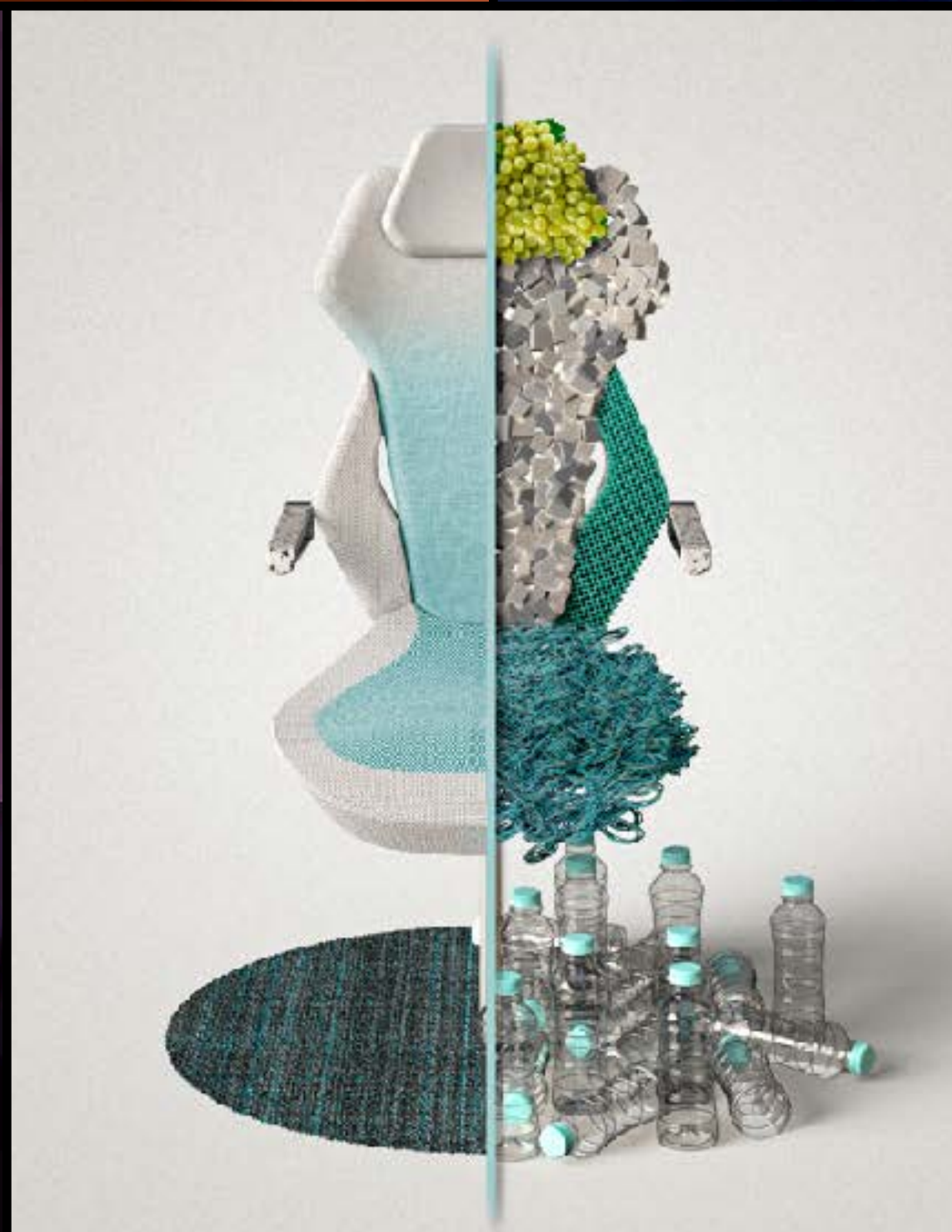


DEMYSTIFYING DIGITAL REALITIES

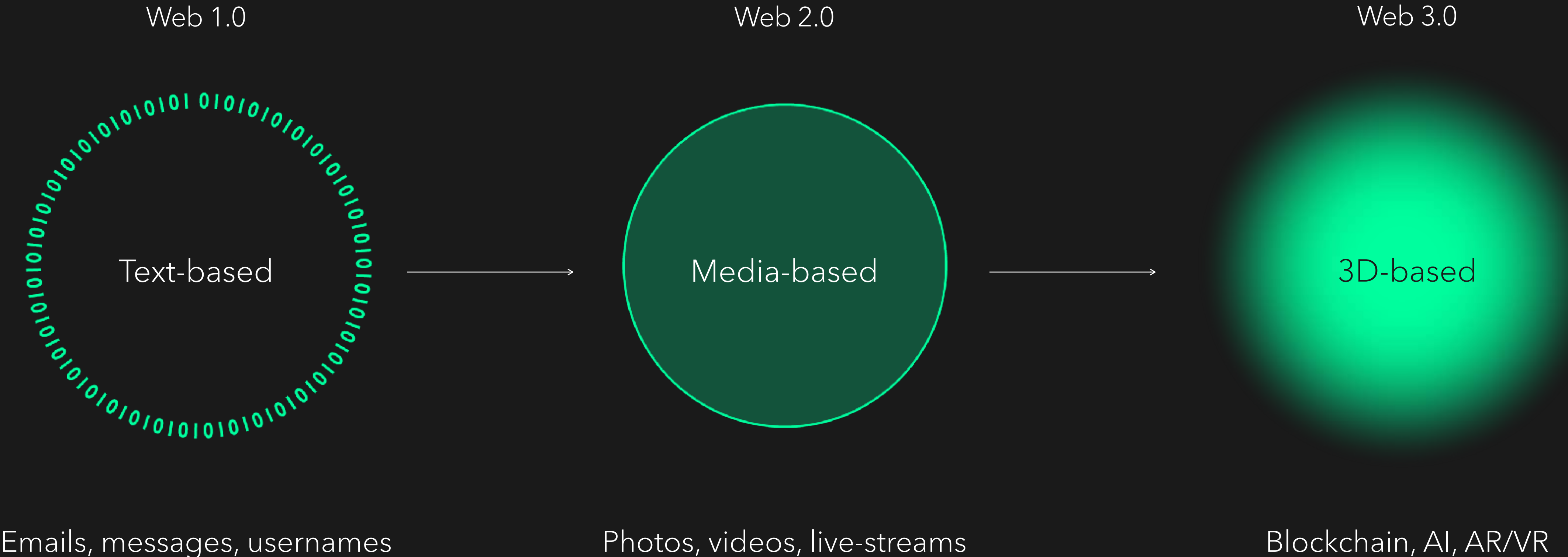
CREATING NEW JOURNEY NARRATIVES

PEC 2023



Understanding how digital is changing...

