

Case study 21 - virtual walking tour

Using: Instagram Live, Zoom

Street Buddha Tours, Lisbon:

Street Buddha Tours was founded in 2018 by the experienced guide Igor Vitorino who is passionate about Street Art, History, Culture and Nature. He offers a variety of walking tours of Lisbon, for example, from a local's perspective, street art etc.

Due to the challenges brought by Covid19, Igor decided to look for alternative ways to share his Street Art Tours of Lisbon whilst being able to continue doing what he loves. That's when he came up with the idea of testing live transmissions of his tours on Instagram, free of charge, which generated great interest.

As a result, he decided to go to the next step, by selling Gift Vouchers and tickets to his virtual live Street Art Tours of Lisbon using Zoom. These tours are sold via the Airbnb website from €5 per person, as he's one of the online hosts of the platform.

It took Igor around 1 month to put his ideas in place, do the research and carry out necessary tests (audio, video etc).

His experience so far has been great as the results have been better than expected with a lot of interest from the public, which has been significantly increasing on a weekly basis.

He hasn't experienced any technical issues, but he would advise to make sure you have a good internet connection to help maintain audience engagement during the transmission, and to also carry out audio tests prior to each live transmission to prevent any issues with the audio.

In order to improve video stability and quality, Igor intends to invest in a "Gimbal stabilizer" to give continuity to his live transmission on the go, which he's looking forward to.

He initially started out using Instagram Live which is a free social media platform but has decided to now invest in a Zoom Pro package, which costs £11.99 per month.

Website: <https://thestreetbuddha.com/>

