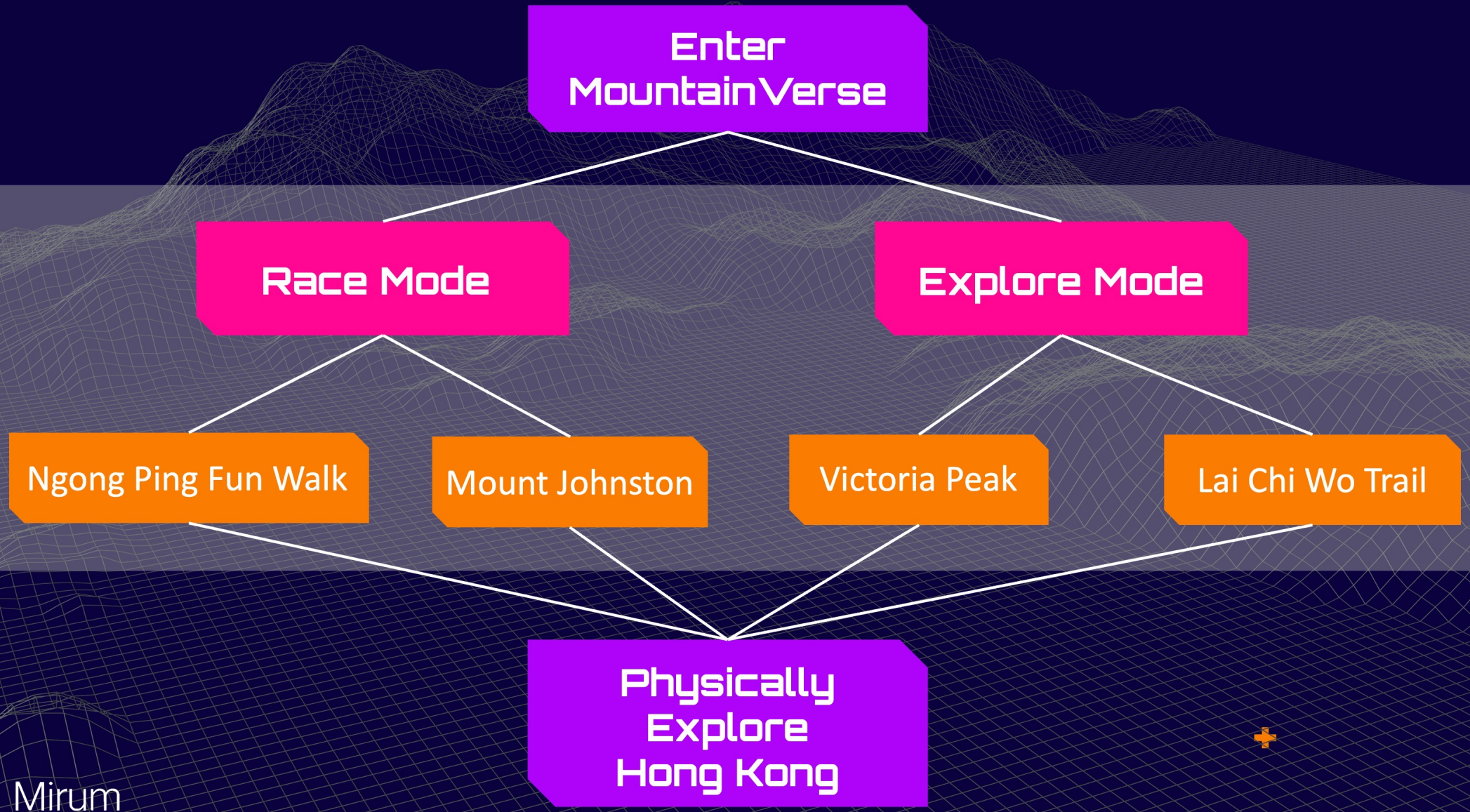
Flow Chart



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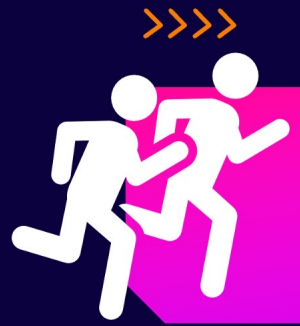
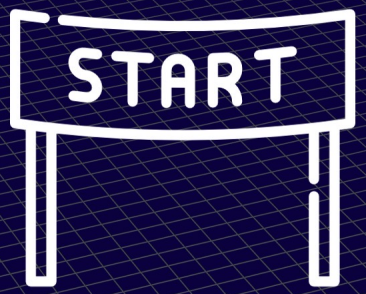


Race Mode

Worldwide Competition

- Time-based competition for individuals
- Groups of same nationality compete against each other

Points in the ranking system (given based on time completion) → redeem coupons



Explore Mode

Immersive Urban Hiking Experience

- Easy access to city and malls
- Explore natural scenery

Pick up collectibles to claim souvenirs

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Home Interface

TIME: 00:20:012
P1
P3
P2
2th
Egg tart

W
E
S

Race Mode

LEADER BOARD
1 SOUTH KOREA PT 152,162
2 THAILAND PT 151,221
3 UNITED KINGDOM PT 122,321
4 JAPAN PT 101,320
5 DENMARK PT 85,356
6 MALAYSIA PT
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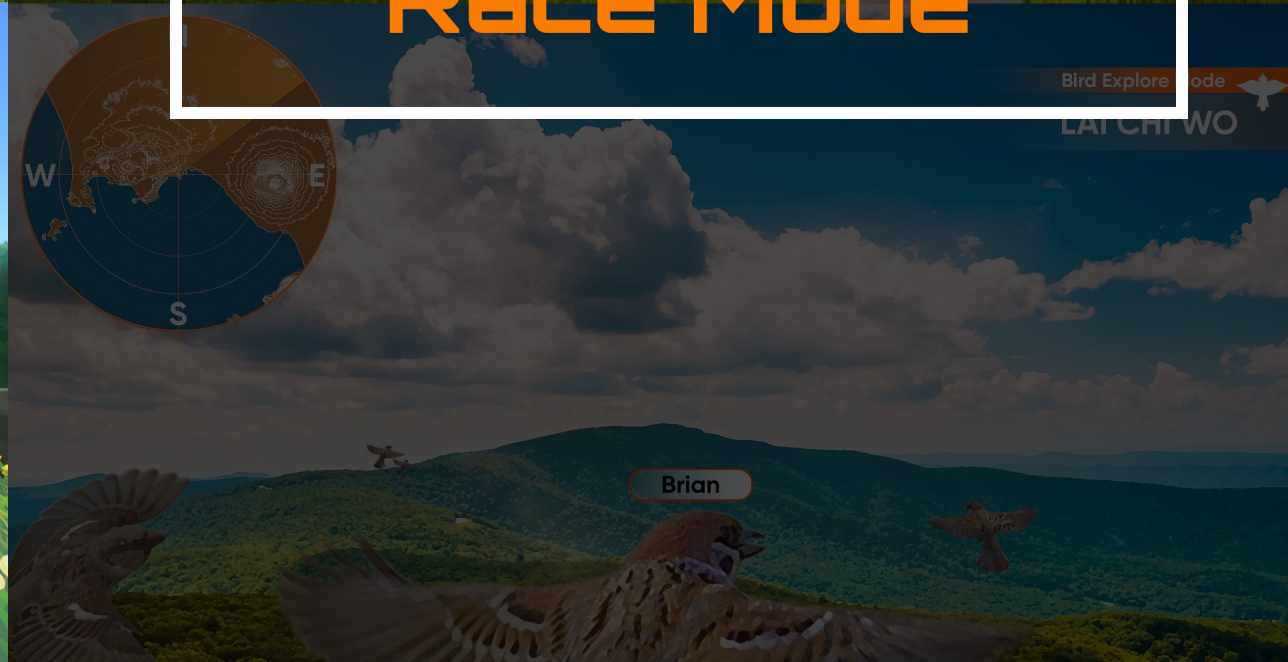
W
E
S
Bird Explore
LAI CHI WO
Brian

