Toolkit

Technology solutions for visitor attractions and experiences in a post-Covid19 Scotland

Scotland
June 2020

First edition

Content

INTRODUCTION

OBJECTIVE

To look at how different visitor attractions and experiences in Scotland can **adapt and diversify** in a post-Covid19 world, using technology and other solutions.

The format will be a **toolkit** – to give attractions and experiences inspiration, as well as recommendations and solutions - to help them decide on a way forward and implement solutions.

BACKGROUND

This document is part of a project to help tourism recover in Scotland after the Covid19 crisis.

The situation changes on a daily basis, so this is only meant to be a document collating ideas and suggestions focusing on technology, rather than guidance on the latest government advice.

The idea was to look at short, medium and long term solutions for attractions and experiences that are looking for technology to help them, and to suit different budgets.

The project has three parts:

• Challenges – outlining the challenges facing attractions as we reopen

• Case studies – learning from other providers

• Solutions – learning more about technology solutions

FUTURE PLANS

As the situation changes so rapidly, the recommendations and solutions may need to be adapted, and the project will be updated in future.

We have worked with key stakeholders and organisations in Scotland to ensure this is a one stop shop, and this toolkit will be rolled out throughout Scotland.

We are also working with partners to transform this toolkit into an online interactive directory and in the future, it may also include solutions for other sectors within tourism too. More information will be communicated in due course.

PROJECT PARTICIPANTS

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CHALLENGES

Challenges

...AND SOME RECOMMENDATIONS

The trade organisation ALVA (Association of Leading Visitor Attractions) undertook a survey in May 2020, tracking consumer sentiment. Here are the key takeaways:

People are cautious about indoor attractions, more likely to visit outdoor attractions at first.

Main concerns:

• Social distancing, or rather physical distancing, at attractions

• Toilets and cafes

Attractions need to put measures in place to address these concerns.

People expect "safety measures" in advance:

• Limiting numbers by offering **online pre-booking** of time slots *(side note: VisitScotland data shows only 21% of attractions in Scotland offer online booking)*

• Adherence to some sort of **charter mark**, to increase confidence that measures have been put in place

• Adjust opening hours to prevent people (staff and visitors) from having to use public transport during rush hours

"Safety measures" while visiting:

• Be seen to be implementing distancing measures on site

• Manage visitor flow

• Also, be seen to be monitoring and policing distancing measures – **staff training required** – as a lot of people don't trust the public to behave

• Keep in mind that this is in place to protect not just the visitors but also your staff

• Toilets and cafes are the main concern for visitors – find solutions

• Offer picnic opportunities, allow people to bring their own food and drinks

• Interactive exhibits with touch screens will not be acceptable

• Audio-guides and handsets more acceptable, as long as you clearly show they are cleaned between uses, but also consider the option to let visitors use their own mobile / tablet (BYOD)

- Have hand sanitiser and opportunities to wash your hands around the site

- Staff should be visibly cleaning surfaces, such as tabletops, audio-guides, ticket counters etc

- Staff to wear face coverings and possibly other PPE (gloves for example) – but still offer a **warm welcome** – staff training required

- Visors may be better than face masks, so your visitors can see them smile

- Move elements of your attraction outside where possible, especially eating and possibly even ticketing / admission

Don't feel the need to discount, consumer sentiment indicates people are prepared to pay to visit and support their local attractions.

But don't forget the underlying reason for visiting – it must be **enjoyable** for visitors.

The challenge is to strike a balance – your visitor will expect to both see safety measures and enjoy themselves.

Staff training will be key! It is very important to make sure that staff are confident and feel safe.

COMING UP

This project will focus on technology to help you put some of these safety measures in place:

- Online booking, ticketing options

- Virtual tours

- Apps, handsets, audio-guides

- Technology solutions to monitor visitor flow

- Social distancing measures

- And much more

There are two parts to this toolkit: the first part focuses on case studies – attractions who have already implemented some of these measures, using technology – and the second part outlines some technology solutions that may help.

As part of this project, we reached out to a vast number of technology providers, and we are featuring the ones that came back with a response. We are in no way recommending or endorsing the featured technology providers.

We have by no means included all available solutions, and we will add more information as we receive it, should it be suitable for this toolkit.

CASE STUDIES

Content in this section

Index - case studies

Index – case studies, cont.

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Introduction - case studies

In this section, you will hear first-hand from attractions, experience providers and DMOs about their experiences in developing different technology solutions.

There are examples of:

- Attractions that use audio-guides, apps, no touch technology

- Attractions that offer virtual experiences, online tours or live streaming

- Attractions that have moved their offerings online

They will share what they have learnt - what are they doing well? What can you learn from them?

Methodology

We have contacted each case study, and asked them to outline their project, how long it took to develop, the technologies they used, and approximate costs. We also asked them to share their best practices.

Links

Green links = external websites or videos.

Grey links = throughout the text there are links in bold and underscored grey that will take you straight to the relevant technology.

There is also a question mark on the left hand side of the red panel at the bottom of each page, which takes you to the glossary, and an up arrow on the right hand side to take you back to the main content page.

Please note

Any prices mentioned are guideline rates, to give you an idea of affordability. The actual price will depend on your specific requirements, so you should always request a personalised quote for any service you are interested in.

Case study 1 – online guided tour
Using: YouTube video

Historic Royal Palaces

Historic Royal Palaces have come up with a cost-efficient solution - a video of one of their Yeoman Warders giving a guided tour of the Tower of London, posted on their website.

