**VIRTUAL REALITY TRAVEL APPS**

From the north pole to the south pole, every inch of the world can be effectively and efficiently visited with the help of VR Travel apps. Even if there is even a slight confusion on choosing the right destination and tour, VR Travel apps are the saviors!

Additionally, with the help of VR Travel apps, one might also visit the historic monuments and places and see them in their original past versions, and these apps also assure visiting the off-limits areas or the ones that are not even realistic and are only fictional. VR Travel apps add the entertainment and adventures for the users and ensure better customer acquisition for the businesses. They also help the businesses gain enhanced trust and build better results with the customers.

Even if there is limited availability of time and resources, traveling is not a thing to be compromised with VR Travel apps!

VR Travel apps have multiple uses and applications, and there is a listing of every agenda related to a VR travel app, its benefits, and its development.

**Benefits of VR Travel Apps**

Multiple benefits come while embedding with VR technologies in Travel Apps:

1. These VR Travel apps are used by Tour operators to effectively provide their services.
2. Some top Hotels also advertised their rooms with the help of VR Travel Apps. Additionally, these are also used by the customers to get a proper view of ambiance to make a better selection.
3. Some top airlines use VR for entertaining people inside the flight.
4. With the help of VR traveling apps, people can easily visit any place around the globe.
5. Another interesting application of VR travel apps is that it helps to recreate historical objects and helps the tourist to see them in their original forms.
6. Tourists can have a view of prohibited areas with the help of VR Travels apps.
7. With the help of VR travel apps, people can visit unreal places too.

**Applications of VR Travel Apps:**

Several travel-related agencies make use of VR traveling apps for varying purposes.

1. Airlines and Railways
2. Travel Destinations
3. Car Rental agencies
4. Conference and Exhibition places
5. Cafes and Restaurants
6. Theaters and Concert Halls
7. Sports stadiums

**Statistics:**

1. In 2016, a study from Greenlight represented that a brand that uses the content of VR has more than 53% of consumers seeking to purchase them.
2. In 2017, Touchstone research stated that more than 74% of consumers preferred VR Travelling apps.
3. Omni hotels revealed that more than 67% of consumers are mostly like to book their rooms online. This paves the way for VR traveling apps.
4. 88% of the surveyed people stated that they prefer 360-degree ads that come with VR technologies.

**Features:**

1. ONLINE BOOKINGS:

VR Travel apps assure the best online booking experience along with the availability of making the right choice with the help of enhanced VR views. From hotels to destinations, tours and much more can be effectively booked online after having a clear view of the location and its ambiance.

1. STATUS AT REAL-TIME:

These apps also provide real-time statuses. If there is any change in the booking or there are any changes in the weather and climatic conditions of the destination, the users are given alerts to pack according to the needs.

1. 360 DEGREE VIEW:

For visiting the regions virtually, these apps provide a quality view with a 360-degree coverage of the region to ensure realistic virtual traveling experiences.

1. ASSOCIATION IN HOTEL CHAIN:

These apps also provide a list of hotel chains that are available near the booked region. Additionally, for hotel booking, the users can also virtually visit them before making any bookings and check all the services offered to make a better selection.

1. ENHANCED VIRTUAL EXPERIENCES:

By assuring realistic experiences with virtual visits to several destinations, both real and unreal ones, these apps ensure enhanced, entertaining, and satisfactory results for the customers.

**Analysis and considerations for VR Travel apps:**

In the travel industry, virtual reality becomes a more effective and engaging marketing tool. This is a preferable technique and to make use of it there are certain things that one should keep it in a mind.

1. PROPERLY ANALYZE THE REQUIREMENTS:

Deciding the goals and functions of the VR Travelling App is a priority. To choose the right solutions, companies conduct market surveys and researches. After all the analyses, designing and documentation are done.

1. USE PROFESSIONAL TOOLS:

To have a realistic environment, it is necessary to have a 360-degree view and for assuring high-quality videos, for this some professional hardware can be used like a spherical camera and a tripod or a Steadicam. Drones and other professional software are also used for enhanced quality experiences. And for unrealistic views, 3D animations are preferred.

1. VR TO PROMOTE UNIQUE TRAITS:

Businesses must make a list of all the unique and best qualities of theirs, and VR might then be used for the promotion of the same. Focusing on certain points for customer acquisition is a preferred and effective measure while going for VR Travel apps. Making the experiences better oriented with VR technology ensures higher user acquisition for the brand.

1. MAKE THE BUDGET PRECISELY:

Since using VR technology and related tools for the promotion of the services is a costly implementation, the budget must also be decided accordingly. Additionally, several monetization techniques might be used for ensuring higher revenue generation and turning the development into a profitable one.

**Monetization:**

Monetization of an application is a precise measure, and for VR Travel apps the following monetization techniques turn out to be effective.

1. FREEMIUM APPS:

For VR Travel apps, the freemium technique is one of the most preferred ones. The apps can be made available to the users for free of cost, but to access the VR features and get a better understanding of the regions, in-app purchases may be made available. This ensures all the basic features available for the general public and ensures higher revenue generation for the business whenever a user accesses the embedded VR technology.

1. IN-APP ADVERTISEMENTS:

In-app advertisements of several destinations and hotels might be there for the promotions. This helps build a better relationship with other owners and get revenue generated while displaying their ads.

1. HYBRID APPS:

While displaying the ads, there might be some scenarios when the user gets frustrated with them. For such cases, a hybrid monetization technique is also a better option. With this, the app owners seek revenue generation by displaying the ads of the companies and other related entities and also generate a handsome amount by allowing the users to make some in-app purchases to avoid the display of these ads. This is just like two shots from a single arrow!

1. LISTING FEE:

While listing any location or hotel in the app and providing them VR service to attract more customers, the app owner might charge a listing fee for them.

1. COMMISSIONS:

Also, whenever a client gets any customer through the app, either it is by ads or by the listing and VR viewing experiences, the app seeks a commission fee with every booking made with it.

**VR Travel App development with Game App Studio**

Game App Studio has an experienced team with expertise in several latest and emerging technologies. For app development with VR technologies, Game app Studio is the one-stop solution. We provide the VR travel apps with both the features:

1. 360-degree immersive videos.
2. 3D animations.

For getting the right solution of your needs, reach out to us, and get world-class assistance!