NEXT-GENERATION INTERNET



BETTER EXPERIENCES FOR ALL



PRODUCT
DEVELOPMENT



CUSTOMER
EXPERIENCE



OPERATIONS



SALES &
MARKETING



PASSENGER



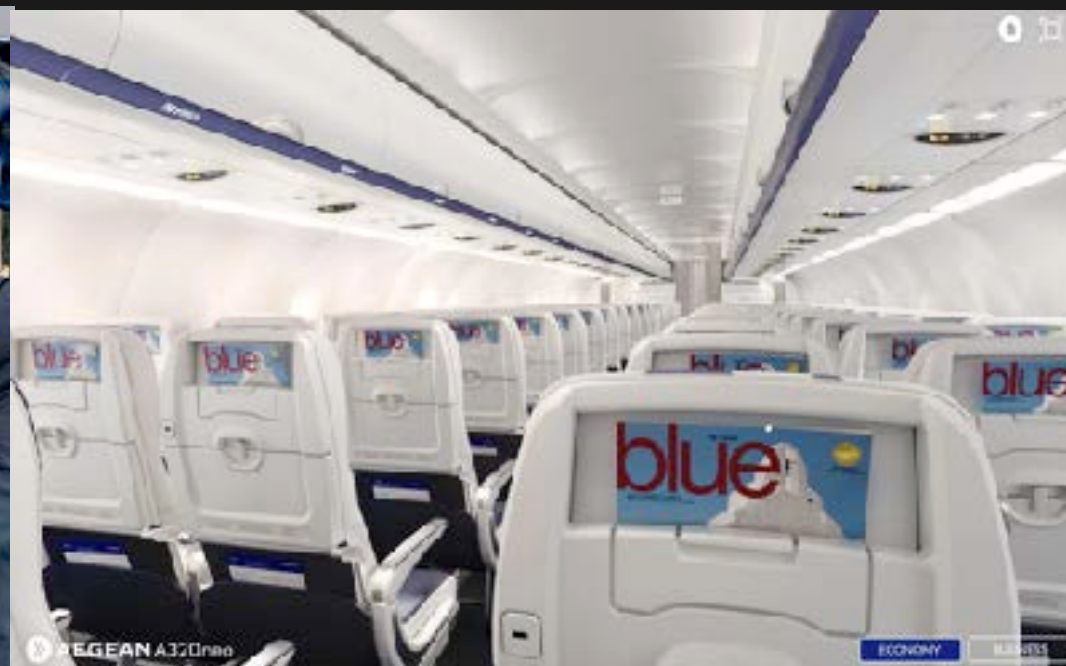
Effective collaboration



Engagement



Training



An enhanced toolkit



Enhanced expectations

