



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

CASE STUDIES



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IMMERSIVE DIGITAL MARKETING FOR TOURISM - “TRY BEFORE YOU FLY” CAMPAIGN

Provided By: MATHEMAGENESIS IKE

Overview

Name: Immersive Adventures

Location: Various Locations around the world

Type of Case Study: A series of virtual adventure tours for potential customers of the agency in order to increase bookings.

Introduction:

Thomas Cook is a well-known travel agency company in Europe which offers travel, holidays, and flight bookings. In 2015, in an effort to increase the amount of tour reservations, the company partnered with Samsung and a VR visualization company experienced in the travel industry, to create a series of virtual holidays for potential customers. The customers interacted with 360-degree videos through VR glasses that they can use in Thomas Cook stores. The result is a **180% increase** in reservations for excursions to the destinations featured in 360-degree videos, as well as the Most Innovative Development Award in 2015 Mobile Innovation Awards.

Implementation:

To bring the virtual holiday experience to life, a team traveled to five destinations—Egypt, Cyprus, Greece, New York, and Singapore— capturing high-quality videos, using custom-built equipment. This content was then integrated into VR headsets available in Thomas Cook stores.

By offering VR experiences, Thomas Cook allowed customers to "try before



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they buy," providing a new level of engagement and excitement during the holiday decision-making process. This immersive technology helped bridge the gap between imagining a vacation and experiencing it, helping customers make more informed choices.



Image: A 360 virtual panorama of one of the destinations, New York Helicopter Tour

Key Insights

Some of the key factors for the success of this campaign include:

Immersive Experience: VR allowed customers to virtually explore holiday destinations, which increased engagement and confidence in their booking decisions.

Realistic Sensory Experiences: Offering sample experiences, like a helicopter ride over Manhattan or snorkeling in Egypt, gave customers a realistic sense of the adventures they could have.



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Partnership with Technology Providers: The collaboration with Samsung ensured a smooth, high-quality technical execution of the virtual reality experiences, while allowing the tech firm to increase its portfolio in the tourism industry.

Recommendations

For businesses interested in adopting similar digital marketing strategies for their here are actionable steps:

Consider collaborating with technology partners: The potential of increasing partnership with technology providers can ensure cost-effective solutions, reducing the need for in-house development while offering high-quality content to customers. This kind of collaboration can streamline the overall procedure and reduce costs.

Capture diverse experiences: Offering unique experiences that go beyond what a typical tourist can do, such as helicopter tours, can easily put the companies that utilize these technologies a couple of steps further than their competitors. By allowing customers to explore destinations in ways that are not always feasible during a physical visit, companies can think of catering a wide range of interests such as bungee jumping or seeing the Mona Lisa without a crowd in front.

Incorporate the technology in-store: Bringing the technology directly to customers through in-store experiences or pop-up VR events to drive engagement can create more direct customer relationships which can increase sales.

Source:

Izchak, E. (2022, March 23). *4 well-thought examples of virtual reality in tourism*. Mize. Retrieved November 4, 2024, from <https://mize.tech/blog/4-well-thought-examples-of-virtual-reality-in-tourism/#reallife-examples>



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