Race Mode Interface

Real-time locations of other players

Track

Obstacles

Current Position

Time Used

Other Players

Energy Source

Energy Bar

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Ranking Interface

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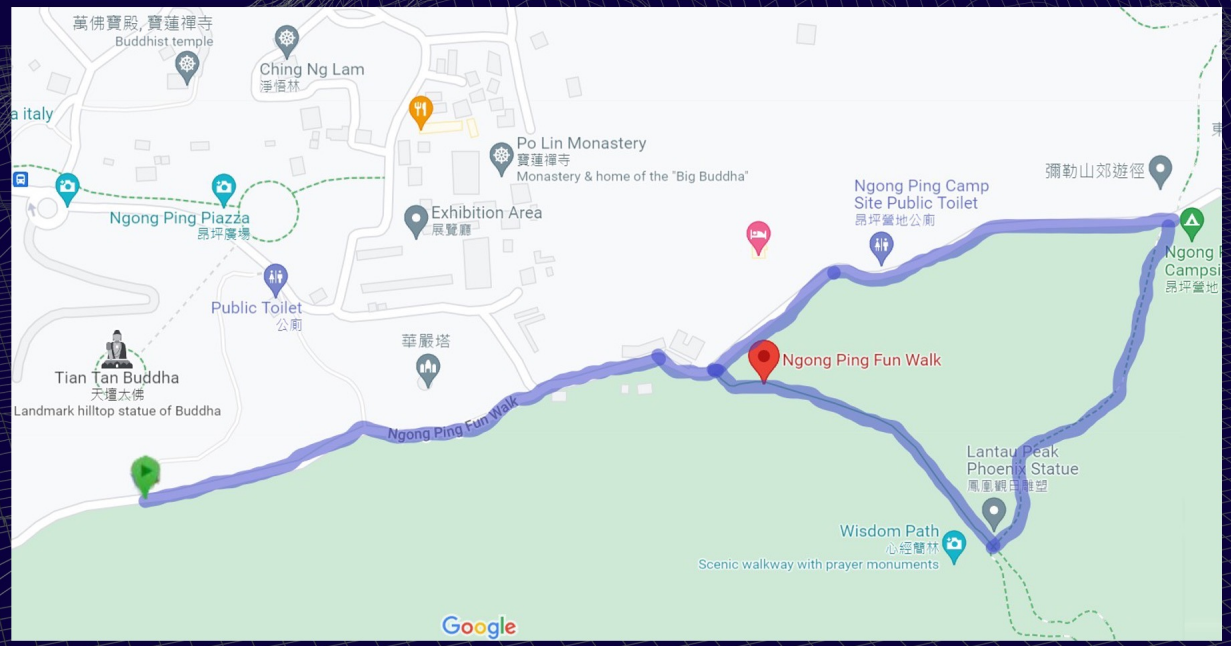
Race Mode Map 1 – Ngong Ping Fun Walk 昂坪奇趣徑



WUNDERMAN THOMPSON Mirum

Race Mode Map 2 – Mount Johnston 玉桂山

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Explore Mode

LEADER BOARD

1	SOUTH KOREA	PT	152,162
2	THAILAND	PT	151,221
3	UNITED KINGDOM	PT	122,321
4	JAPAN	PT	101,320
5	DENMARK	PT	85,356
6	MALAYSIA	PT	80,651

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Explore Mode Interface

WUNDERMAN THOMPSON Mirum

Explore Mode Interface

Current game mode

Location

Reactions

Character Changed

Return to human form when energy is used up

WUNDERMAN THOMPSON Mirum

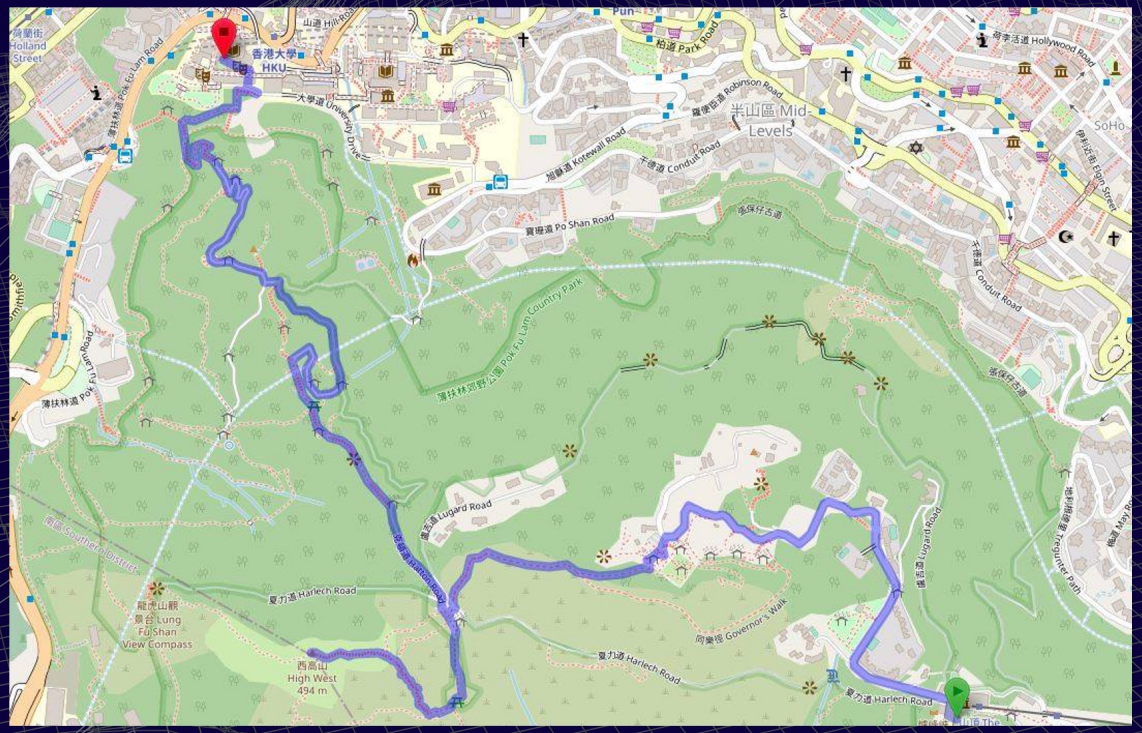
Explore Mode Interface

Bruce Lee 3D models

NPC for Virtual Tour

WUNDERMAN THOMPSON Mirum

Explore Mode Map 1 – Victoria Peak 太平山



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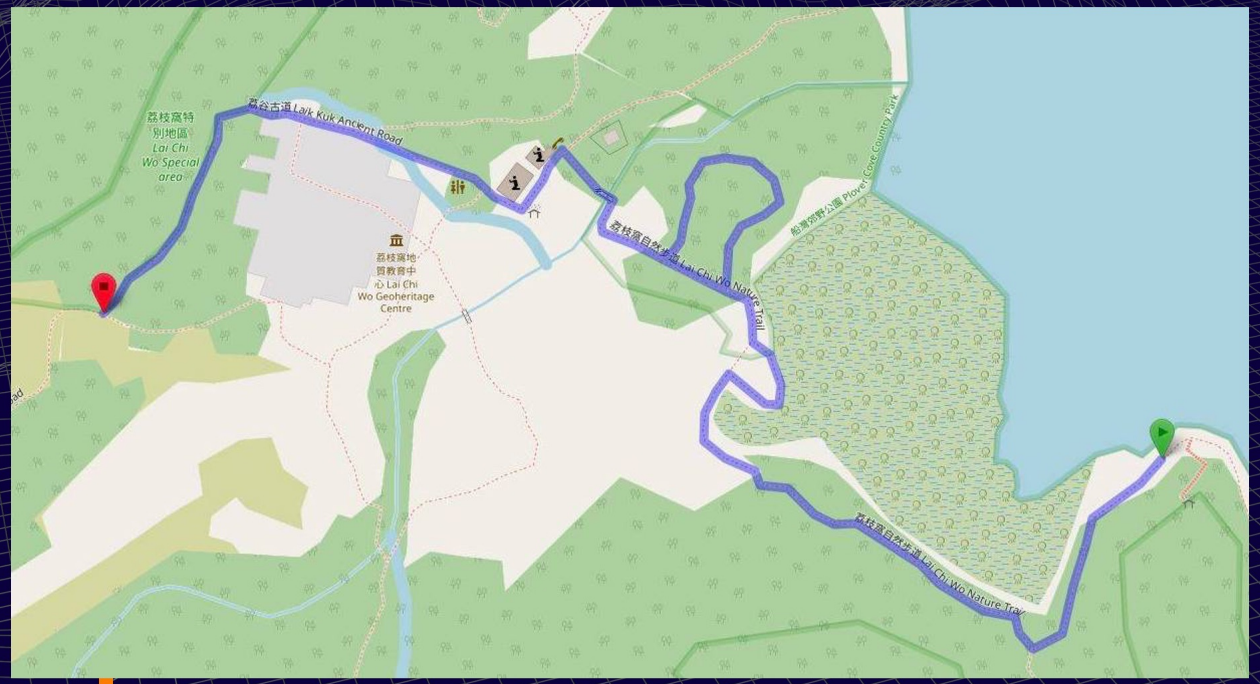
Explore Mode Map 2 – Lai Chi Wo Trail in Shuen Wan
荔枝窩自然步道



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What's More?