The video was filmed using a mobile phone and social distancing, uploaded onto **YouTube** as a private video and embedded on the HRP website. As it was all done internally, there was no cost to produce the video, but staff resources were needed to film and **edit** the video.

They don't make any money from this video – but as it only lasts just under 15 minutes, it's a great introduction to the Tower of London without giving too much away, and hopefully viewers will be keen to visit in person after watching the online tour. You can watch the video here:

https://www.hrp.org.uk/discover-the-palaces

In addition to this, HRP also arrange a series of curator led talks online. While the talks are free, participants are encouraged to donate money to the trust (£10 or whatever the viewer can afford.)

Case study 2 – website-based walking tours
Using: Soundcloud, Spotify, Wordpress, Mapbox, Chatfuel, Messenger

Dunfermline Tours

Dunfermline Tours is a new website that provides stories and information about Dunfermline, funded by Scottish Enterprise and partners in the area.

Website: https://dunfermline.tours/

They have developed 6 different tours:

Tour	Type of Content	Technology Used	Suppliers	Budget Tender
St Margaret's Journey	45 minutes studio recorded and actor performed audio with sound effects. Performers' script included on website for accessibility / no headphones	Wordpress, Mapbox, Soundcloud to share	ATS Heritage	12k + website build
International Connections	Written interpretation, archive photos, commissioned photos, oral history files, Spotify playlists	Wordpress, Mapbox, Spotify	Joi Polloi	Website build
Right Royal Toun	Written interpretation, archive photos, commissioned photos, oral history files	Wordpress, Mapbox	Joi Polloi	Website build
Dunfermline's Soundtrack	Written interpretation, archive photos, commissioned photos, oral history files, Spotify playlists	Wordpress, Mapbox Spotify	Joi Polloi	Website build
Dunfermline's Mysteries	Written interpretation, archive photos, commissioned photos, commissioned maps	Wordpress, Messenger, Chatfuel	Joi Polloi	16k (2 websites) + website build
Fantasy Family Safari	Written interpretation, archive photos, commissioned photos, commissioned maps	Wordpress, Messenger, Chatfuel	Joi Polloi	16k (2 websites) + website build

Timeline:

The project is 18 months old (in May 2020). The time to write, create and deliver a tour depends on if the content is new or already exists. The process is the same as producing a website or a publicity leaflet.

Budget and costs:

Budget tendered to build website for six digital tours was £18k.

Total cost for content and website for six tours was £46k, average of £7.3k per tour.

Annual running costs estimated <£2000 per year excluding staff time for checking data, links, enquiries etc.

Some services (**Mapbox**) are based on usage. Free to a certain level then charge a fee.

Using a **Wordpress** site for the website means that staff can update the media library and edit content themselves, as it is a simple Content Management System.

If the website receives excessive traffic, then hosting and map costs will increase. However, the data will show where and when this traffic is visiting the site and therefore provides information to consider what local business might benefit from this traffic and approach them for sponsorship support.

There are no plans to monetise. The design of the model was based on the sustainability of use and costs, with the aim to keep annual running costs low.

Recommendations:

There is little visitor / audience research done in Fife which meant much of the decision-making was based on anecdotal experience. The content can be edited and changed should the data from the website reveal there are topics of more interest than others.

Start with what your audience is interested in and build from there.

Marketing is important to allow people to find out about new content.

Allocate funds to allow digital marketing and **social media** adverts - they give great choice for targeting, and also return good data.

Use existing insights and audience knowledge when making decisions where to advertise and how.
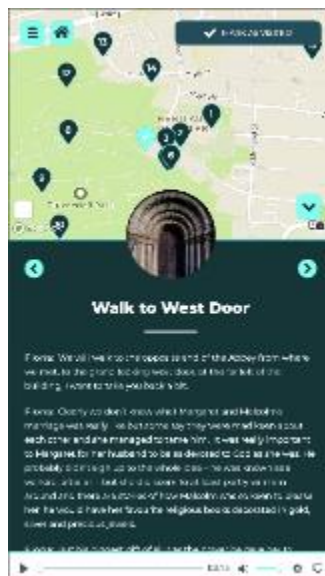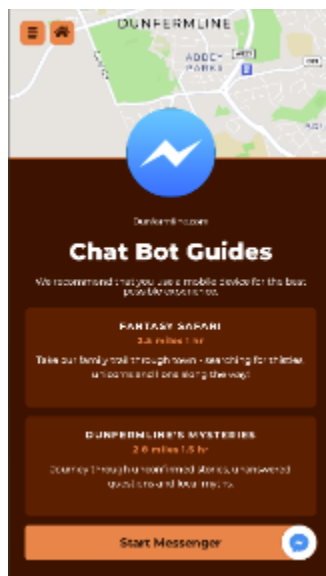
Case study 3 – walking tour app with AR
Using: SENSEcity app

SENSEcity Walks Glasgow - walking tour app

The SENSEcity Walks Glasgow tour takes you on walks through the city, guided by an App and a Companion Booklet. On your walk, you meet city experts who will unravel hidden stories with the help of an audio-guide (installed in the App) and **Augmented Reality**.

1. Explore the city through interactive 3D models in the App.

2. Deep-dive into the city's secrets through images sourced via the archives of Historic Environment Scotland and more.

3. A free inbuilt audio guide packed with narratives from three different perspectives.

4. Stories and information compiled by field / disciplinary experts and city-dwellers with local insights.

5. A new guided walk added every few months.

Website to download app: https://www.sensecity.co/download

The companion booklet is distributed across the city.

