

E-02

Okinawa Compass can improve experiences on travel by utilizing personalized nudges which is based on docomo's membership information.

Social Issues that we have focused on

It is essential for the recovery of Okinawa's tourism economy, which was severely affected by the COVID-19 pandemic, to extend the period of tourist's stay and increase per capita consumption. While the demand of corresponding to the various needs of tourists is increasing, popular destinations are distinctively concentrated in the West Coast of Okinawa. This is why the attraction of entire region has not been spread to tourists in Japan.

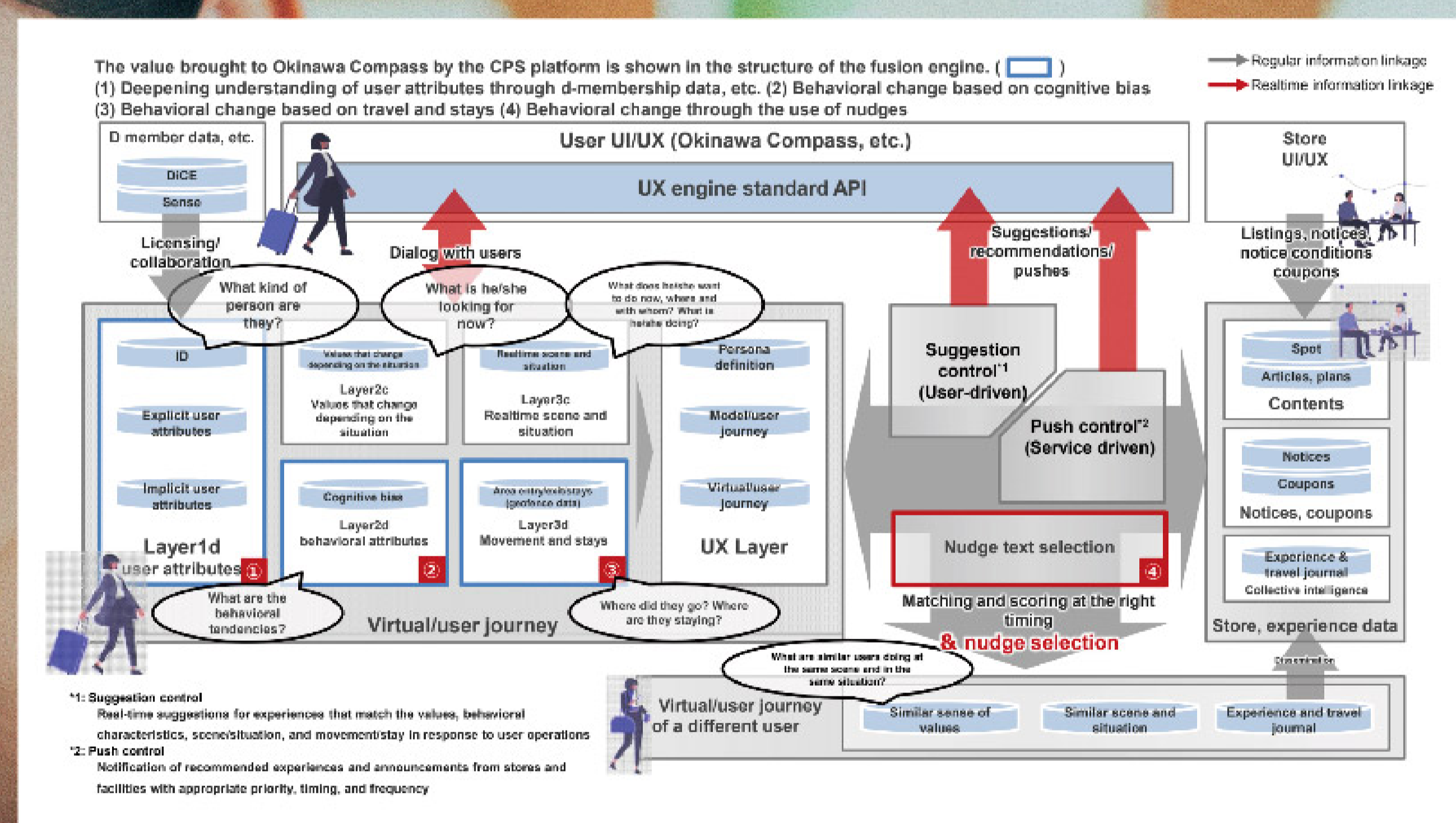
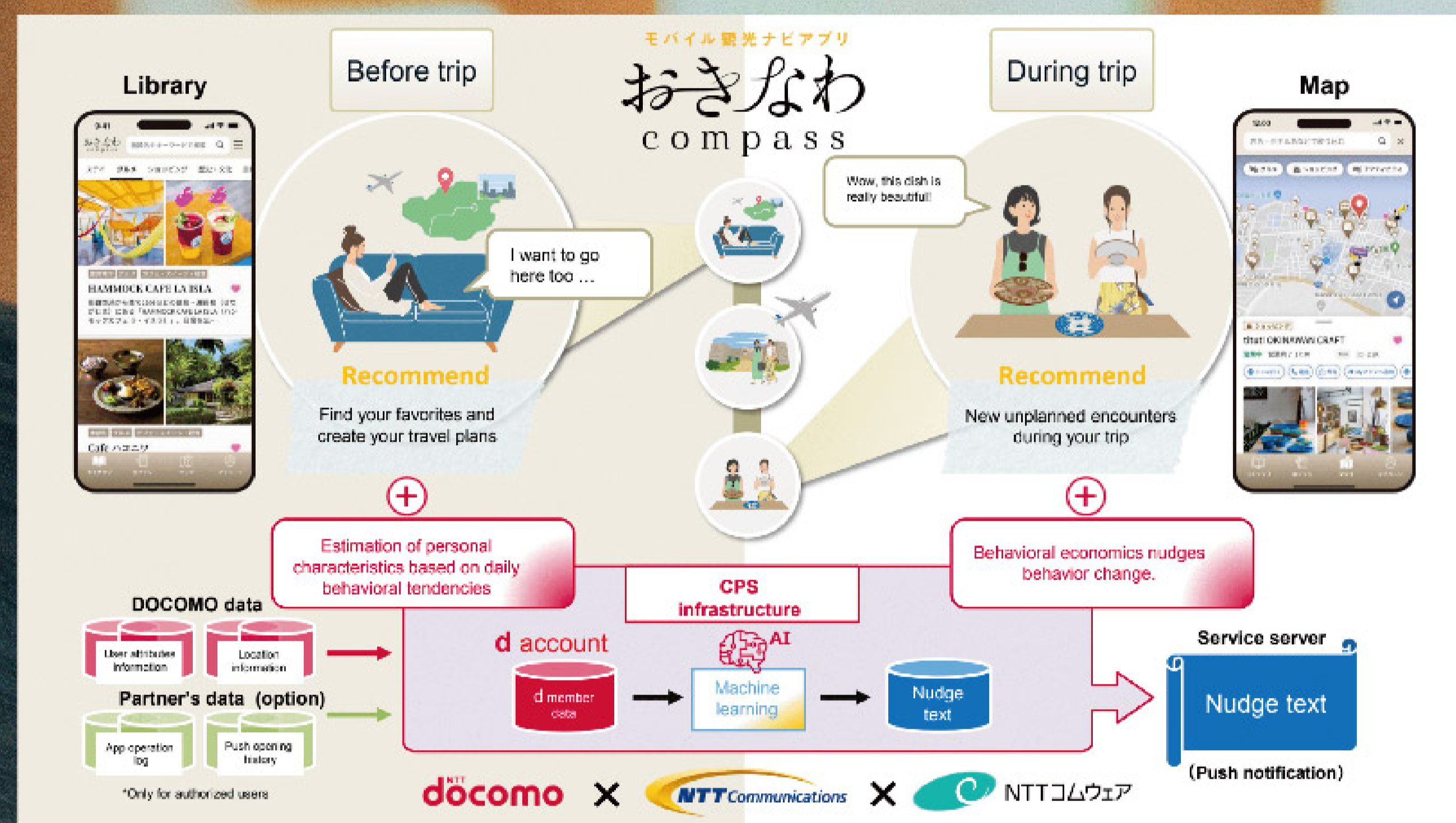
Initiatives to resolve issues

Overview

By recommending Okinawa sightseeing information based on individual preferences according to both the scene and condition while travelling, you can discover the new destination of Okinawa trip you have never known. As a result, you will be encouraged to make a tour in Okinawa trip. In addition, we will encourage you to modify your behavior by using nudges derived from behavioral economics based on daily behavioral tendencies.

Technology to Support Initiatives

Technology to measure the personal characteristics reflecting daily behavior trends based on docomo membership information / Nudges based on behavioral economics/ Technology to measure the preference by estimating personal values through AI based on application logs / Technology to provide the recommendation according to both the scene and condition while travelling, for example the location, the time, the companion, the weather and so on.



Co-creation  
Partners

OTS Service Management Research & Consulting, Inc.

SDGs



By providing the recommendation not only suitable for your preference but according to both the scene and condition while travelling, we can contribute to revitalize the region or tourist resort.

We prompt you to enrich your travel experience with appropriate recommendations and nudge messages.