

YOU | VISIT

## Virtual Tours

Table Stakes in Hospitality and Tourism Marketing

# Presenters



Meredith Schatz

Senior Director and Chief of Staff



Alice Shindelar

Creative Director, YouVisit



Alex Cannon

Content Specialist, YouVisit

# What is and is Not a Virtual Tour?

It is NOT...

✘ Basic Slideshows of Buildings



✘ Stale Photos and Videos with No Interaction



✘ Clickable Maps or Walking Paths



# What is and is Not a Virtual Tour?



It IS...



## **Responsive**

Allows user to engage in a customized experience



## **Immersive**

Gives the user a sense of what it's like to be there



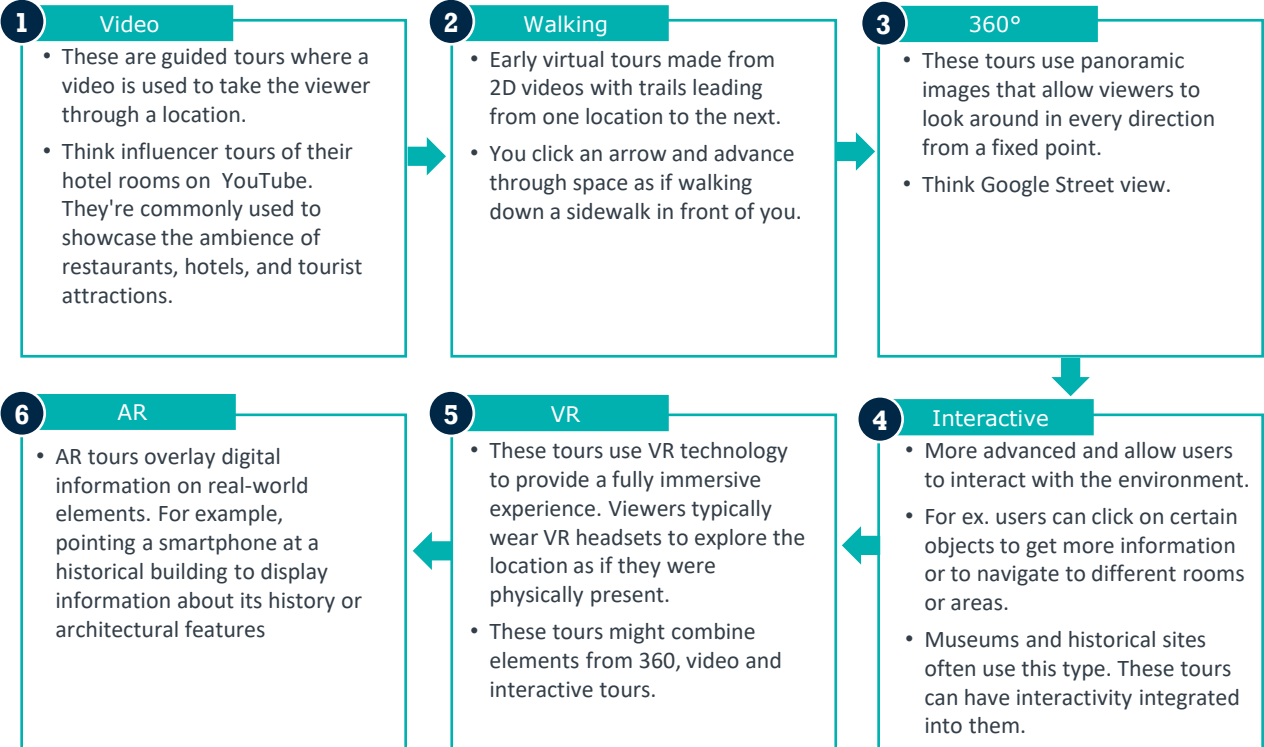
## **Unique**

Tells your story – the way you want it told!



# Different types of tours in this space

Wide ranges in complexity throughout marketplace





RL PEREZ Goods  
A DISTRICT ONLY



9H41

Video Tour

 Video

Skip Intro >



## Walking Tour

---







**360 Tour**

---



Student Life  
Financial Aid

YOU BELONG HERE

Financial Aid & Resources →

## Interactive Tour



Next: Continue to  
Financial Aid & Resources





## Virtual Reality (VR) Tour

---

# Augmented Reality (AR) Tour



Sansome St

Blue Bottle Coffee

4.5 ★★★★★ (811)