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Seasonal / Brand Collaboration

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Seasonal / Brand Collaboration

- Environmental designs change occasionally
- Special avatar costumes for different celebrations
- Unique festivals for specific events

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MountainVerse

HKTB Mobile App

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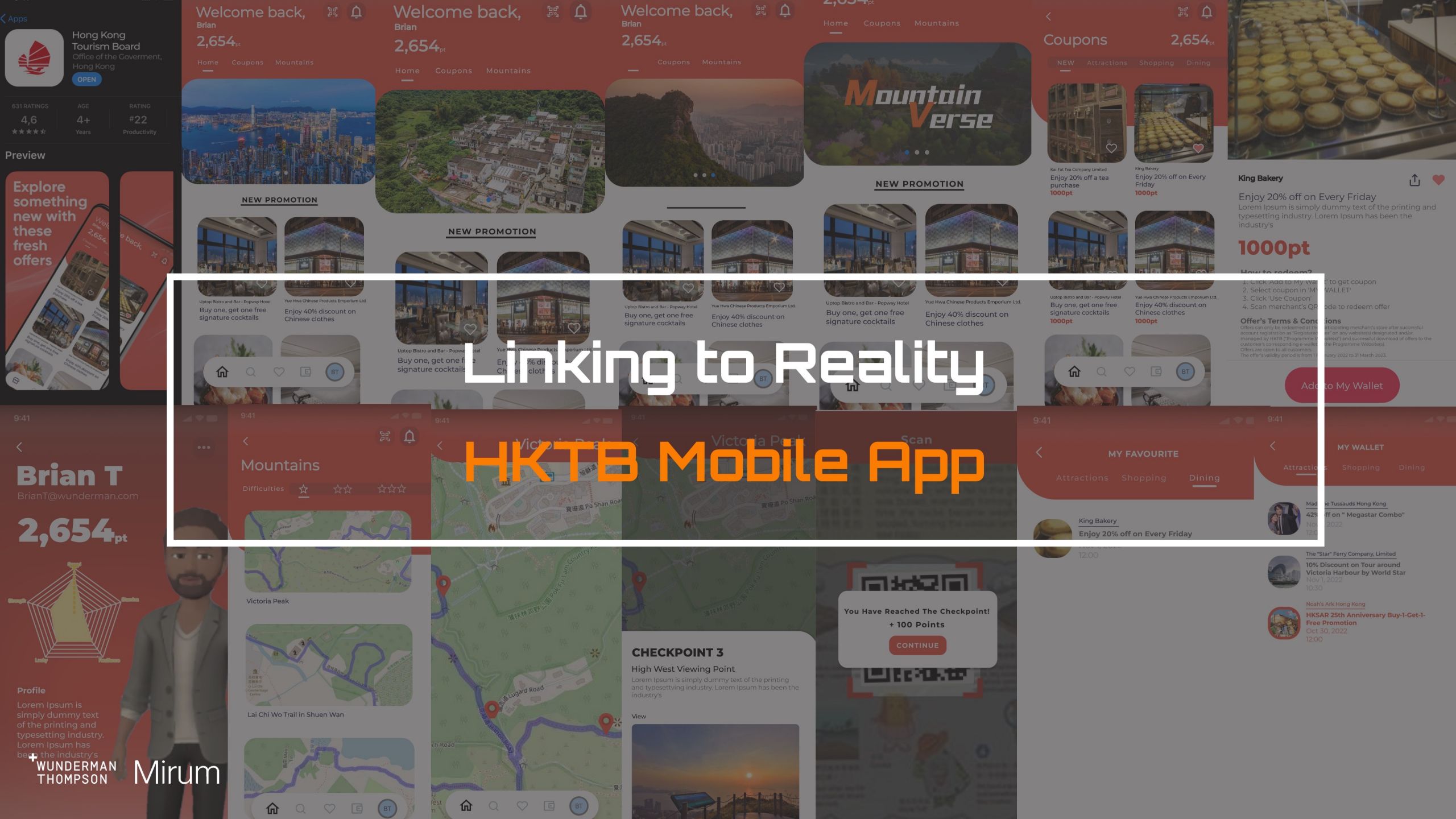
Linking to Reality
HKTB Mobile App
Hong Kong Tourism Board
Office of the Goverment, Hong Kong
OPEN
Preview
Explore something new with these fresh offers
Welcome back,
Brian
2,654pt
Home
Coupons
Mountains
NEW PROMOTION
Buy one, get one free signature cocktails
Enjoy 40% discount on Chinese clothes
Mountain Verse
Coupons
NEW
Attractions
Shopping
Dining
Enjoy 20% off a tea purchase
1000pt
Enjoy 20% off on Every Friday
King Bakery
Enjoy 20% off on Every Friday
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's
1000pt
Add to My Wallet
Brian T
BrianT@wunderman.com
2,654pt
Profile
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's
Mountains
Difficulties
Victoria Peak
Lai Chi Wo Trail in Shuen Wan
Scan
CHECKPOINT 3
High West Viewing Point
Lorem Ipsum is simply dummy text of the printing and typesettving industry. Lorem Ipsum has been the industry's
View
You Have Reached The Checkpoint!
+ 100 Points
CONTINUE
MY FAVOURITE
Attractions
Shopping
Dining
King Bakery
Enjoy 20% off on Every Friday
MY WALLET
The "Star" Ferry Company, Limited
10% Discount on Tour around Victoria Harbour by World Star
Noah's Ark Hong Kong
HKSAR 25th Anniversary Buy-1-Get-1-Free Promotion
Oct 30, 2022
12:00
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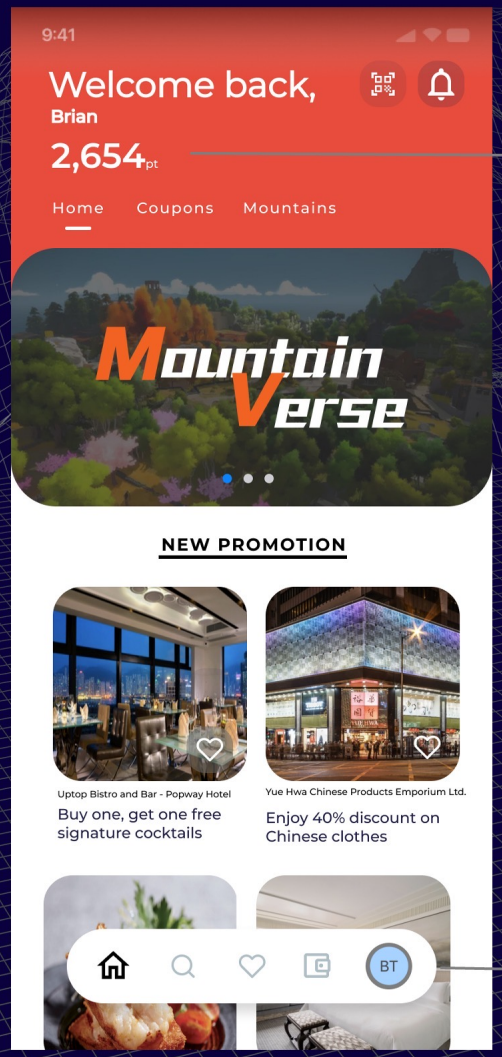
Mirum

