



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

CASE STUDIES



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WILDLIFE TOURISM MARKETING THROUGH VR - WALES WILDLIFE VR PROJECT

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Overview

Name: Visit Wales: VR Videos

Location: Wales

Type of Case Study: Immersive 360 VR Videos

Introduction

In order to respond to low levels of bookings in the wildlife attractions across the country, The Wildlife Trust of South and West Wales got governmental funding from Visit Wales, the Welsh government tourism organization, to create immersive VR videos that showcased the region's marine and wildlife attractions. The result was an **85% increase in interest in wildlife attractions of the country.**

Implementation

The goal was to immerse potential visitors in the natural beauty of Wales by giving them a **virtual tour of its wildlife**, in particular a dive with the dolphins and the flight of the kingfishers across the land. These **VR videos were then distributed online** in welsh tourism organizations website and in various promotional materials to attract tourists.

By providing immersive previews of these attractions, Visit Wales allowed potential visitors to connect emotionally with the experiences before making a booking, bridging the gap between nature and the digital world.

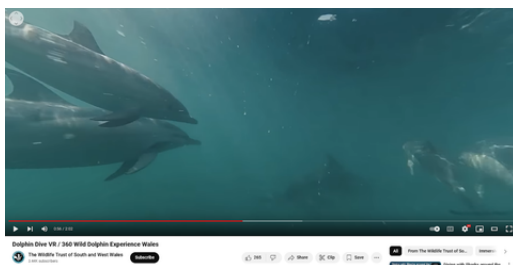


Image: A 360 VR video of Diving with the Dolphins



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Key Insights

Key factors of success for this case study include:

Emotional Engagement: The VR experiences allowed viewers to immerse themselves in Wales' wildlife, creating a sense of wonder and excitement.

Attraction Awareness: Showcasing marine life and nature reserves that may not have been on travelers' plans heightened awareness of Wales' lesser-known attractions.

Effective Storytelling: The VR videos provided more than just visuals but compelling stories of the natural beauty and conservation efforts in Wales, encouraging responsible tourism.

Recommendations

Businesses looking to adopt similar digital skills can take these actionable steps.

1. **Invest in high-quality, nature-focused VR content:** Showing unique wildlife or natural attractions, for a broader audience.
2. **Collaborate with local experts:** Work with local conservationists or wildlife organizations to ensure that the VR content is both visually attractive and educational.
3. **Promote VR content across platforms:** Maximize reach by sharing the content online, in travel agencies, and in promotional materials to attract tourists.
4. **Measure the impact:** Track bookings and visitor engagement after implementing VR to see its effect on your business and adapt future campaigns accordingly.

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>

