Virtual Tours Info Sheet

Why Virtual Tours?

Tourism / Accommodation

Have you ever planned a trip overseas and wanted to see more about the location you are about to visit? If yes, then you most likely chose the establishment that had the most accessible and visually appealing photos.

What if we told you that still photos can be outdone with virtual tours, meaning, if you had the option of walking through an establishment by means of a virtual tour, then you will most likely be sold quicker than just with still images. After all, still images are always framed with the intention of a hiding things or simply picking the most exciting crop of a scene, whereas a virtual tour will always feature everything, 360 degrees.

Commercial Business

If your business is looking for investors then this platform can be highly beneficial for those who cannot travel overseas. The investors will be able to walk through all the areas of your business and click on additional points of interest (covered later in this document) to find out more about merely anything.

Real Estate

Showcasing a property to your website is always limited to static images, and these images are mostly taken without a wide angle and cannot bring across the concept of available space. With virtual tours you can cover an entire property which the client can then experience from the comfort of their own homes. South Africa has been doing this for at least a decade and it is only a matter of time that Namibia will catch on.

Why Our Virtual Tours?

But virtual tour on their own can be a little tedious to navigate, since you will need to walk through many scenes to arrive at i.e. a room. And then you still don't know what kind of room this is - Is this the standard double room or is this the honeymoon suite which goes for a much higher price per night?
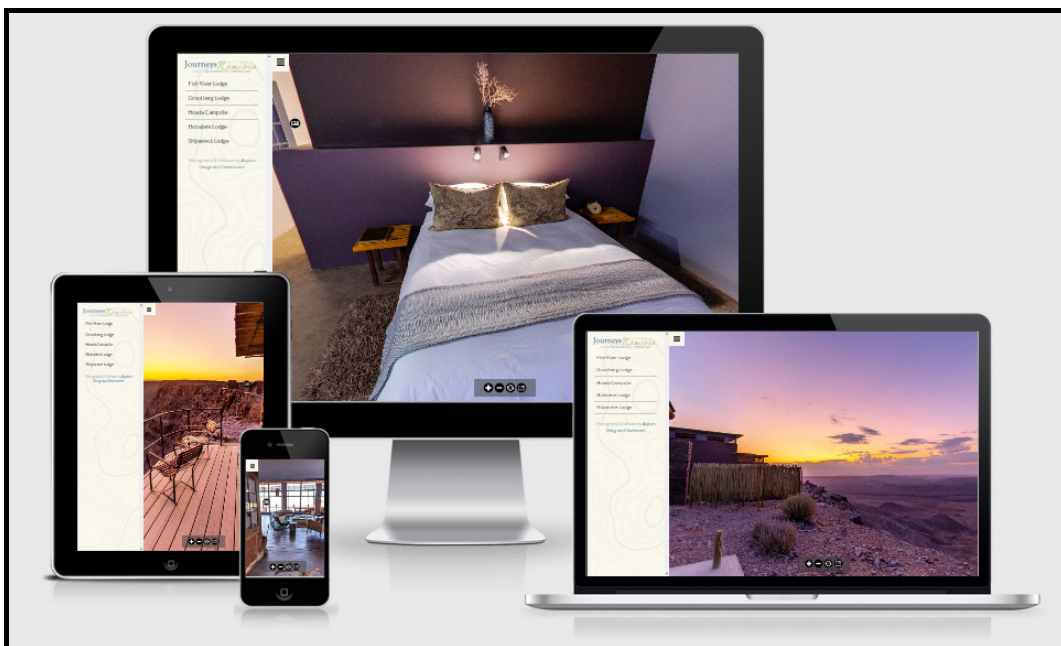
This is why our virtual tours are so cutting edge, because they allow direct linking to a room. Imagine this document were a website and you are currently reading up on the different room types and their costs rates and there is a link to the virtual tour of that room of your interest. For example:

Grootberg Lodge - Twin room [click here for virtual tour](#)

After walking around in the room you can still decide to move outside and travel along the paths to the next room type, restaurant or swimming pool, or you can also decide to navigate the rest of the establishment via the navigation on the left which is completely customizable to your needs.