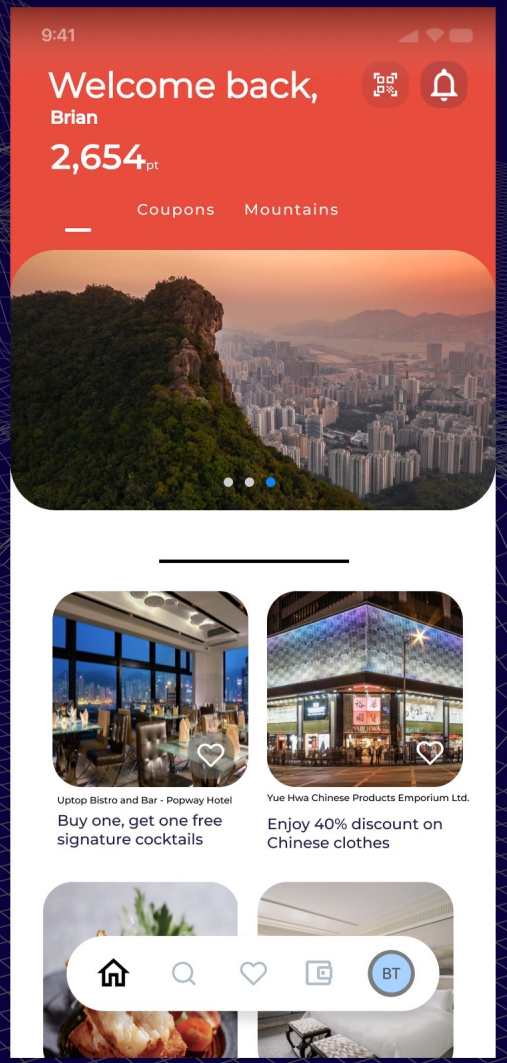
1. Real Life Rewards

Home Interface



Points Earned

Menu Bar



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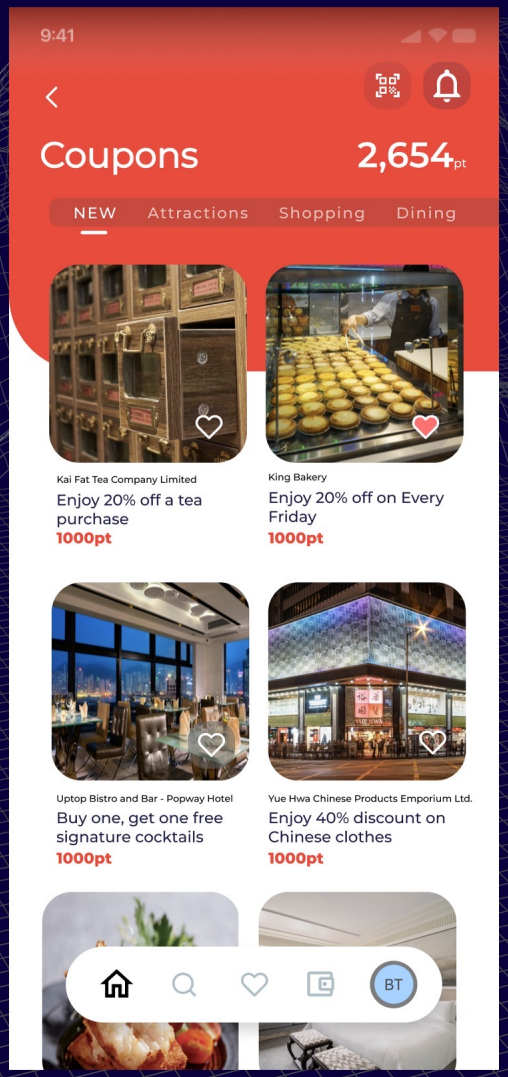
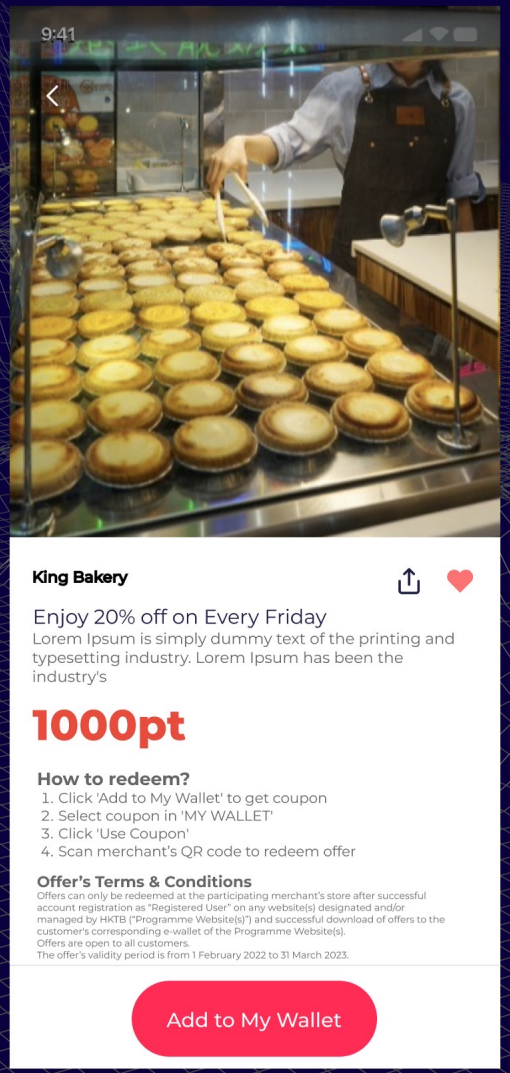
1. Real Life Rewards

Redeem Coupons





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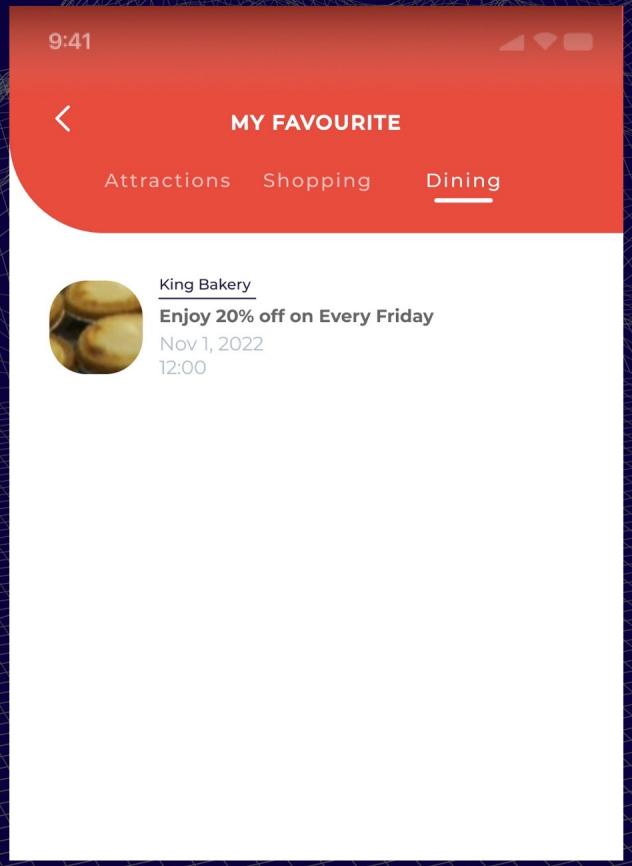
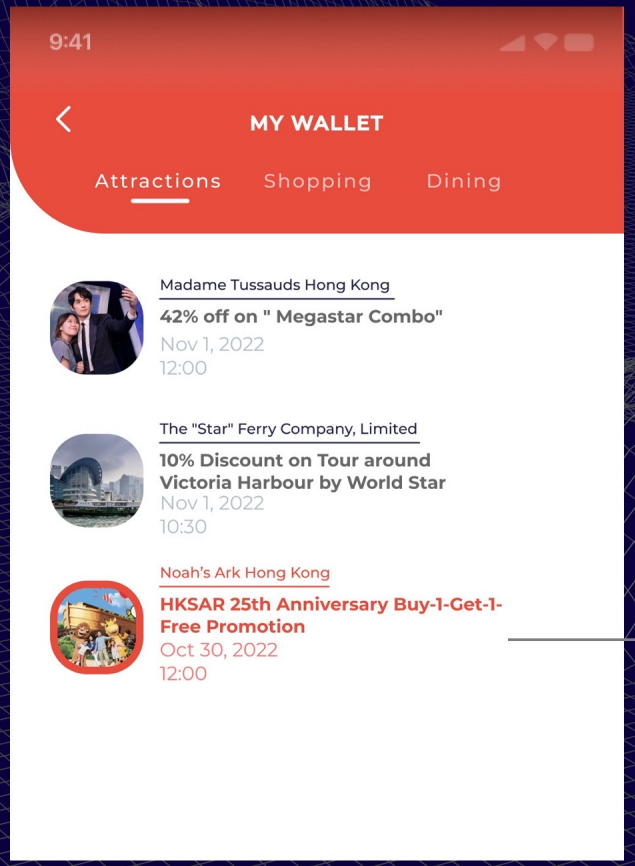
1. Real Life Rewards

My Favourite/ Wallet





Special collectible from Explore Mode

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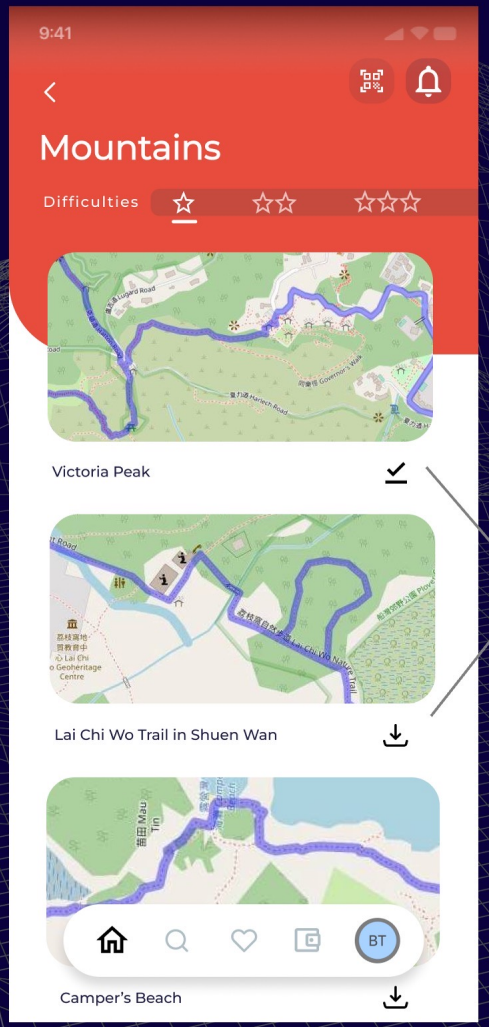
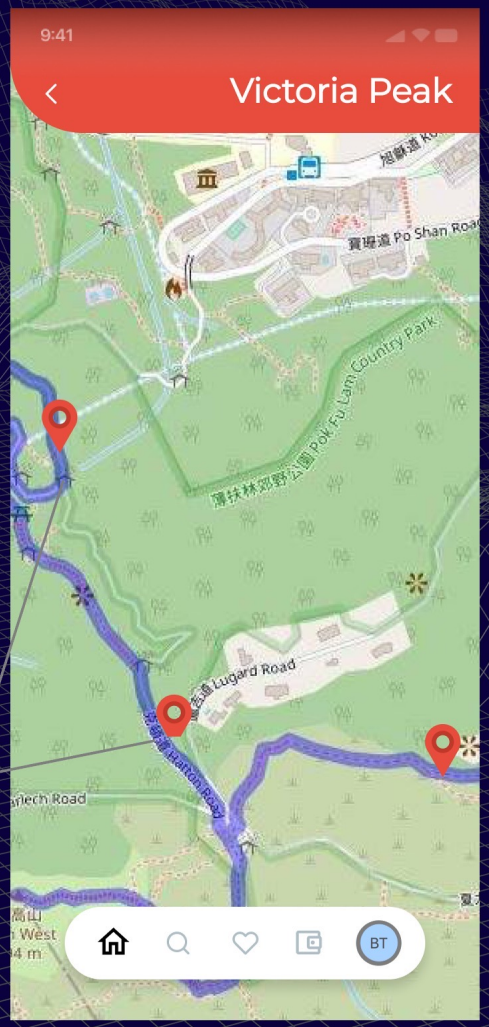
2. Maps & Checkpoints