Coffee shop • \$\$



# Why Virtual Tours?

A Powerful Storytelling Tool

Immersion

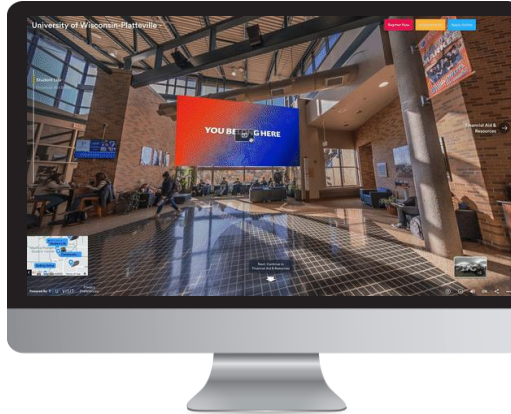
Interactivity

Authenticity

Accessibility

Brand  
Differentiation

Educational  
Value



**Immersion** makes an experience  
memorable and impactful

---







**Interactivity** creates autonomy,  
which drives engagement

8.41 minutes of attention

---

Location

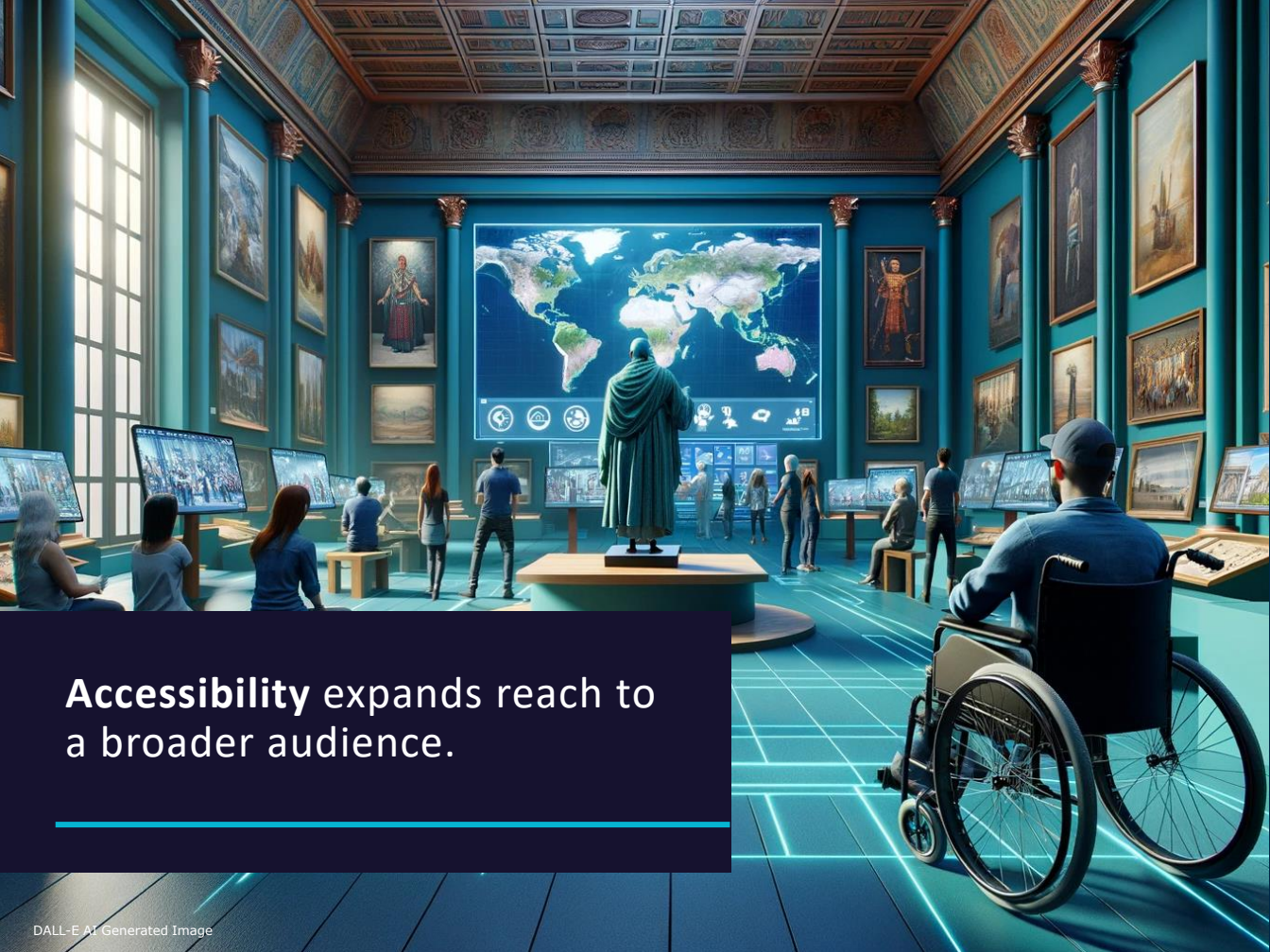
Book Now

Empire Suite →

**Authenticity** garners trust and  
drives decision-making.





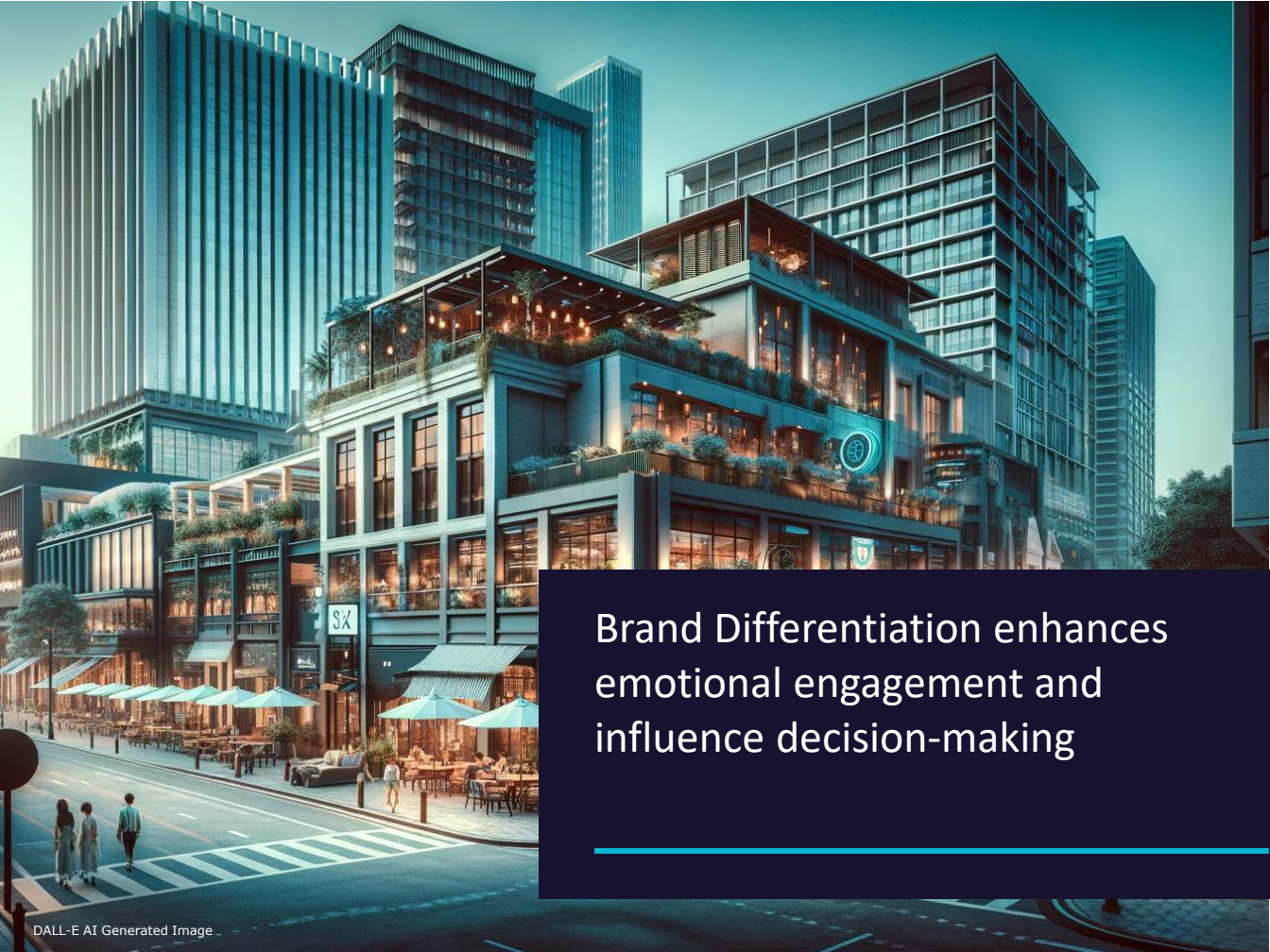


**Accessibility** expands reach to a broader audience.



**Educational Value** provides layers of information and context that enhance the learning experience





Brand Differentiation enhances emotional engagement and influence decision-making