The first **SENSEcity** Walks Glasgow was developed between June 2018 and April 2019. Since then, it has had 3 app updates and various iterations of the travel guidebook.

About 20,000 Glasgow users have enjoyed the experience so far.

It cost approximately £25,000 to develop the first Glasgow App.

The app and the booklet are both free of charge, so the money is made from advertisement in the booklets that could be scanned for AR Content. Read more here:

https://www.sensecity.co/advertisers

The advice from the founder Pooja is "to focus on the story, the content and the narrative more than the technology. We help make stories as relatable and relevant for potential users and that is what is being appreciated."

Case study 4 – live walking tours and private car tours
Using: Rezdy, Bokun, PPE, contactless payment, social distancing

Brilliant Tours, Liverpool

Brilliant Tours Ltd is a Liverpool based company offering walking tours, step on guides, and guided tours using executive vehicles. They are planning on starting to operate again on July 4, 2020.

Websites: Brillianttours.com and Beatleswalk.com

Due to the ongoing uncertainty on how attractions might be allowed to open, they have decided to temporarily suspend any combination tours which included entrances to attractions.

Their aim this season is simply to generate enough cashflow to enable them to survive to the start of next season and to keep their team of 35 guides working.

They have decided to focus on four core products:

1) Liverpool socially distanced guided walking tours

Entirely outside in the fresh air, increasing the number of tours from one to three and they are hoping to create a "walking explorer pass".

Their websites and **booking platform** will have a safety code of practice, "What a visitor can expect from us" and what they expect from participants during a tour. The Guide will explain this at the beginning of the tour but all of this has been devised in a very positive and encouraging way at the pre-booking or at the start of the tour.

Guides will not wear masks as that won't work, **hand gel** will be offered to everyone at the start of the tour and they will minimise the opening of doors and contact with anything on route. It is very much a case of doing new Covid19 risk assessments for existing or any new tours you create.

The walking tours will be kept to small groups and they will use as many tour guides as necessary to keep the tours to minimum numbers.

Regarding the actual **group size**, they had planned a physical test, however, under current rules they can't get a group together to do that. Their suggestion to walking tours is to consider the following for your own area, then do your own test before you restart:

• How quiet are your stops in terms of road noise, because noisy stops mean that the group has to be nearer the guide to hear them. If your tour is a countryside walk then you can easily take 15 people.

• Narrow pavements - are your existing stops on walkways as that will mean other people passing your group, breaking the 2 metre socially distanced rule.

- Review your current stops to find quiet open spaces with more room to explain to your group. If you can achieve this, then you can easily increase your minimum numbers from 6 to 12 guest.

- Do a new risk assessment - re-walk the route and take the opportunity to update photos.

2) Liverpool Private Guided Tours in Luxury Licensed Transport

They have 2 licensed V-class Mercedes for 7 passengers, however, they will limit the numbers to 6 guests as they don't want anyone in the front.

The vehicles have wipeable surfaces and they can steam clean the floor. For luxury guided tours with a higher price point, they will supply a **private personal PPE pack** with gloves, mask, gel, face shield, tissue and disposable bag for every passenger to use.

They are also offering private 90 minute whistle stop tours of Penny Lane, Strawberry Field, and stops outside the Beatles childhood home - they are on sale hourly and our walking tour guides will be offering the private car tours to the walking tour guests.

Many visitors may not want to take a tour on a coach, so worth looking at offering popular tours in smaller vehicles.

3) Private day excursions from Liverpool and Manchester to North Wales, York, Lake District

Same as above

4) Private luxury multi day guided tours of the UK

For multi-day tours, they are working with a Liverpool luxury serviced apartment to create hub and spoke tours from Liverpool. They will arrange the clients' personal shopping list to already be in their apartment so they can cook themselves or they can deliver food prepared by chefs. The focus will be on tours in the fresh air, avoiding the busiest places.

Some challenges:

Feedback cards

Out of all the OTAs, TripAdvisor reviews drive the most sales. Usually they would hand out review cards to clients at the end of the tour to encourage them to leave TA reviews, but while that is not possible, they are planning on introducing either post-tour phone calls, or texts or emails to clients with links to their review page.

Tipping the guide

Tips is another challenging area and they are looking at ways for tour guides to take contactless tips, either using a cheap **contactless device** (for example PayPal) which they can buy themselves or an app.

Toilets

They have asked their local Liverpool Tourist Board what the arrangements are going to be for public toilets as they are all currently closed.

Booking platforms

They sell their tours on many OTA websites, however, some OTAs have a backlog and furloughed staff at the moment, so new product approvals and product change requests can take 4 weeks or more.

TXGB is a VisitBritain initiative and it's a free way to connect but it's still in the early stages, and it still has a confused route to market. More mainstream and great value platforms are **Bokun**, but you will still need to have an account or a contract in place with the OTA first.

Whisper / VOX

Introducing whisper systems is not something they have advocated, and they only use them on walking tours when coach operators or cruise tours request them. The preference has always been to split the groups into smaller groups and their £20 price point for a 2-hour walking tour always kept their group sizes smaller anyway. This allows them to pay the guides properly and achieve a better margin. There is also a contamination risk if you need to help customers set the device up or pass it back to them.