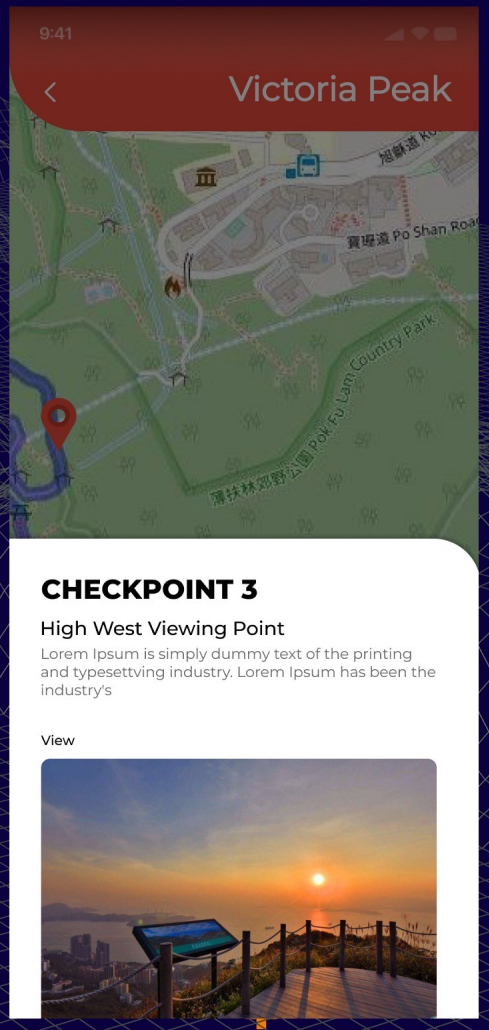
Trail Maps



Download Trails

Checkpoints





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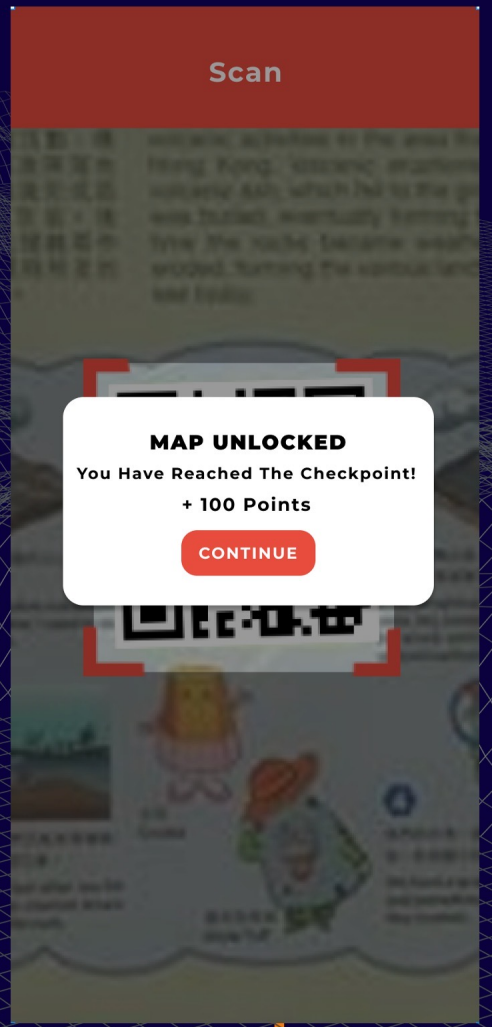
2. Maps & Checkpoints

QR Code Scanning



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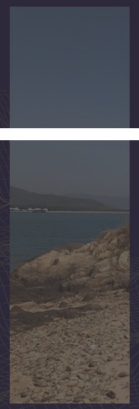
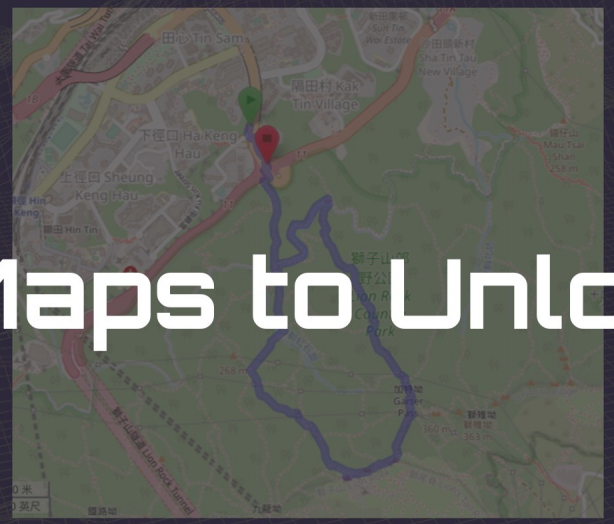
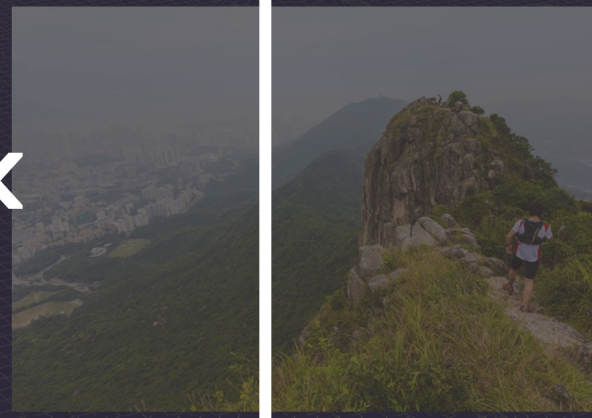
Hidden Map -
Finger Hill Trail in Peng Chau
手指山



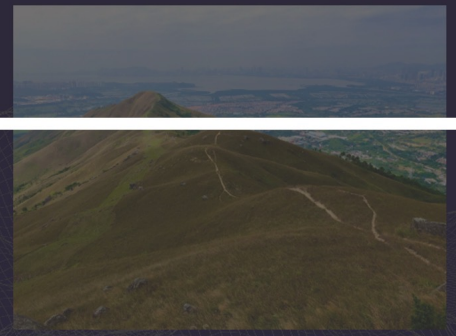
Hidden Map -
Lion Rock 獅子山

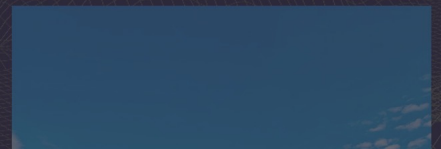




And More Maps to Unlock

Hidden Map -
Kai Kung Leng 雞公嶺





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Implementation

Metaverse platform: **Decentraland**

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Why Decentraland?

- Massive user base
  - About 300,000 monthly active users
  - 18,000 daily active users
  - A maximum concurrency of 2,500

- Open world map with minimal restrictions
  - Customizable game rule
  - Collecting objects
  - Flying mechanism

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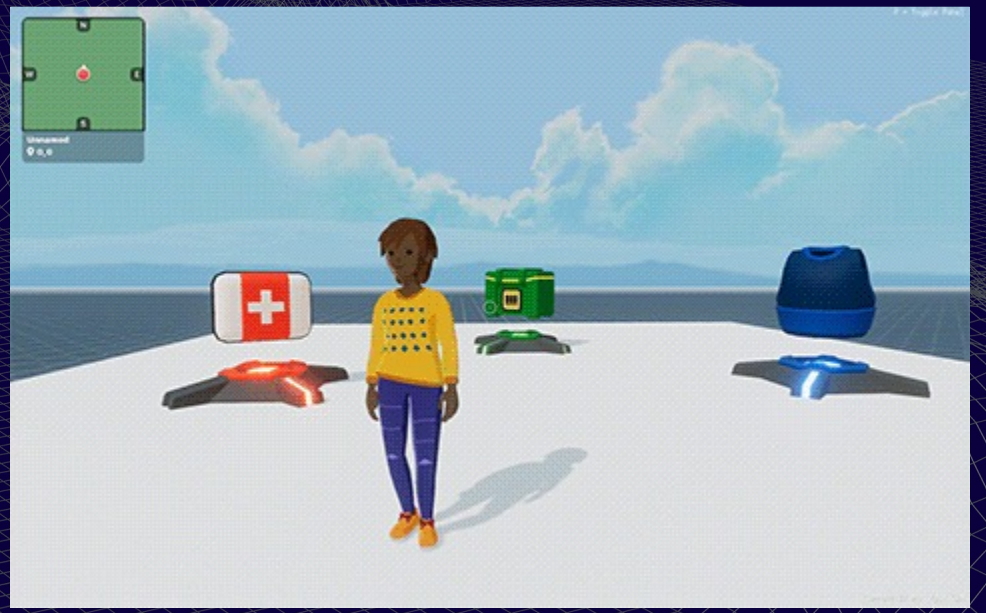
Implementation