Understanding how needs are changing...

NEXT-GENERATION PASSENGERS

Understanding how they may experience a journey from...

2030



© PriestmanGoode

Book now



+10 points



126



Cleo's Lens





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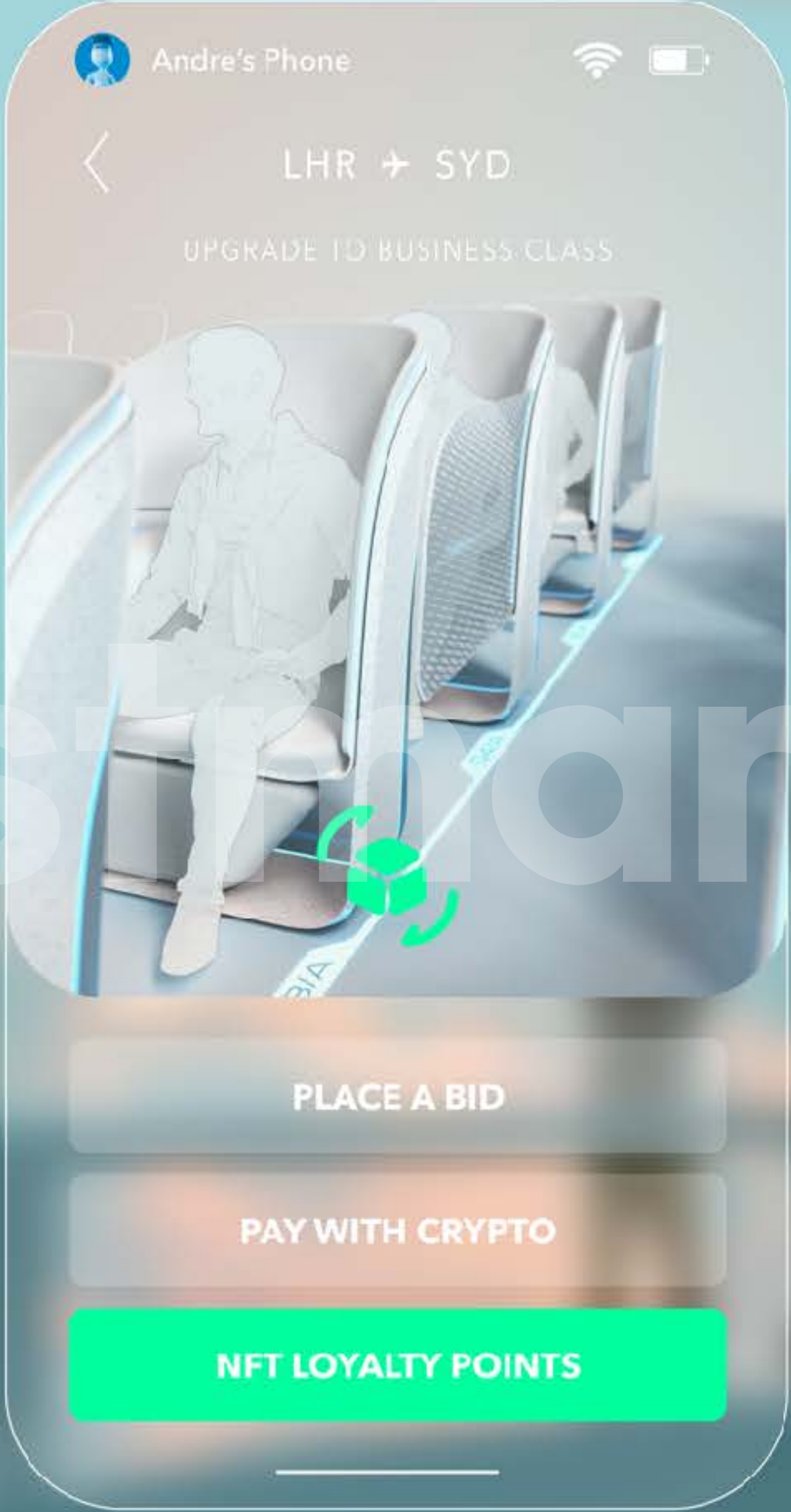
NEW YORK TO JAPAN