Vox are working on an app which will connect to people's smart phones – but make sure to advise guests to download the app before the tour, so you don't waste time on the walking tour.

Website and bookings

Their websites have been updated in a positive way and they use **Rezdy** as their back-office booking platform, but be aware that **Rezdy** is more expensive than **Bokun**.

Final piece of advice:

• The overriding factor is QUALITY, QUALITY & QUALITY.

• Offer an exceptional tour and make the visitors feel absolutely safe

• Take a refresher course or re-read your course notes about the fundamental principles of guiding

• Try to find a slope or step in a quiet place to make yourself higher than the guests

• You will have to change your technique to sweep around with a group that you can't say "come in close", so re-train your guides

• You need all visitors to leave reviews that specifically say that they felt absolutely safe with you – that's what's going to drive sales

• Visit Britain are having a quality assurance scheme based on a questionnaire - fill that in by all means, but the key to it is your own reviews and making your tour stand out above everyone else's

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

Instagram: visitouterhebrides

Case study 6 – data analytics and visitor flow
Using: Analytics Engine Ltd, Cisco Meraki

National Gallery, London

Founded in 1824, The National Gallery is situated in London's Trafalgar Square and counts some of the world's best-loved paintings among its 2,300-strong collection.

Over the past few years, The Gallery has been building out its data insight function looking primarily at audience data and creating more robust reporting on visitor experiences.

National Gallery use a hardware solution which is called **Cisco Meraki**. This allows them to track visitors throughout the galleries. Based on the information they collect from the visitors, another company called **Analytics Engines** analyse the data. It is hoped this will help plan routes through the Gallery when it reopens, to ensure social distancing.

To analyse the data, the **Analytics Engines** team created "Perspective" - a platform which allows stakeholders to make data-driven strategic decisions by harnessing and examining data from a disparate range of sources.

A key aspect in the development was the creation of an intuitive platform – a dashboard - enabling the greatest possible utility to all users throughout the organisation.

The engineering team were able to roll-out Perspective within just four months of the contract start date.

Casey Scott-Songin, the Senior Manager Data & Insights at The National Gallery London said: "It has been really easy for staff to understand the dashboard and the pick-up has been really quick. I can see teams using this information on a daily basis. Adoption was much easier than I anticipated."
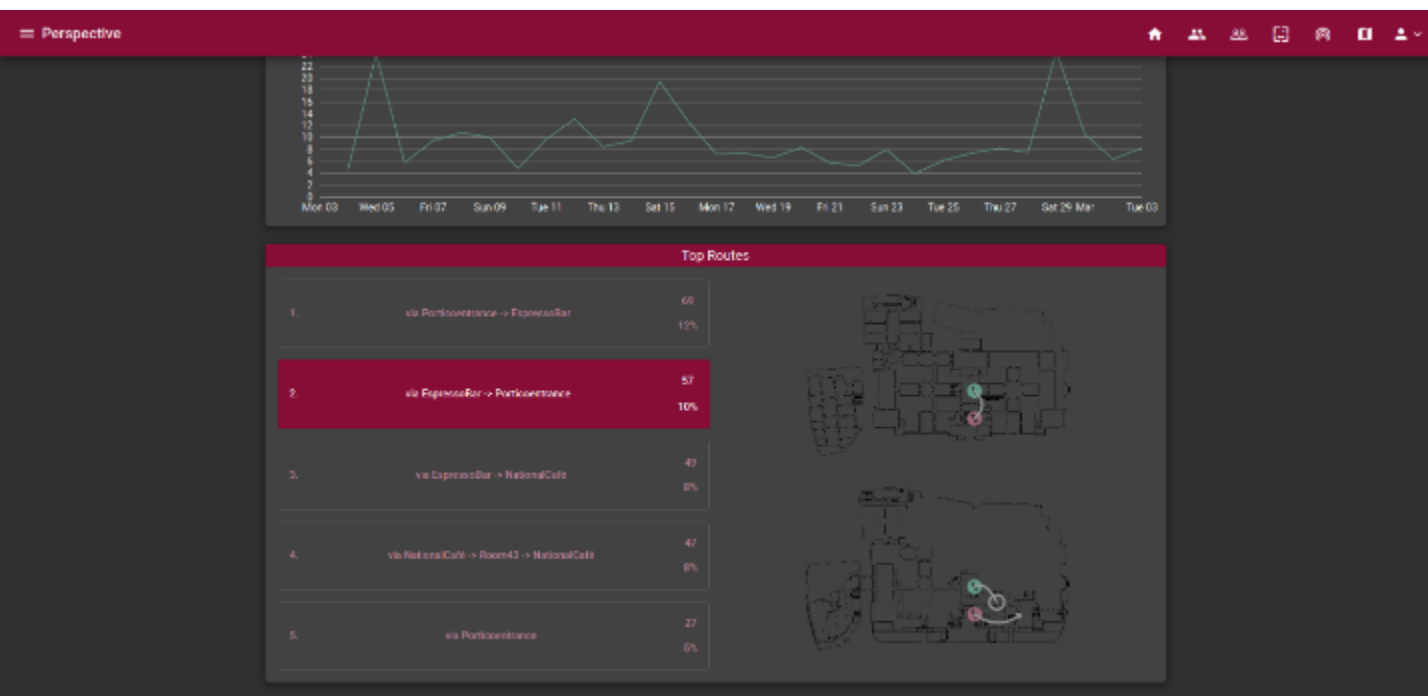
Case study 7 – transport hygiene
Using: Supagard

Glasgow Taxis

Glasgow Taxis have launched a new campaign called "separated, sanitised and safe."

