

Flight to nowhere

How to fly from Japan to Rome without even leaving the ground

The concept



The culinary component



The VR-Tour



The numbers

- Cost: 57 CHF (6600 Yen) for business class
- Duration: About 2hrs
- Capacity: 12 guests
- Has been sold out ever since the opening
- Destinations: New York, Paris, Rome and Hawaii
- Package includes: flight experience, 4-course meal, VR sight-seeing tour

What about Switzerland?

- VR tour in Switzerland - promotion as a destination
- Huge market potential
 - Financial means
 - Aging generation
 - Traveling isn't always an option
- Interesting to promote less-known & dangerous destinations
 - Tackle over-tourism: wider spread

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