Runs on Any Device
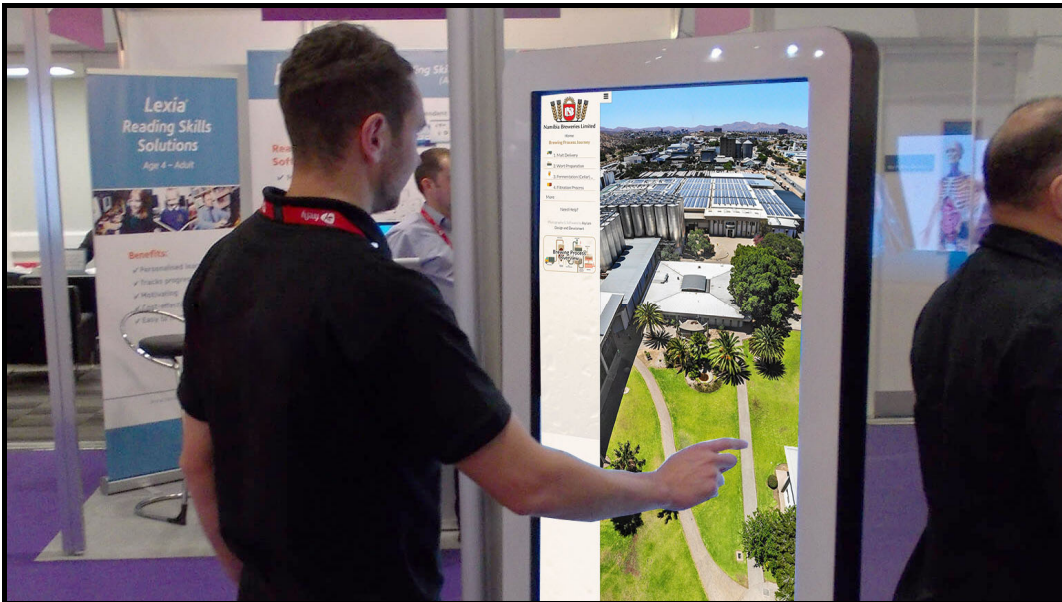

The virtual tour software works on any kind of modern device – Mobile phone, Desktop, Laptop, Tablet, Touch screen, … pretty much anything with an decent operating system a browser and enough processing power – let's just say it works on all modern devices. ☺
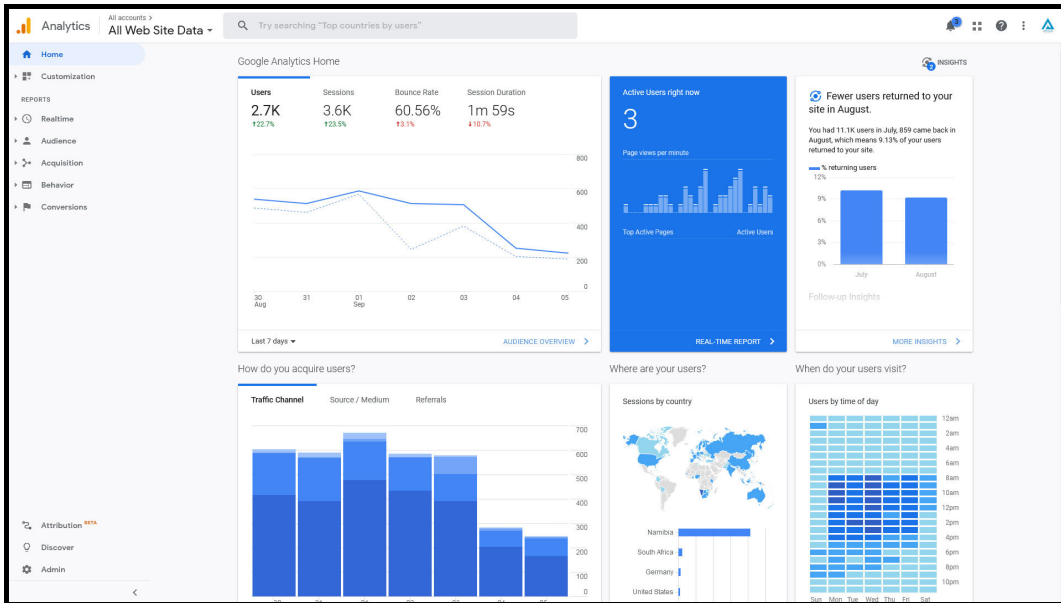
Points of Interests

All scenes within the virtual tour can have floating points of interest, these points of interest can either be a link to a website, text, an image, or a video, meaning that you could make a scene extremely informative – i.e. the room could have a point that explains that coffee is served every morning at 8:00, or that there is a 24/7 room service, what type of cable is running on the TV, that there is WiFi in this room, there could be a link back to the website (or a booking platform), a video of the concierge introducing you to the room, … the possibilities are endless! The more information the more interactive the experience.

Online or Offline

Apart from the fact that the software could be hosted on any server, we could also compile the software to run offline. This will be of great value should you want to run the virtual tour on a touch screen at an expo, or at your reception. Having the virtual tour run offline assures a seamless experience without relying on internet. Note: Keep in mind if the software has points of interest that link outside of the software which required internet, then the device will need internet connectivity.