Coin Pickup

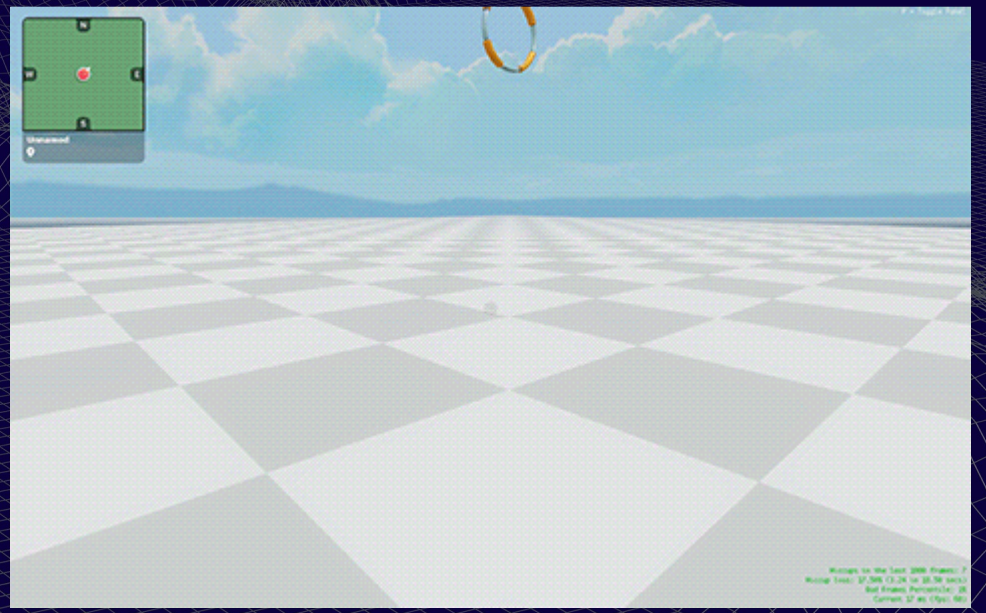
Item Pickup



Implementation

Interactions between objects

Flying Mechanics



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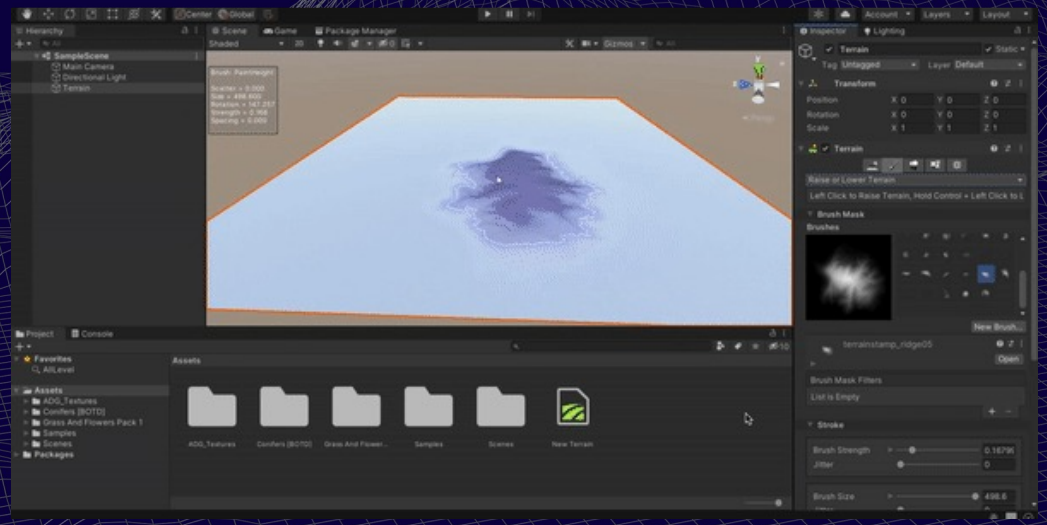
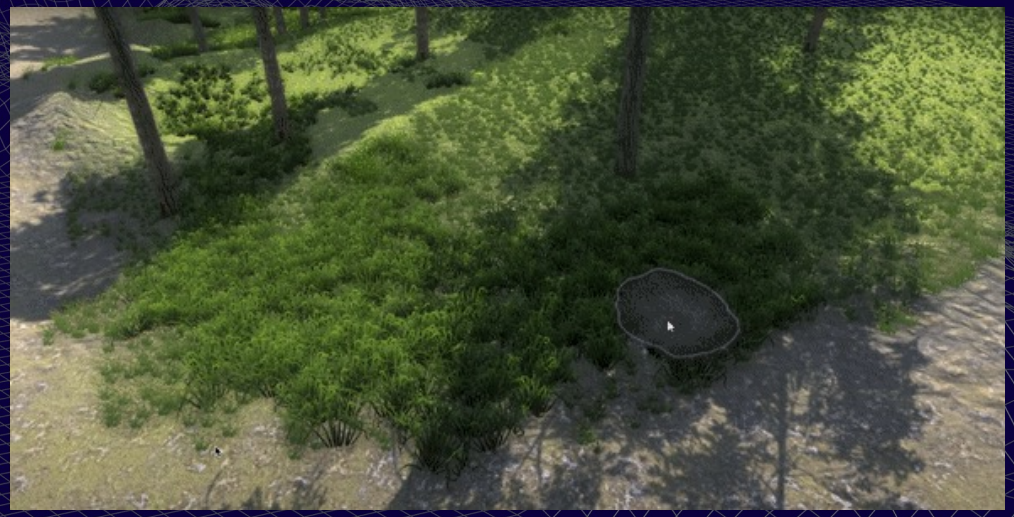
Implementation

Building mountain environment into metaverse with Unity / Blender



Texturing mountain surface



WUNDERMAN THOMPSON Mirum

So, what do we have now?

Log On

Enter MountainVerse to explore different modes and maps

HKTB MountainVerse

Customer Journey

WUNDERMAN THOMPSON Mirum

Log On

Enter MountainVerse to explore different modes and maps

Join Ranking / Find Collectibles

Accumulate points via Race Mode/ Find collectibles via Explore Mode

HKTB MountainVerse

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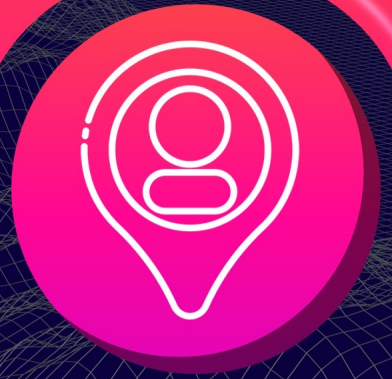
Download App

Spend points for coupons in HKTB App

Visit HK Physically

Visit HK for more maps and checkpoints



WUNDERMAN THOMPSON Mirum

HKTB MountainVerse

Customer Journey

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Download App

Spend points for coupons in HKTB App

Visit HK Physically

Visit HK for more maps and checkpoints

Redeem

Claim souvenirs

WUNDERMAN THOMPSON Mirum

Summary

How does MountainVerse satisfy Hong Kong Tourism Board's goals?

MountainVerse

Reaching out to worldwide amateur nature lovers

Promote technological innovation
- VR
- Decentraland

HKTB

Maintain Hong Kong Exposure

Promote Smart Travel Experience

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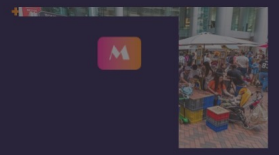
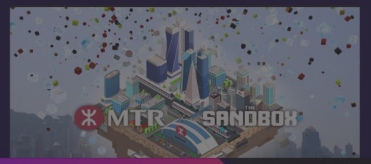
MountainVerse is just a beginning...

Tung Chung Street Market



D2 Place Weekend Market

MTR x The Sandbox (2022)



maai5 買

Shopping

With Metaverse, we can now shop from around the world and around the clock

Effortless but immersive experience

Shopping will no longer be tiring in our metaverse. Enjoy our shopping paradise without queuing and waiting!

Customizable shopping experience

Decide your shopping journey in metaverse without geological and time limitations! Visit all kinds of shopping malls and weekend markets all at once!

fan3 瞓

Accommodation

The concept of metaverse hotels and Airbnb recreates the realistic services and entertainments, allowing people to enjoy and meet wherever

Preview room designs upon arrival

Avatars can create and design their ideal hotel rooms, especially for special celebrations (e.g., birthday and honeymoon)

Making friends in the metaverse

Guests can meet and interact in virtual environment, sharing travel expectations and experience, or even be friends in real life

Transportation

With so much work happening in the virtual world, the metaverse will realize a highly networked future in which a new way of jumping and hopping across traffic networks emerges.

Don't let Covid-19 stop you from exploring the world

The metaverse has replaced our wasteful ways of moving around with more efficient digital alternatives and enhanced all the ways we still want to move around in real life.

