

SPEC CONCEPT · BOOKING.COM × MINECRAFT

Build it. We'll book it.

The paradise you build for fun in Minecraft becomes a real place you can fly to. An AI reads your creation, finds where it exists on Earth, and Booking.com books the trip — at a discount your build unlocks.



THE MINECRAFT BUILD → **THE REAL PLACE**
A spec creative concept by Tushar Chand

tusharchand.com

We dream in one place and book in another.

Inspiration now lives in feeds, games and worlds we build for fun. But the second we want to actually *go* somewhere, we abandon all that joy and open a search bar — an empty box and a blinking cursor.

Booking.com owns the booking. It does not yet own the dreaming. Meanwhile Minecraft is the best-selling game in history, with hundreds of millions of players, and "building your own paradise" is something they already do for pleasure, every day, for free.

So what if that build wasn't just play — what if it was the beginning of a booking?

Build it. We'll book it.

Players build their personal version of paradise in a dedicated Booking.com world. An AI — the **Dream Matcher** — reads the build and finds the real place on Earth it most resembles. Then Booking.com surfaces real flights and stays to that destination, with a **Builder's Discount** the creation itself unlocks.

THE LINE

You imagined it in blocks.
We found where it exists.

Dream to door, in three steps.

1

BUILD

Join the Booking.com paradise server, or download the world. Build the getaway you'd actually want — no brief, no rules. Just your idea of perfect.

2

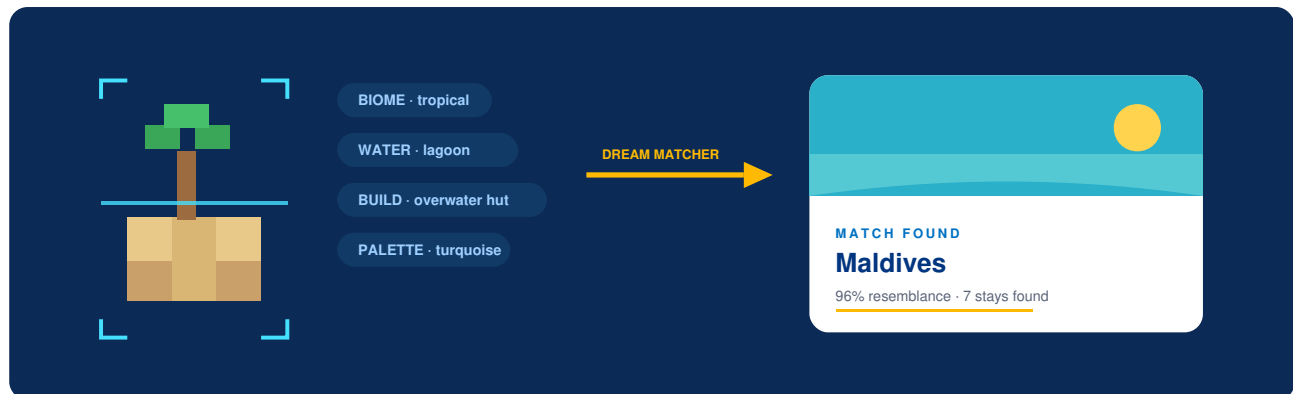
MATCH

The Dream Matcher scans your build — biome, terrain, water, architecture, colour, density — and maps it to the real destination it resembles most.

3

BOOK

Booking.com instantly assembles a real itinerary — flights + stays — for your matched place, with a Builder's Discount priced to the trip.



Overwater bamboo huts → the Maldives. Misty pine cliffs over deep water → the Norwegian fjords. Terracotta rooftops and narrow lanes → Puglia.

The only brand that can promise it.

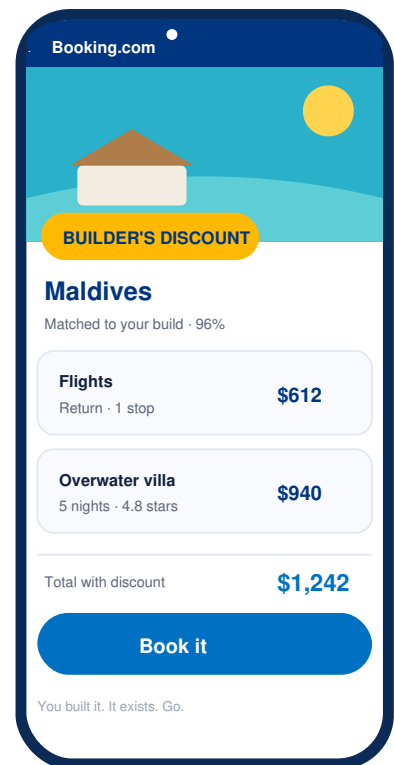
- **Inventory to match anything.** Only a platform with millions of stays in every biome can credibly say "whatever you build, it exists — and we can book it."
- **The full funnel in one place.** Flights, stays and the discount engine to close the loop without leaving the brand.
- **It moves Booking.com up-funnel.** Today it wins the transaction. This lets it win the daydream — the territory Airbnb, Pinterest and TikTok currently own.

05 — WHY IT'S OWNABLE

A genuine flip on what's been done.

In late 2024, **Tourism New Zealand** launched the world's first playable Minecraft destination with an AI trip planner — proof the space works (its AI users showed roughly **600% more** site engagement). But that campaign is the *inverse* of this one: New Zealand built a replica of itself and invited you in.

Ours is player-first and reverse-matched: **you build anything, and the AI finds where on Earth your imagination already booked.** That flip is the ownable territory.



One idea, every touchpoint.

- **The World + a live build event** with Minecraft creators and streamers building their paradise on stream.
- **The Dream Matcher tool** on web and app, with shareable "build → match" result cards.
- **Social:** split-screen reveals — your blocks, then the real place.
- **OOH & print:** the block build beside the real photograph. "You built it. It exists."
- **CRM:** the Builder's Discount is the call to action that closes the booking.
- **PR:** a gaming-meets-travel story built for earned coverage.

07 — TARGETS WE'D AIM FOR

What success looks like.



Figures shown are illustrative targets for a spec concept, not measured results. The 600% engagement figure is the reported lift from Tourism New Zealand's AI trip-planner audience and is included only as a directional benchmark.

08 — WHERE IT COMPETES

Built for the festival categories that reward ideas like this.

- Brand Experience & Activation
- Creative Data
- Digital Craft
- Social & Influencer
- Innovation

Concept and copy by Tushar Chand. This is an independent spec creative concept created for portfolio purposes. It is not affiliated with, authorised by, or endorsed by Booking.com, Mojang Studios, or Minecraft. All brand names belong to their respective owners. Prior-art reference: Tourism New Zealand / GuideGeek playable-Minecraft AI trip planner, 2024–25.