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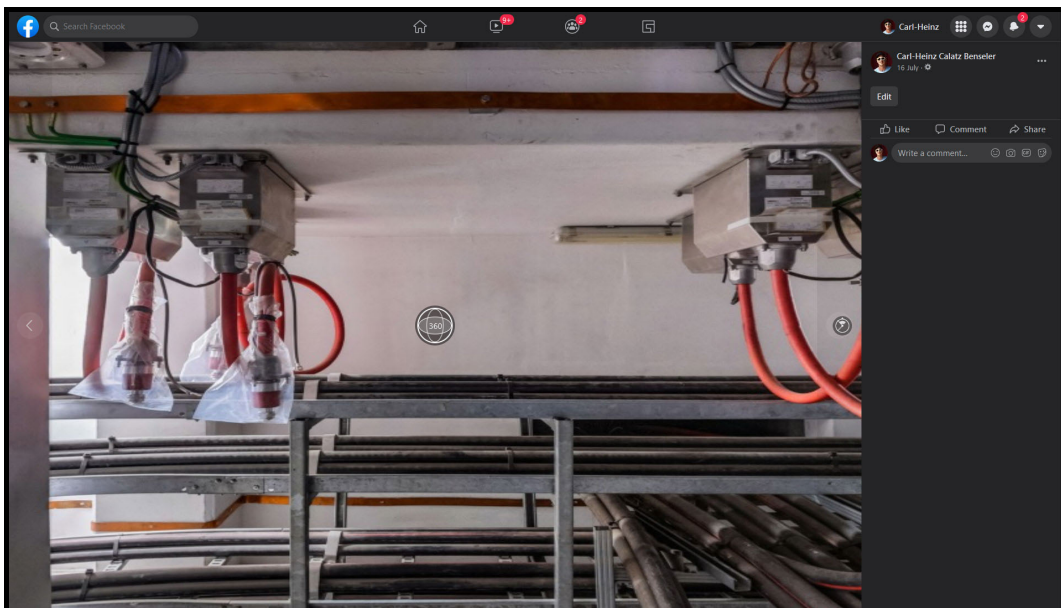
Google Analytics

All our virtual tours have standard Google Analytics plugged into them so that you can see how many people visit your virtual tours, how much time they spend on the tour, which part of the world they are from, from where they got to your tour and what device they are using.
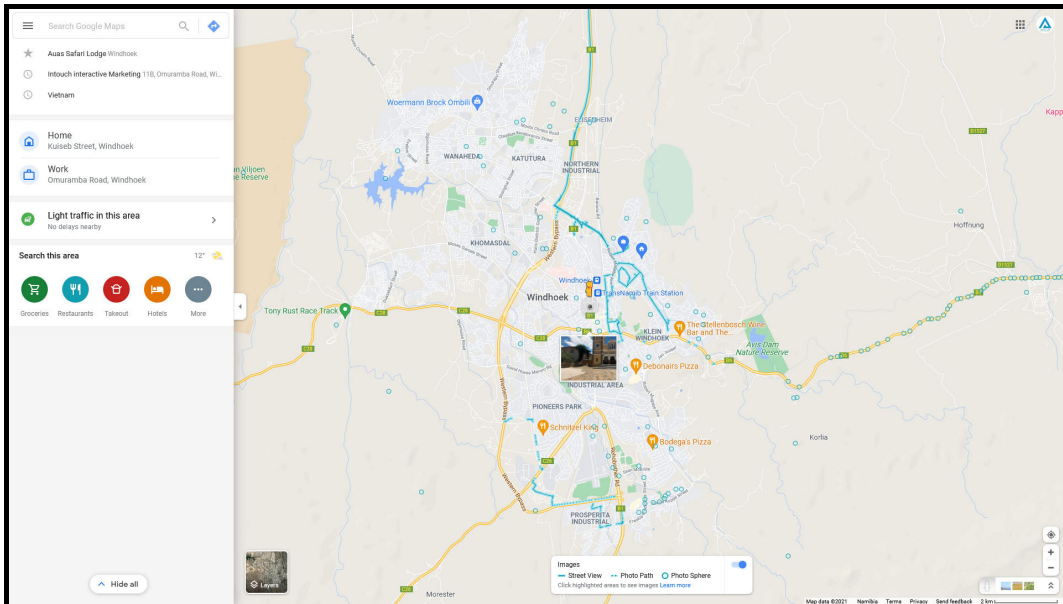
Alternative Marketing

Facebook

Our individual virtual tour scenes are a staggering 50megapixels (10000x5000 pixels) in size which makes them perfect for posting them on Facebook. When posting them on Facebook, they automatically become an interactive tour for your followers to see.

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Google Street view

If you let us link your virtual tours too Google Street view and your Google Business Page your virtual tours will be more powerful to improve your local SEO than classic SEO, Facebook and Google Adwords. You don't need to be in a business sector, such as a lodge, where your clients need to see your place of business, rooms, facilities or the inside of your vehicles, you only need a few virtual tours to showcase the inside and outside of your business, and this will already improve your local search results.

Street view function on Google maps - Open Google maps on your browser and drag and hold the little yellow pegman 🧍 in the bottom right corner to see the virtual tours made in your area. All the blue dots on the map are Google Street view virtual tours.

Our Virtual Tour Portfolio

For more info check out:

Our Photography Portfolio:

https://asylum.com.na/portfolio/photography

Journeys Namibia:

https://progress.asylum.com.na/journeys/

Namibia Wildlife Resorts

https://progress.asylum.com.na/nwr/

Kunene River Lodge

http://kuneneriverlodge.com/virtual-tours/kunene-river-lodge/

Real Estate Virtual Tour

https://progress.asylum.com.na/temp-marion/

Barkhan Dune Retreat

http://barkhan.africa/virtualtours/newchalet/index.html#node9

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