In Air 0:27hr

AIRCRAFT BOEING 787 NUMBER 12345

- 213 passengers
- 10% freight
- 70% Green Fuel (SAF)
- 66% recycled materials*

© PriestmanGoode.





Sit back & relax - you'll be alerted for boarding.

05

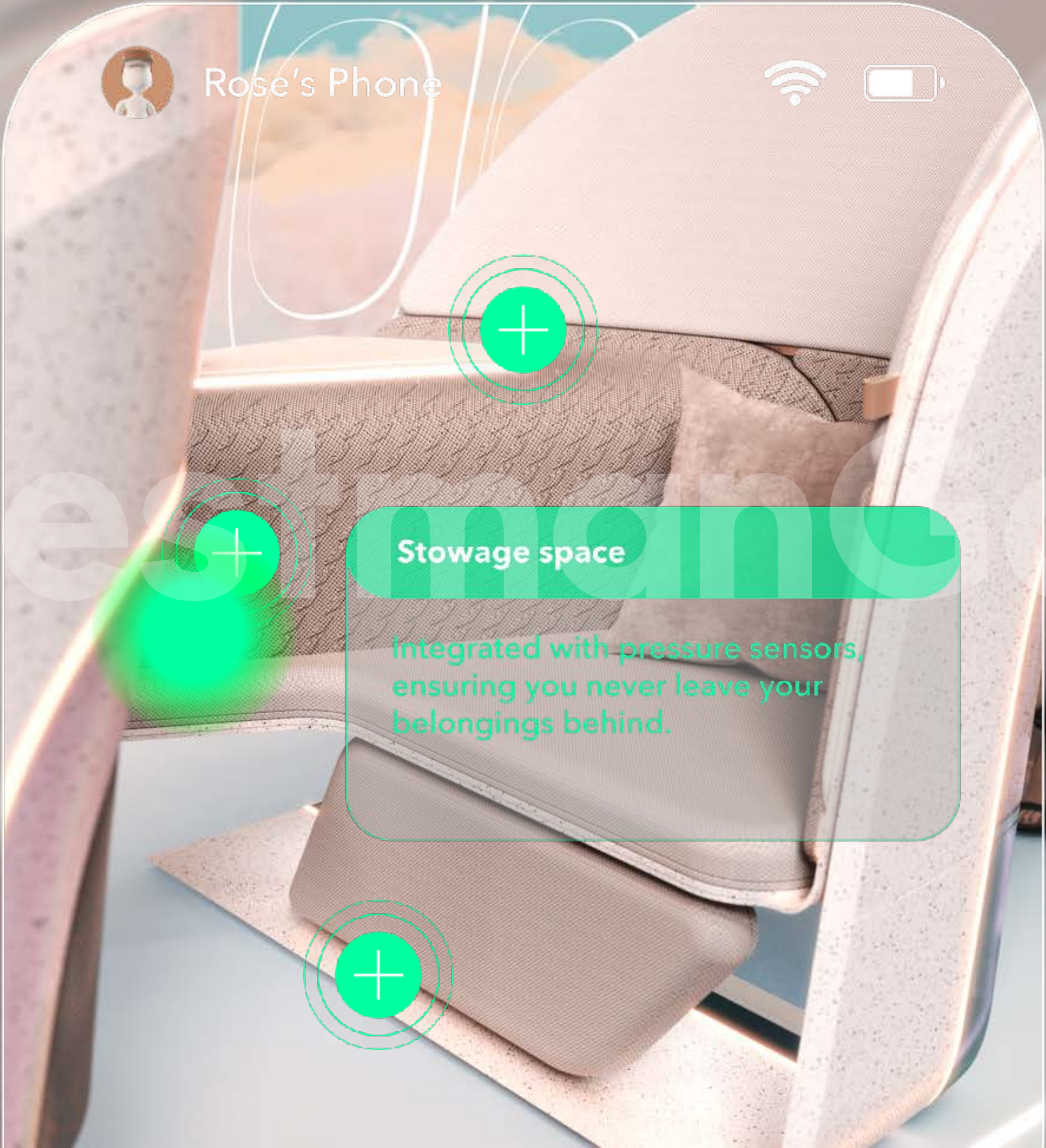
PriestmanGoode.

GEO
PICK



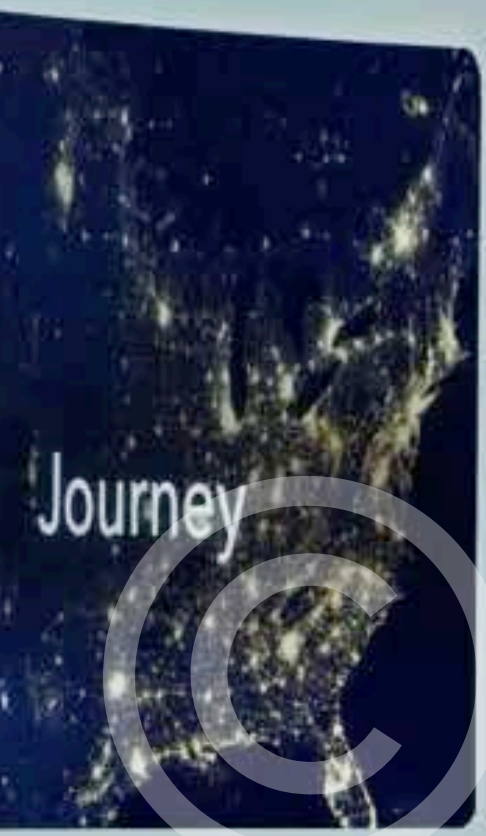
Hello Romeo, I'm Geo. Please take a seat.





© PriestmanGoode.