As part of the campaign, Glasgow Taxis has purchased a **Supagard** "ozone generator" vehicle cleaning unit which completely sanitises the interior of a vehicle in just 15 minutes and will be available for free use to all GTL taxis.

The 15-minute process sees the device placed in the rear of the cab and begin its cycle of converting oxygen into ozone and back to oxygen. The result is a completely germ-free environment.

In addition, **Supagard** have created and certified a new "protection pack", a range of taxi specific cleaning products with increased strength, to help provide a safe, clean and fragrant environment for all customers.

Branded products - including surface sanitiser, trigger bottle, air freshener and 70% alcohol hand sanitising gel which will supplement the generator - are available to drivers for discounted purchase as a pack.

All vehicles are fully partitioned, and in combination with these sanitation measures, they hope to provide the cleanest transport in Scotland.

Case study 8 – festival mobile app
Using: Mapbox, mobile app

Fête des Lumières

Fête des Lumières is an annual festival of light in the French city of Lyon, taking place in December each year. With its millions of visitors and artists from different backgrounds, this free event is unique in the world.

They recently introduced a free **mobile app** for their visitors. The app includes general information, the events programme, different routes and an interactive map:

• Before the Festival: the app allows you to get organised, prepare your itinerary, learn about the city.

• During the Festival: the artistic programme offers a detailed view of the works presented. Travel information (public transport timetables, car parking locations etc) is highlighted.

• After the Party: it's time to relive the event in photos and videos.

The interactive map highlights the different art displays around the city. The user can click on a location to find out more about the art installation.

A French company called Micropole developed the app, using **Mapbox**'s geocoding functionality to develop the map.

The app is free to download and available for both Android and iOS.

Website with link to download app: https://www.fetedeslumieres.lyon.fr/en
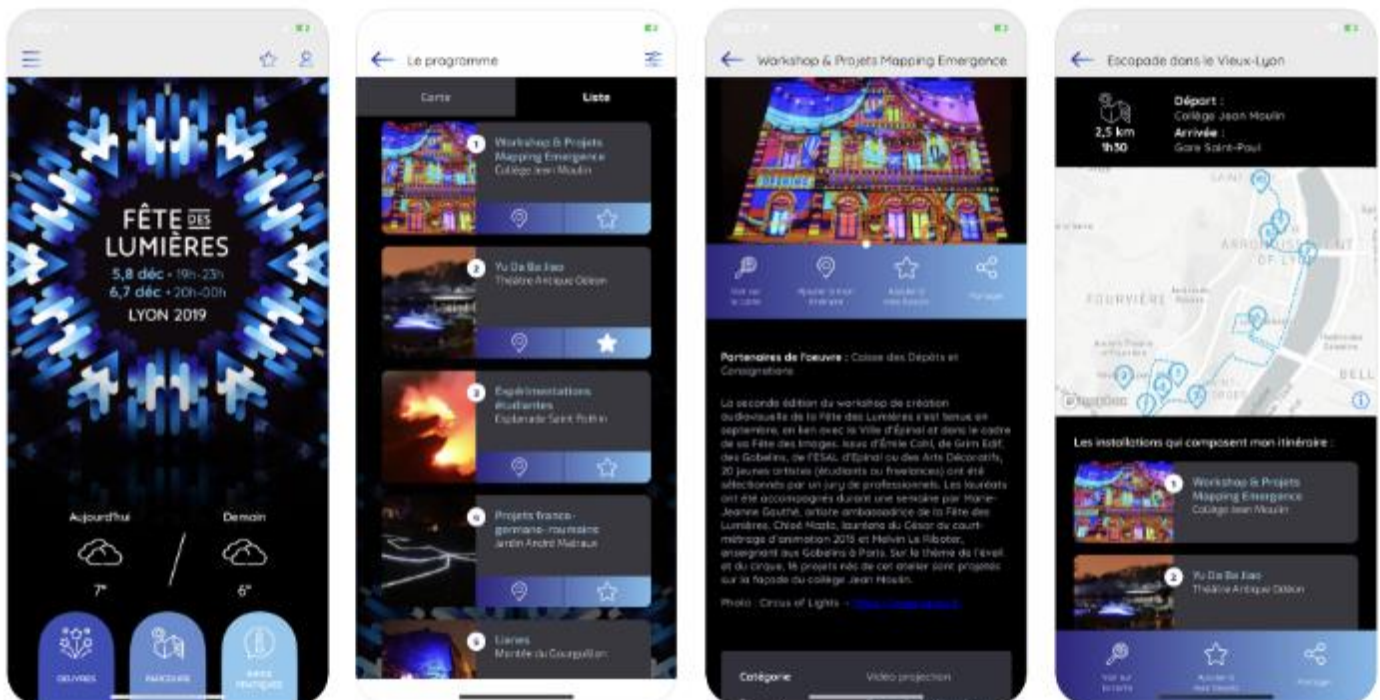
Case study 9 – online event
Using: YOURgb, Zoom

Seafood from Scotland: Professional Chef Fishmonger Masterclass

Seafood from Scotland worked closely with the events agency **YOURgb** to create and deliver The Fishmonger Masterclass virtual event series on their preferred platform **Zoom**. The online series comprised of free to attend, invite only, virtual masterclasses run for professional chefs across Scotland.