# A One Stop Shop

Entire Customer Journey All in One Place

**Preview**



**Testimonials**

**Social Media**



**Add-ons**

**Location**



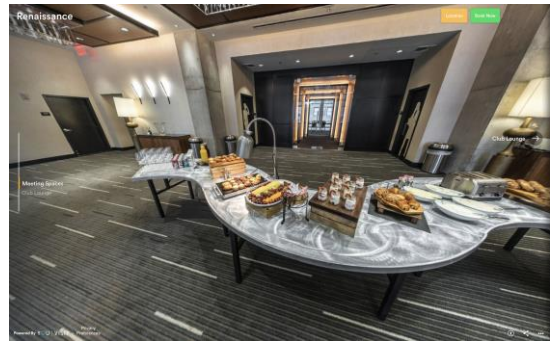
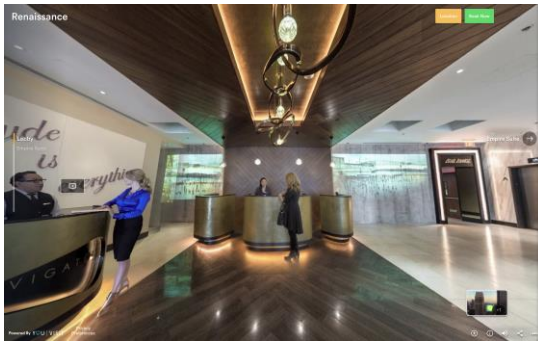
**Take Action**



# Who is the audience?



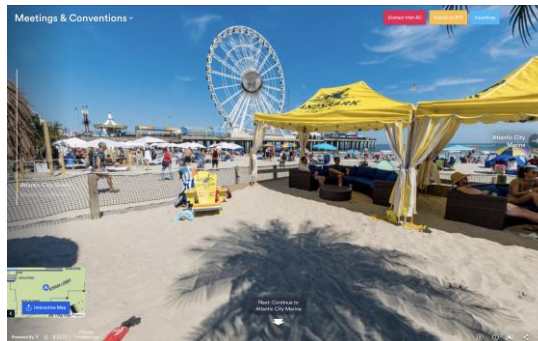
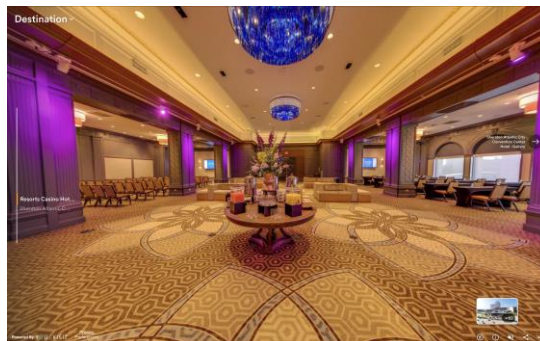
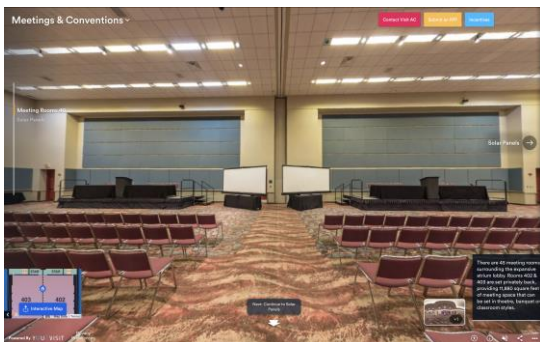
## Corporate Travel



# Who is the audience?



## Event Coordinators

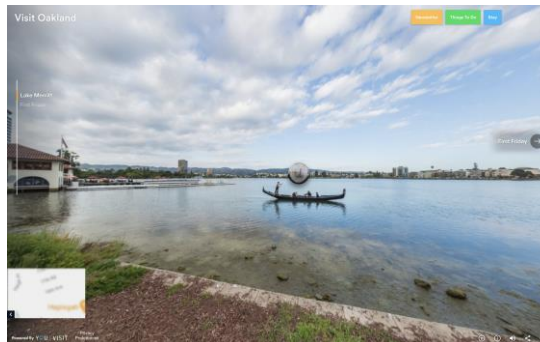
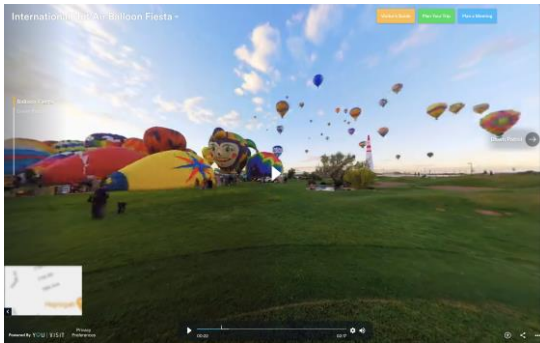




# Who is the audience?



## Consumer Level Travel







Questions?