

Case study 12 - virtual tour using a PWA

Using: Antenna International PWA, QR codes

Pitlochry Dam

Pitlochry Dam Visitor Centre opened in January 2017. Situated on the banks of the River Tummel and overlooking Loch Faskally, the purpose-built centre showcases the rich history of hydroelectricity in the north of Scotland and how it transformed all our lives.

As well as interactive exhibits, a short film and artefacts from SSE's Heritage Collection, visitors can enjoy their deli café and browse a selection of gifts in the shop.

During the Covid19 crisis, they developed a “progressive web app” together with Antenna International. Here is their story:

“We became aware of Antenna International offering to help create a “progressive web app” through an ASVA (Association of Scottish Visitor Attractions) communication and thought that it would definitely be something worth taking a look at. They took us through the concept and outlined the offer - they would develop the PWA for us free of charge - and as we had lots of video content it was an easy decision.

We put together a rough outline of the sections to include, developed the video content and voiceover in-house over a couple of days and then sent it over to Antenna to work their magic. Within a few days and a couple of minor edits the final version was ready to share.

As we already had all the footage and we recorded the voice over ourselves, there was no cost involved! If we want to continue to use the app after lockdown, we will discuss with Antenna our options going forward, however, it is perfect for what we need it to do just now.

If you have video clips of your attraction sitting unused and don't know what to do with this, this is the perfect solution and a great way to advertise your attraction. A virtual tour doesn't have to be a walkthrough of everything you offer, it can be a taste of what there is to see, so visitors will want to come and visit when the right time comes for opening again.”



Ctrl + click on image or scan the QR code using your mobile phone camera to access the tour

