

# Case study 5 - virtual tour app

## *Using: GeoTourist app, social media, Splashmap, QR codes*

### Outer Hebrides Trail

As a small destination with limited resources, Outer Hebrides Tourism have had to find some innovative ways to promote their brand.

Analysis of visitors to the islands, usually domestic visitors of an older demographic, showed that most visitors are loyal to one island, so their priorities include encouraging younger visitors, staying for longer, visiting more islands, and spreading them out across the islands.

The focus was on “Uist“, a chain of six islands, under the banner “Sea Uist Soon”:

- Eriskay
- South Uist
- Benbecula
- Grimsay
- North Uist
- Berneray

The idea was to do “something unusual to create interest”.

The first step was to create a customised “splash map”, an O/S map printed on fabric (to cope with the Hebridean weather!) with a trail around the island with different points of interest.

The content came from the community by asking locals “what do you really like”. They then selected a mix of the most popular and the most interesting stories to create authentic and quirky content.

With a limited budget, the plan was to create content (the trail), and then get their message out via different channels:

- Splash map (sold in local stores and on ferries)
- Social media (visual imagery / back story of the spots on the tour)
- App (in partnership with GeoTourist)

The content has been and continues to be shared on social media and formed the basis of the next step - an app, which was created together with GeoTourist earlier this year.

As Outer Hebrides Tourism already had the content, they just needed to record some audio and GeoTourist created and launched the tour on the app. In total it took about 2 weeks to compile. There was a 24-hour testing period and then they were able to go live.

The campaign is on hold at the moment due to the coronavirus, but the app allows people to enjoy the content at home as well as on location.



This is how the app works:

- Download the app for free from the Apple iStore or Android App store
- Access the tour via the app and begin to walk, drive, cycle or sail
- Your GPS location will activate the relevant audio content through your headphones / speakers and screen content with further or complimentary information, including web links, bookings, donations, opening hours etc
- Each tour is made up of a series of individual points of interest
- Each tour includes a **QR code** which can be scanned from another mobile for instant access
- Tours can also be downloaded in advance for offline use if connectivity might be an issue

Every element of the tour works the same way when the listener is not in location, except the user accesses the point by tapping, rather than a GPS trigger, so can be enjoyed from home.

If visiting in person, using the app means that visitors can remain socially distant while still enjoying the same experience that they would have, pre-Covid19:

- No need to congregate around physical signage
- No need to move in groups, bound by a start time or start point
- No touch screen technology, so no risk of contamination
- Using your own mobile, so no need for hardware that would have to be disinfected

### Social media:

Check out their **social media** under the hashtag #seauistsoon.

Twitter: <https://twitter.com/OuterHebs>

Facebook: [@outerhebrides](https://www.facebook.com/outerhebrides)

Instagram: [visitouterhebrides](https://www.instagram.com/visitouterhebrides)