The objective was to increase the knowledge, skills and understanding of Scottish Seafood within the Scottish professional chef network.

Hosted by acclaimed Scottish seafood chef Roy Brett, and Fishmonger, Author and Channel 4 presenter CJ Jackson from The Seafood School at Billingsgate, the Fishmonger Masterclass series offered chefs the unique chance to develop and improve their seafood preparation skills.

YOURgb looked after all aspects of the delivery - event brand identity and logo design, comms planning, social media planning, event registration design and management, audience experience management, event flow and scripting, technical delivery and post event analysis.

The 3 masterclasses were broken down in to 1-hour sessions, covering Round Fish, Shellfish and Flat Fish, and delivered over three consecutive Wednesday in May and June 2020.

Each session covered topics that included sustainability and seasonality, as well as providing the participants with useful hints and tips around how to achieve the best margins and use from a whole fish or shellfish.

The masterclasses also outlined what to look for when sourcing quality Scottish seafood along with the different fish mongering techniques across a range of species.

The sessions were fully interactive with polling and Q&A sessions which drove high audience engagement. According to statistics, 78% of webinars have less than 50 attendees. All 3 of the Fishmonger Masterclasses sit in the top 9%, as they achieved between 200 - 250 attendees per session.
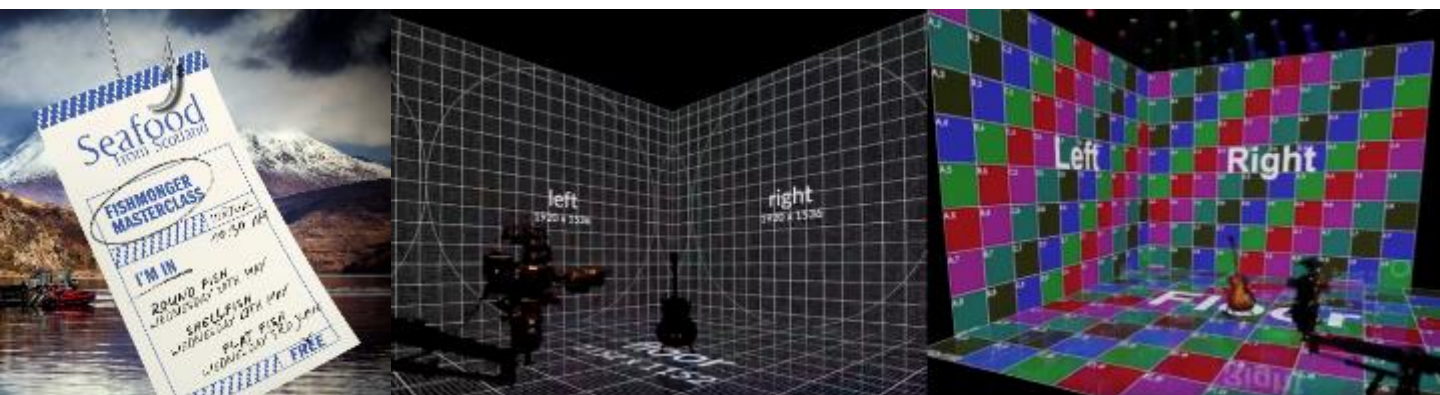
Case study 10 – livestreaming
Using: Facebook Live, social media

Go Rural

Go Rural organised an online "lambathon" over two weeks in April (April 11-24, 2020).

They streamed the content live from 14 different farms, one farm per day, using **Facebook live** on their Facebook page: www.facebook.com/gorural

Their objective was to bring the countryside to people who were stuck at home, by bringing them "lambing in your living room". While it was a free event, they were hoping to develop relationships with future customers to generate more agritourism sales.

VisitScotland helped promote the event, and they gained a lot of coverage in the press.

What worked well in the run up:

• Guidance notes

• Having people involved who have conducted actual tours before

• Setting up each event as an event in **Facebook** with a business co-host

• Businesses that did a lot of promotion with their own databases beforehand including social followings, email data base, personal friends

• Businesses that got things set up and tested well in advance

• Posting up photos / videos promoting what's coming the following day

• Having a trial run

What worked well on the day:

• Starting 5 minutes before the advertised start time, welcoming people, saying hi, requesting questions, saying will answer as many as we can

• Seeing the person doing the tour at the start in person

• Setting the scene and not sounding rushed

• Communicating key messages

• Steady hand, a plan of key areas / messages

• Not doing too much but enough to keep people engaged

• Remembering to answer questions, say hi to who is there along the way

• Finishing after 30 minutes

• Introducing the next day

• Responding to everyone's comments, thanking everyone personally on Facebook later that day

What didn't work so well:

• When you are speaking to another person, interviewing them, couldn't hear them very well, sometimes not at all

• 4G / connectivity cut out as poor in many rural areas - this was stressful for host and then lost large numbers of live numbers

• Wind - as farmers, they didn't have access to any kit other than the phone, look at **noise reducing kit or kit to steady hands**

• Not having a steady hand / phone on wrong way up

• Starting late

• Moving too quickly past the sheep, not giving people time to watch

Results (as at April 26, 2020):

• 1666 families or individuals watched the videos live at home

• 185,946 saw a post at least once (POST REACH)

• 50,990 – number of times people reacted to post, comments, shares or clicks (POST ENGAGEMENT)

• Increase to participants' own Facebook pages, some participants have already had future bookings and enquiries

• People joining from across Scotland, rest of UK, Ireland, Switzerland, Germany, and several from USA

CountryLiving   WILDLIFE   HOMES   WELLBEING   TRAVEL   NEWS   SUBSCRIBE   NEWSLETTER   Q   ⊕ UK

Go Rural #Lambathon: Watch newborn lambs every day for 7 days on 7 different Scottish farms

Watch footage of adorable baby lambs from the comfort of your home...

