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# Creating Incredible Tour Experiences with VR

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After Facebook's big bang announcement of the Metaverse, the curiosity around Virtual Reality (VR) tech can't stop growing. More so when the boundaries between the virtual and real are blurring fast in a digital-first world. Ever spared a thought about what VR could do to the world of tourism? With its immersive experience, VR can create incredible tour experiences. Say you are sighting exotic wildlife, feasting on a breath-taking visual or romping in the snow. VR could make this incredible sound possible.



In the tourism and hospitality realms, VR can have myriad applications. Fully immersive VR experiences let users get in the feeling of "being there", interacting with the environment and discovering more through their senses. VR yoga classes, nature walks, stargazing, and bird watching have become popular ways for a location to show off everything it has to offer.



To illustrate, Hamilton Island, Qantas and Samsung have partnered to create a unique and exciting virtual reality experience of one of Australia's most popular and scenic holiday destinations. In this revolutionary three dimensional, 360-degree Virtual Tourism experience, one can fly with the pilots in the cockpit of a Qantas jet as it lands at Hamilton Island airport or relax at the world-class luxurious resort qualia.

**The Faroe Islands created a virtual tourism campaign for an alternative option to travelling to the location during COVID-19. They created a new remote tourism tool, the first of its kind.**

You can tour the awe-inspiring architecture of Dubai with Dubai 360. This immersive virtual tourism experience allows users to travel the city through a bird's-eye view and learn all about the locations scattered throughout.

The travel industry has been slowly integrating VR technology for a long time. It has started to transform the whole landscape of the travel industry. It raises the comfort level of those planning a trip because it can give them a glimpse of what they want to experience. Thus it acts like a promotional experience encouraging travellers to spend money to experience exotic things.



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