

THE EXTENDED REALITY REVOLUTION IN TOURISM SECTOR



The tourism sector is experiencing significant transformation due to the integration of immersive technologies. With the introduction of brand-new gadgets like the Apple Vision Pro and advancements in extended reality (XR), including virtual reality (VR), augmented reality (AR), and mixed reality (MR), the way travelers discover and experience destinations is evolving dramatically.

As these technologies become more widespread, tourism brands could enhance customer experience, foster engagement, and boost loyalty. From interactive itinerary planning to virtual tours and personalized experiences, extended reality is set to redefine the future of tourism.

Travel Planning Becomes Interactive

Traditionally, organizing a trip involved navigating extensive lists of destinations, comparing hotels, and consulting specialized blogs. **However, with the advent of XR, travelers can now immerse themselves in virtual environments and create their itineraries interactively.**

In collaboration with Samsung and its XR headset, Google is developing solutions that allow users to visualize their trips before they embark on them. A pilot program implemented in Singapore has showcased the potential of this technology to provide personalized planning and real-time tours through augmented reality.

This innovative approach undoubtedly enhances the user experience and improves booking conversion rates. By allowing potential travelers to explore destinations in advance using immersive tools, brands can reduce the time between initial inspiration and the final purchase decision.

Virtual Tours: New Way to Get to Know Destinations before Booking

One of the most significant impacts of extended reality on the tourism sector is the opportunity for virtual tours of destinations, hotels, and attractions. Technologies such as spatial video and 360-degree tours allow travelers to explore a location before deciding.

Spatial video is expected to revolutionize this concept by 2025. With devices like the Apple Vision Pro, users can experience realistic and immersive adventures, creating a sense of presence that closely resembles reality.

This development represents a key advantage for companies in the tourism sector. By integrating these tools, hotels, agencies, and tour operators can build greater customer trust, reduce uncertainty, and increase bookings.

Extreme Personalization: Experiences Tailored to Each Traveler

One of the most innovative features of XR technology is its ability to provide highly personalized experiences tailored to travelers' interests and requirements. With tools like Apple Vision Pro, users can receive customized recommendations for activities, dining, and cultural experiences at their destination.

The potential of this technology also enhances accessibility. For example, the partnership between Hilton and Be My Eyes demonstrates how augmented reality can improve travel experiences for visually impaired individuals. Using an AI-powered app allows travelers to receive real-time assistance, which helps eliminate barriers and make information more accessible to everyone.

From 2D Memories to Immersive 3D Experiences

Another advancement poised to revolutionize tourism is transforming traditional content into three-dimensional experiences. Trip photos and videos can be converted into interactive memories, enabling travelers to relive their favorite moments in a more immersive way.

This technology could create new opportunities for tourism businesses. From agencies offering "digital souvenirs" to hotels that let guests save their experiences in XR format, the potential for innovation in the sector is vast.

Adapting Brands: A Challenge Ahead

As extended reality continues to evolve, the line between the digital and physical worlds becomes increasingly blurred. **Tourism businesses must begin to think beyond traditional websites and apps.** Integrating real-time data—such as interactive maps, weather information, and local events—into immersive experiences can enhance the traveler's experience.

The industry's challenge is clear: those who embrace these technologies and are willing to innovate will gain a competitive edge in the market. The year 2025 could be pivotal, marking the transition from XR being merely a promising concept to becoming an essential tool for planning and enjoying travel.

The digital revolution in tourism is already underway, and XR will play a crucial role in shaping how people explore the world in the years to come.

Date: 2025-02-17

Article link:

<https://www.tourism-review.com/tourism-sector-embraces-extended-reality-more-and-more-news14804>