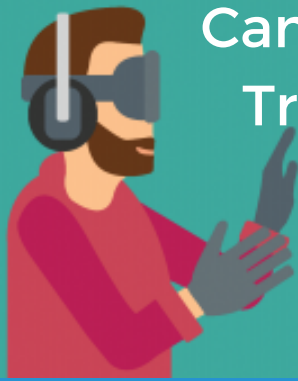


How Virtual Reality

Can transform the Travel Industry



VR is one of the hottest trends in Travel today, offering travelers an opportunity to see new sights or enjoy exotic adventures without leaving the comfort of their own space.

How Travel Firms can Leverage VR



- **Travel Agencies and DMCs:** Promote lesser known destinations through enticing VR tours
- **Hotels:** Showcase rooms, suites, facilities and areas around the hotel to attract guests
- **Airlines:** Give passengers a virtual tour of the aircraft, first class lounges and highlights of the destinations they serve

VR as a Tool for Holiday Planning

Would be willing to pay for travel related VR content

13 %

Would use the service if it is provided for free

49 %



38 %

Would not use VR as a source of information for travel and tourism

Source: Statista Digital Market Outlook



Benefits for Travelers

- It provides a preview of an actual trip & makes planning easier
- Customers can take a 'test drive' of an experience before they buy, reducing risk
- It's immersive & helps them make more informed decisions about their holiday



VR's Influence on Bookings

Source: YouGov Travel Booking Trends Survey

Visit

64%

Would be willing to visit a travel store with the technology

Book

31%

Could imagine booking a trip after experiencing VR in a store.

Download

71%

Would download travel-specific VR content