A Highly Networked Future

haang4 行

Mirum

Brands working in Metaverse

Amusement Park

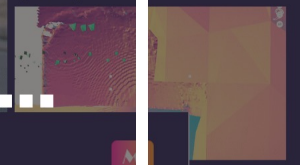
AstroWorld

World's first amusement park built entirely on the blockchain

Ride and experience roller coasters

The Met Unframed (2021)

Backup Ukraine (2021)



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Entertainment

destination or attend a festival with friends

Both on and off site

Some of these friends may be on-site at the festival while others attend virtually, through holograms or their avatars

Interact real-time

Interact with the visitor in 3D and real-time – not only as a complement to the real attraction but also as a stand-alone digital attraction for visitors in the metaverse

waan6 玩

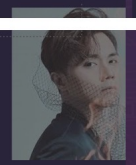
Promotion

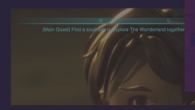
- Official cruises invite singers to perform in the metaverse

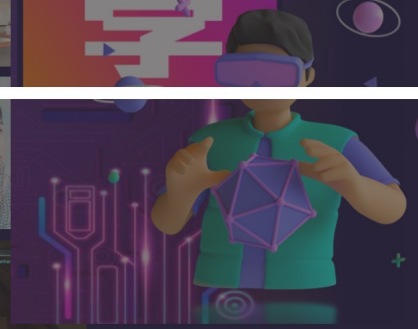
KOL suggestion

Hins Cheung

- Recent work on the metaverse
- Have 'Hertz city' in the metaverse world
- Have online performance experience
- Has his own dedicated metaverse Avatar







Learning

Recreating historical, environmental and cultural landscape on metaverse to promote ecotourism and cultural tourism

Immersive experience

Sponsor organizations to provide virtual experience for visitors that are not on site through VR or metaverse / NFC "city hunt" game

Nature and historic conservation

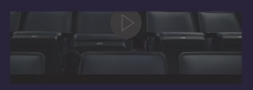
Work with different authorities (e.g., Urban Renewal Authority, Environmental Protection Department) to preserve significant heritage and geological landscapes online

Mirum

Australian Open

Fans can purchase a digital piece of their court and be awarded

Mirum



Virtual Road trip

Whopper Heist (2022)

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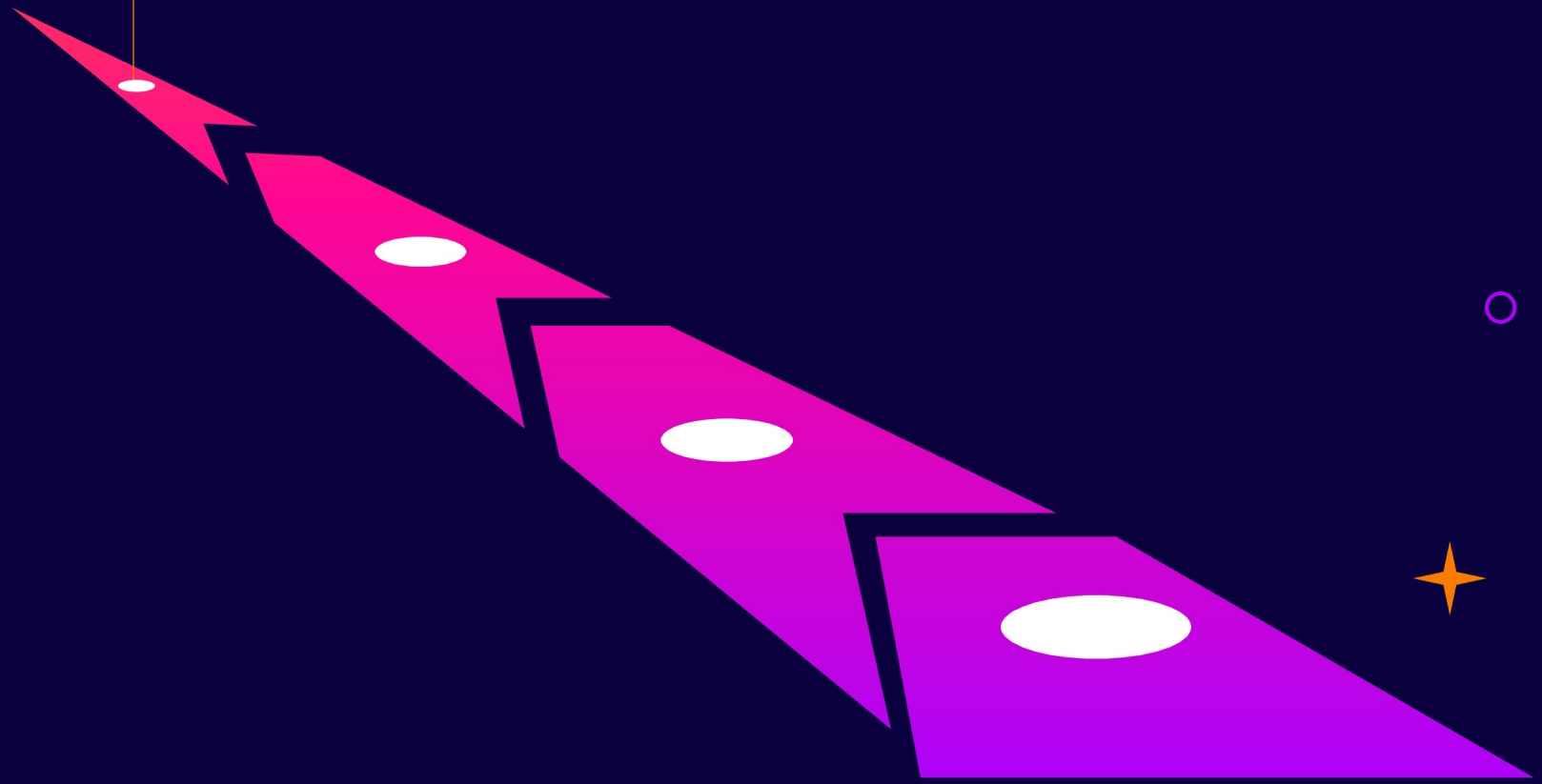
Road map
for future development...

Phase 1
MountainVerse



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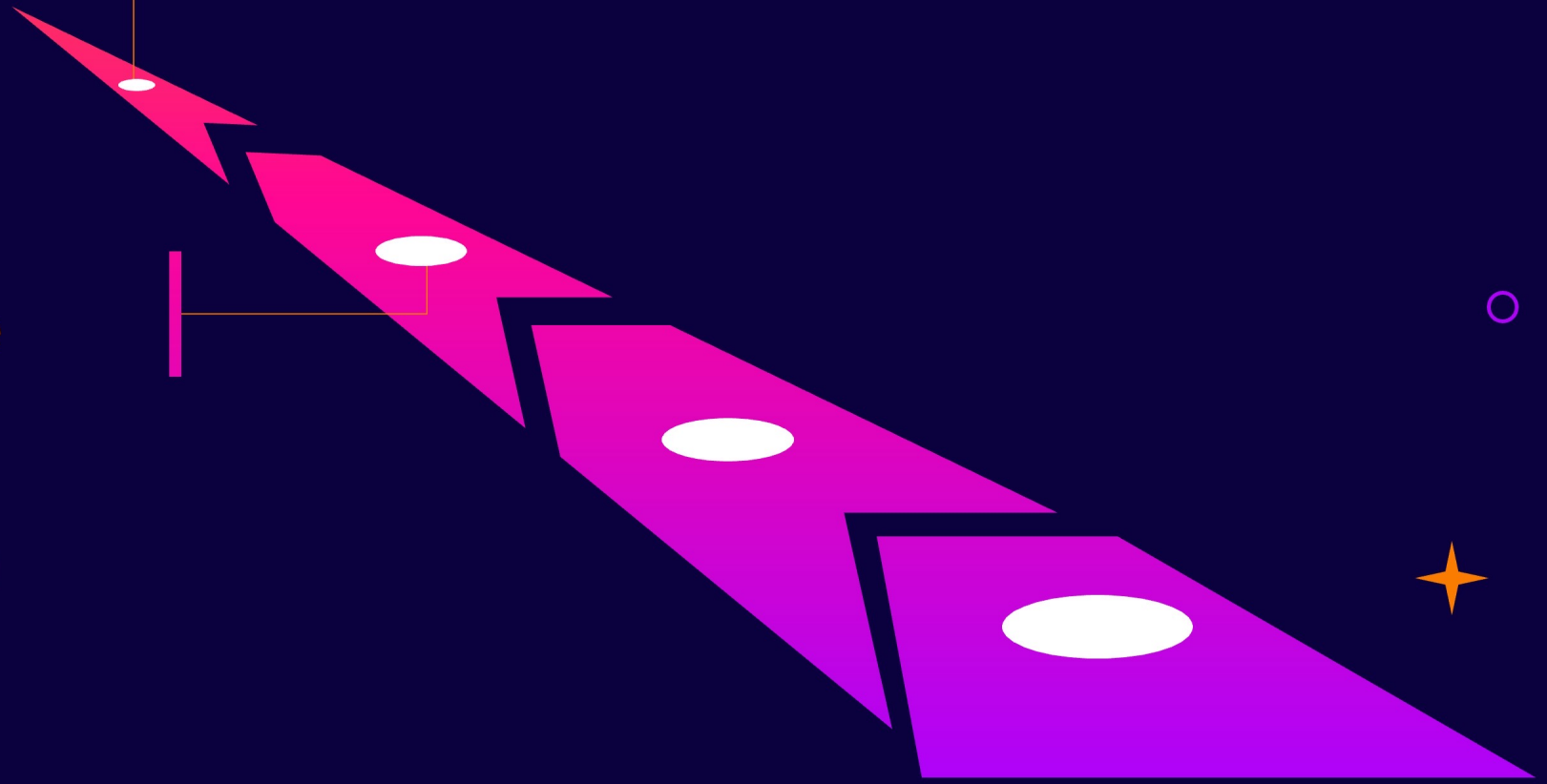
Road map
for future development...

