

# VISUALISE

The Ultimate UX - Virtual Reality

William D. McMaster

Head of Production

VR Director

A man with a beard is wearing a Samsung Gear VR headset. He is looking upwards. The background is a blurred cityscape. The text "WHO ARE VISUALISE?" is overlaid in the center.

WHO ARE VISUALISE?



SONY MUSIC



SHARD



Why should the travel industry  
care about VR?

Because it makes buying travel  
through traditional means  
(web, retail) obsolete

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## Guest Post: Why Virtual Reality is the most exciting innovation in travel marketing

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**By Travolution**  
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February 12, 2016 03:49 PM GMT  
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*By Anthony Rawlins, managing director of Digital Visitor*



TRAVEL

# How Oculus and Cardboard Are Going to Rock the Travel Industry

As advertisers jump on VR, it may just be a matter of time before you can rack up air miles, virtually



## EUROPE NEWS

# Virtual reality devices could transform the tourism experience

Luke Graham, special to CNBC.com  
Friday, 8 Jan 2016 | 7:41 AM ET



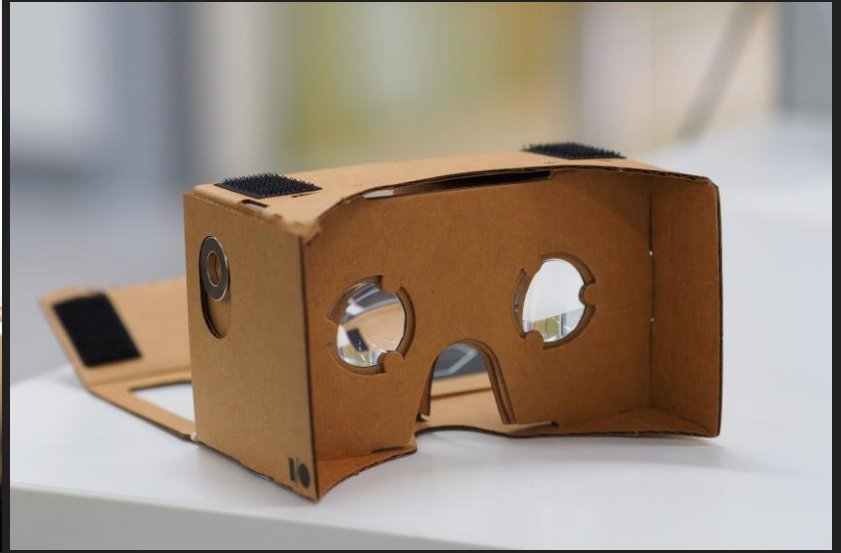
People tend to over-estimate the  
short term impact and under-  
estimate the long term impact of  
new technology

# VR in 2016





# VR in 2016



# How VR is being used in the travel industry in 2016



## How VR is being used in the travel industry in 2016



# Case Study: South African Tourism 5 Minute Holiday





# Case Study: South African Tourism







Enables

# PRESENCE



**ENGAGEMENT**



# PRESENCE



+

# ENGAGEMENT

= GREAT VR!

# PRESENCE



+

# ENGAGEMENT

=



**EVERY CLIENT  
WANTS....**



EVERY CLIENT  
WANTS....



# THE BIG CHALLENGE



≠





# THE BIG CHALLENGE



≠



# KEEP IT STABLE!





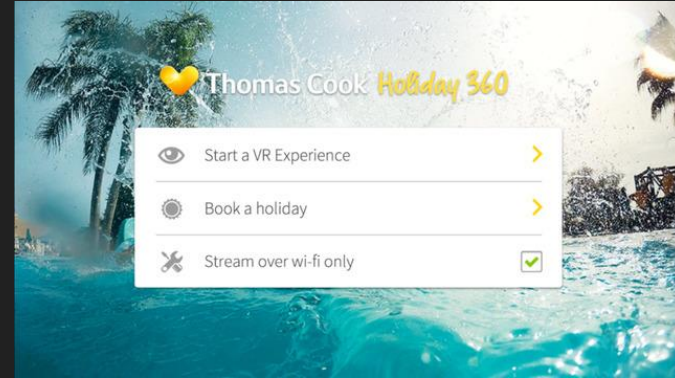
VISUALISE





# Case Study

## Thomas Cook Try Before You Fly



“Thomas Cook was the first travel company to deliver in-store virtual reality to customers, we’ve been nominated for numerous innovation awards, and we’ve seen a good conversion rate for bookings made after viewing the VR content.”