BY LISA WALDEN APR 11, 2020

Case study 11 – virtual 360-degree tour
Using: Matterport, Seekbeak

Salisbury Cathedral Virtual Art Tour

On 28 March 2020, Salisbury Cathedral was due to open its largest Art Exhibition for two decades - Celebrating 800 years of Spirit and Endeavour - featuring leading 20th and 21st century artists including Henry Moore, Grayson Perry, Eduardo Paolozzi, Shirazeh Houshiary, Antony Gormley and Mark Wallinger.

The launch never happened because of lockdown. Plans were revised and a decision was made to create a **virtual 360-degree tour** to launch on the anniversary of the laying of Cathedral's first foundation stones - 28 April - eight centuries earlier.

Website: https://www.salisburycathedral.org.uk/spirit-and-endeavour-virtual-art-tour

Technology:

The virtual tour inside was created by Patrick Price from Heads Above the Cloud, by 3D scanning the Cathedral and using a platform called Matterport which allows you to create navigation thumbnails, walk around a work in 3D, open windows with captions, and a link to the virtual catalogue entry for each piece.

https://matterport.com

The internal tour was linked to an external tour which had to be created using panorama technology called **SeekBeak**.

https://seekbeak.com

The captioning and links to the virtual catalogue had to be created differently and because, unlike the scan, you could explore the work in 3D, they added in a clickable link to steadicam shots around each work. They also used the same thumbnail system.

They also created a children's version of the Art Tour - with specially created project-based links to worksheets in place of the links to the virtual catalogue in the adult tour.

Timeline:

It took a day to scan the Cathedral and shoot the panoramas of the external work. They started working on the plan at the end of March. It took approximately 3 weeks with all parties working remotely and regular go-to sessions to work on the user experience. The company creating the tour had to fit it around other projects too. Estimating the amount of time in total, it was probably 5-7 days.

Cost:

The project cost around £3,000 for both tours.

Benefits:

The plan was never to monetise it, it was meant as a profile raiser and an opportunity to share something that would have otherwise lain dormant. It offered a huge PR and reputational opportunity and as a result they will be extending the exhibition into 2021 with the support of the artists and galleries.

It gave the Cathedral an initial ad value of £35,675 and stories covering it reached 511,190 – more specialist press like the Art Newspaper etc came later. On the first two days around 3,000 individuals took the tour and during May the virtual art page has had around 16,000 pages views.

More importantly it gave the Cathedral a profile on the world art stage that it would have been hard to claim under normal circumstances because it is such a competitive arena.

Experience:

It was important, alongside virtual worship, to have a tool for keeping the Cathedral open, alive and receptive.

Through this project, the team have learnt how to create a virtual experience which they can apply in other ways including touch screens in the future.

They gained a lot of user experience creating it and it was educative not just for the team but also for their curator who is going on to curate another virtual exhibition. It also allowed them to keep the Cathedral and its anniversary in the public eye after the yearlong programme of events planned for 2020 were cancelled.

It was important to support the artists and the galleries too - all significantly affected by Covid19.

The learning from it will be long lasting, but in the end, hopefully it will encourage visitors to see the art exhibition 'in the flesh'.

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

Case study 13 – virtual museum tours and podcast
Using: Google Street View, website, Soundcloud, Apple Music, Google Play Music, YouTube

British Museum

The British Museum in London offer several different ways to explore their collections while closed, for example:

1. Virtual museum tours with Google Street View

The Museum is the world's largest indoor space on **Google Street View**, and you can go on a virtual visit to more than 60 galleries – perfect for creating your own bespoke tour around your favourites.

Drop into the Egyptian Sculpture Gallery

2. Virtual galleries

They also offer virtual galleries on their own website. You can explore their extensive Prints and Drawings collection to see Old Masters such as Dürer and Michelangelo or see new and exciting contemporary pieces.

Step into the galleries here

3. Museum podcast

If you'd prefer some company on your journey around the Museum, try downloading the British Museum **podcast,** available on their website, Apple podcasts and on **Soundcloud**. You'll join presenters Sushma Jansari and Hugo Chapman as they take you on a journey behind the scenes at the Museum – meeting scientists, curators, authors and artists along the way.

British Museum Podcast

Apple podcasts

Soundcloud

4. Audio tours

To get expert insights into the collection, listen to Museum curators introduce the galleries – each snippet offers a tantalising overview to whet your appetite. Available on Apple Music and Google Play, their world-leading curators have recorded **audio-tour** introductions to 64 galleries so you can go on an adventure taking in anything from Assyrian lion hunts to Chinese jade. The tracks have also been translated into Korean, Chinese, Italian and Spanish.

Subscribers to Apple Music or Google Play Music can access the audio tours for free. They are available to all other listeners for a small fee.

6. YouTube channel

Their **YouTube** channel is home to their much-loved *Curators corner* series, interviews with scientists and conservators and much, much more. Fancy learning how to write cuneiform then kicking back and watching an ancient rock gong being played? This is the place for you. You'll find recipes, how-to videos and more potential pub quiz knowledge than you can shake a stick at.

