



Virtual Reality Hotel Tours for the New Normal

Interactive virtual environments can help hotels, resorts and hospitality firms promote their venues by giving guests a taste of the real experience – while maintaining physical distancing.

● **Challenge**

Creating differentiation in the ultra-competitive hospitality sector presents a daunting challenge. Hotels, resorts and cruise ships aim to convince potential customers that their venue and setting are superior. Sales people pushing group tours continually seek an edge that will help them stand out. Relying on traditional promotions and materials risks offering a generic experience that gets lost in the crowd. The COVID-19 pandemic, meanwhile, has significantly limited travel, forcing businesses to find more creative ways to showcase their venues.

**“ WE WILL HELP YOU
STAND OUT. ”**

● **Solution**

VR applications can create a realistic, engaging and effective learning environment for a wide range of business needs. For the hospitality sector, VR can provide a compelling preview of a venue and provide a genuine sense of the real-life experience. Guests can tour specific rooms, common areas and restaurants and gain a genuine understanding of the setting, all without traveling to potentially risky locations.

**“ REALISTIC, ENGAGING &
EFFECTIVE CUSTOMER
EXPERIENCE. ”**

Benefits

Virtual tours allow the hospitality industry to fundamentally redefine the process of how guests assess and select venues. For convention planners, VR dramatically streamlines the traditional practice of constantly visiting hotels and meeting spaces. Hotels and resorts can also use VR to “test-drive” concepts before launching a project. For venues under construction, VR can provide engaging sneak previews and support launch campaigns for new openings. And in addition to supporting sales efforts, VR can provide valuable training to familiarize staff with a venue’s features and amenities. Given the disruptive impact of the global pandemic, VR is positioned to play a foundational role in defining new business models for the hospitality and travel industries.

**“ USE VR TO “TEST-DRIVE” CONCEPTS
BEFORE LAUNCHING A PROJECT. ”**