21°C 13:25 2H LEFT TO DESTINATION



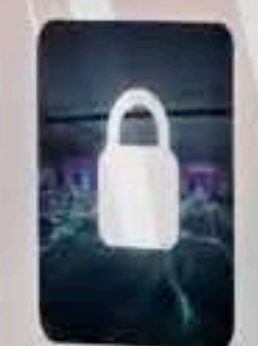
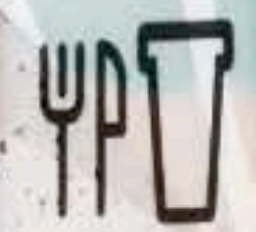
🔍 Enter text or URL



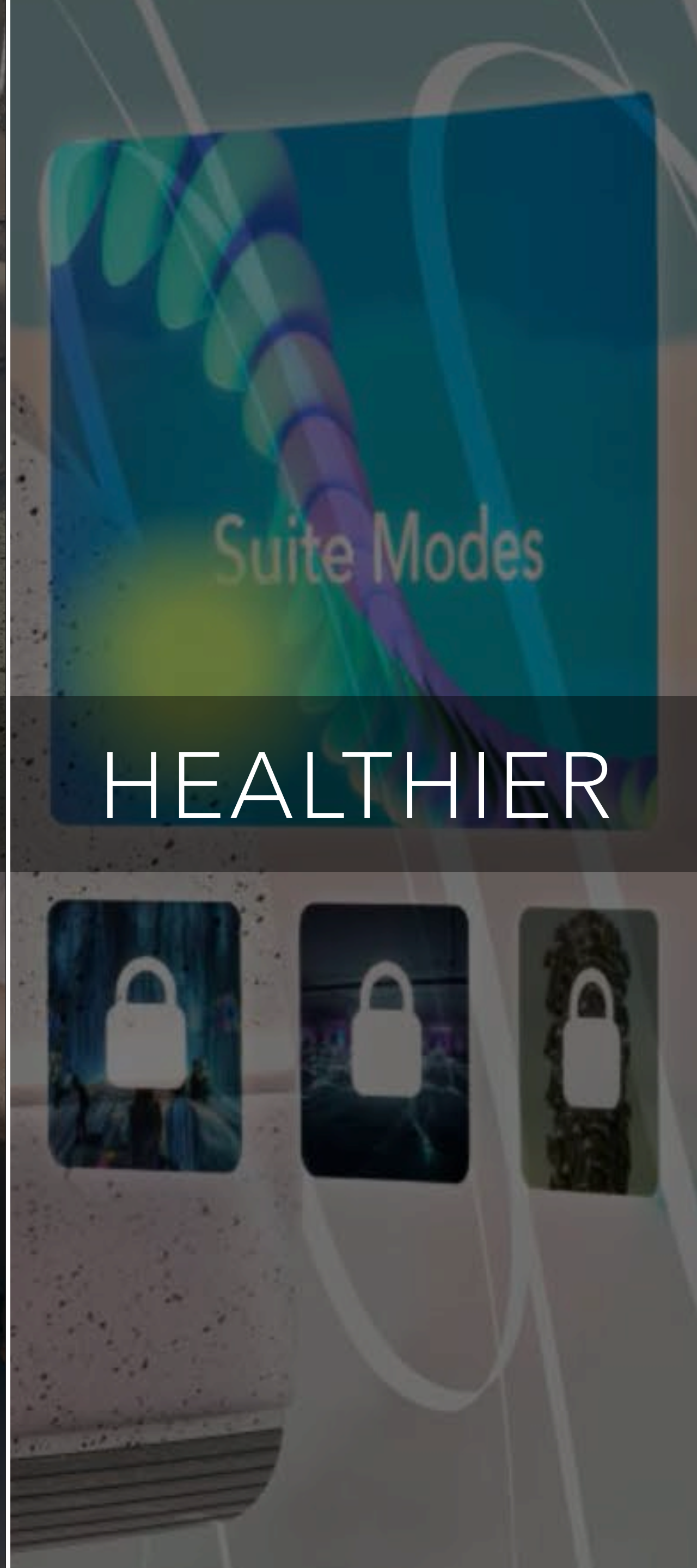


17:34
📶 📺

Tue
23



ELEVATED EXPERIENCES



PG.

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