Phase 1
MountainVerse

Phase 2
Shopping Experience



WUNDERMAN THOMPSON Mirum

Road map for future development...

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MountainVerse

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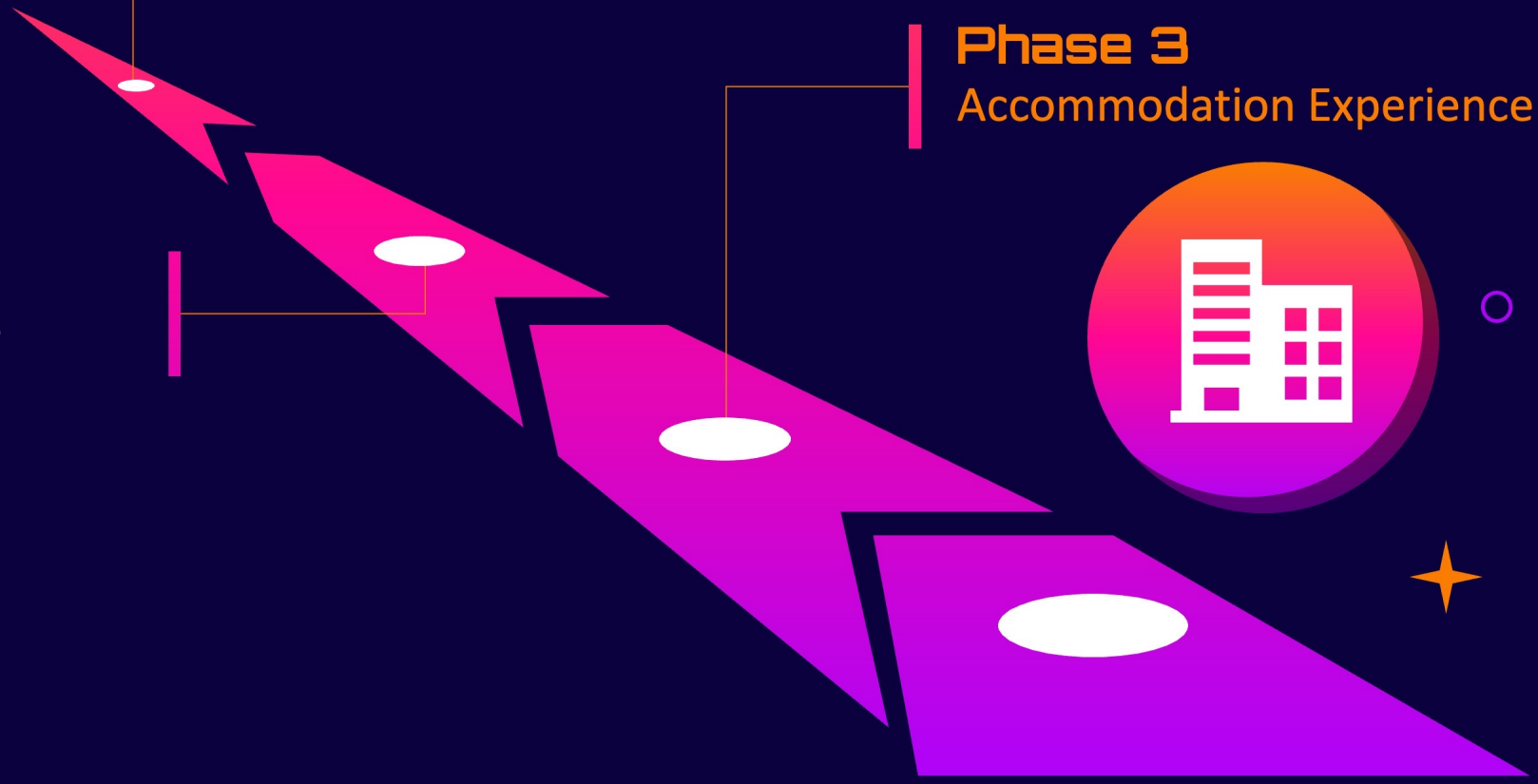
Shopping Experience

Phase 3
Accommodation Experience



WUNDERMAN THOMPSON Mirum

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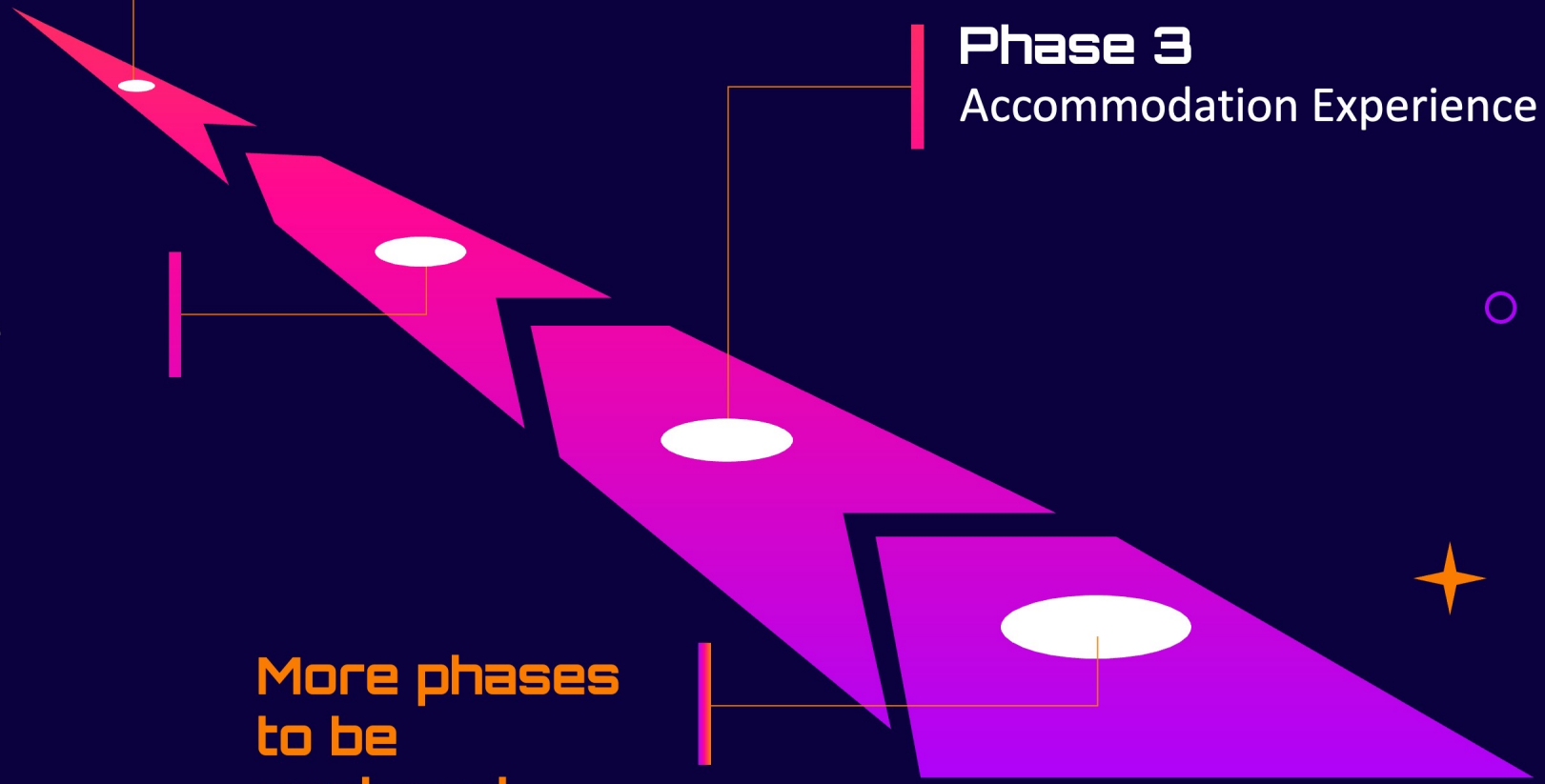

More phases to be explored...

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We want to encourage tourists to constantly travel between physical and virtual world.

WUNDERMAN THOMPSON Mirum

Thank You

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