Lynne Slowey, former Head of Digital Content, Thomas Cook

## ROI

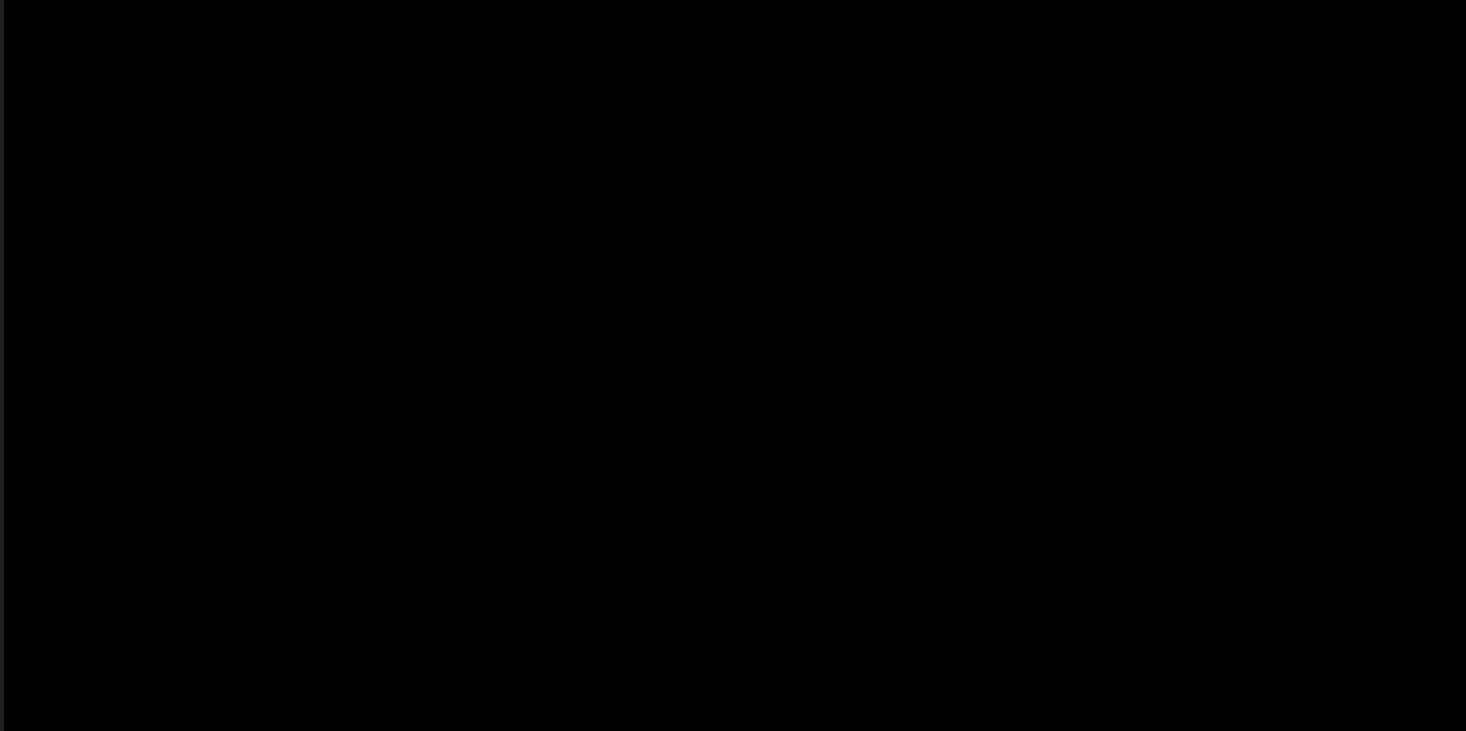
In less than 12 months the campaign has paid for itself and Thomas Cook saw an 180% uplift in New York excursions revenue.

## ROI


The in-store virtual reality experience was well received by the press including Bloomberg, PSFK, The Drum and Marketing Week.

# Case Study

## Thomas Cook & Singapore Tourism




# Cross Platforms

**South African Tourism UK**





14 February · 🌐




Get up close with the great white sharks off the coast of Gansbaai in the Cape. Come and Meet South Africa with this 360 video tour.

Find out more: <http://www.southafrica.net>



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## The Future of UX and VR

- Travel Stories in VR
- Try before you Fly
- User generated content
- Inflight Entertainment
- A VR headset in every home

In 10 years, everyone will buy travel in  
VR.





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