Start watching here

Case study 14 – live webcam stream
Using: iCode, livestreaming, website

Peregrine Falcons' Live Stream

Salisbury Cathedral offer a live web cam of their peregrine falcons:

https://www.salisburycathedral.org.uk/visit-what-see/peregrine-falcons-live-stream

The peregrines have always been popular with visitors, and they have started to build them into their offer with signage and special tours (they live on the South Tower Balcony).

They are great for broad engagement and education engagement, and the live web cam is part of the Cathedral's regular offering, to keep their profile up and reputation high.

Peregrine cam consists of three cameras situated on the Cathedral balcony, allowing a glimpse into the private lives of nesting falcons. These lives have often been quite dramatic - adoptions, fights, hatching etc.

In normal years they stream two of the cameras live on their website, show one **live stream** in the cloisters and have all three streams available in the Tower for Tower Tour visitors.

On the Cloister screen and the Tower streams they have interpretation regarding falcons and their connection to the Cathedral. They also run weekly Peregrine Tower tours with experts once a week.

None of that could run this year, so they went totally virtual and once again linked up with Springwatch - featuring on their live Facebook programmes at 5pm.

Technology:

They use **iCode** systems to supply the stream and maintain the cameras. The stream is viewed on their website, and they also share the stream for a few weeks with the BBC.

iCode supply them with an **iCatcher** console which means they can pull off dramatic footage and stills to share.

Timeline:

They have been refining the system for over four years but to start from scratch, it would take research, a week's planning, a day's install and then you are good to go. It is very simple. You may need some training to operate the console.

One key factor to get right, is the security aspect of the cameras - they got **iCode** to talk directly to their IT supplier to ensure safeguards were put in place.

Cost:

About £2500 for three cameras (two basic static cameras, and one advanced camera) plus £30 per camera per month streaming and any hard drive maintenance.

Benefits:
There are no plans to monetise the webcam, it is used for PR and educational purposes and to encourage engagement with the Cathedral. However, the Cathedral has added a donation ask to the webcam page.

After ringing the chicks - the story was on the local TV news and Springwatch's 17.00 Facebook programme - they ran a voting and naming campaign, using names from the Cathedral's history to maintain awareness of their 800th Anniversary.

They have maintained interest by presenting a range of story types for different audiences. An important story to place within the context of Covid19 lockdown was the window on the world and mental wellbeing angles.

This was told by following up Facebook contacts and enlisting them as media champions and supplying viewer evidence. The pictures offered variety in a news agenda that was largely dominated by Coronavirus images.

Pageviews:

In May 2020 they had over 450,000 page views. On 10 May at 4pm, there were 516 simultaneous viewers of the streams, and in that one day, over 4200 different people viewed the streams.

Viewing has built year on year and month on month. If you compare March to May, when the eggs were laid:

• 1 March – 6 April 2019: 6,008 pageviews

• 1 March – 6 April 2020: 55,425 pageviews

Advice:

The peregrines provide the Cathedral with a way of connecting with people emotionally and encouraging the viewers to think of them as friends. They are a powerful education tool and the cathedral offer education worksheets along with the stream. They are also an excellent community tool and a way of staying in touch with volunteers through regular PR emails.

Peregrine Falcons' Live Stream
These powerful birds of prey have made the Cathedral their home.

Case study 15 – 360-degree experience
Using: SeekBeak, Be More Colorful, social media

Buffalo River Pumpkin Patch

The Buffalo River Pumpkin Patch is an agritourism experience located in Glyndon, Minnesota, USA. It is a family owned and operated business that provides couples and families from around the region an opportunity to enjoy fall themed activities including carriage rides, walks through haunted (and not-so-haunted) forests, play harvest-themed games, and of course purchase fall decorations and pumpkins for Halloween celebrations.

The Buffalo River Pumpkin Patch had a perception problem with many people thinking a pumpkin patch experience is simply another place to go buy a pumpkin. They needed a way to make people understand that their location is worth a 25-minute drive from the nearest large metropolitan area.

Working with **SeekBeak** and **Be More Colorful**, a 360° virtual tour was developed to help showcase all of the additional family and couples' activities that are in store for visitors. This experience is linked from their website and was accompanied with a **social media** strategy active during the fall season to promote the Pumpkin Patch and all it has to offer.

Timeline:

From photoshoots to final edits, this experience was produced in approximately 3 weeks, a tight turnaround for this type of project, but necessary due to the seasonal nature of the business.

Cost:

Projects of this size are typically in around $3000 USD to $5000 USD with 20% of those fees in reoccurring (annual) hosting and maintenance of the experience (marketing strategy development, updating links, assisting with online promotions, making routine edits, etc).

Advice:

If you have a group of people who are truly passionate about your location, work with them to serve as your brand advocates to help promote your virtual tour experience!

The Buffalo River Pumpkin Patch saw great results from their **social media** campaigns with their 360° virtual tour links being the most commonly shared posts with "brand ambassadors" organically sharing and promoting the experience.

In year 1, the virtual tour experience was the commonly cited marketing initiative for people who came to visit (and gate admissions were up 30%).

Website: http://buffaloriverpumpkinpatch.com/

Virtual tour: https://tours.bemorecolorful.com/v/4e0jDgXYzr9

Case study 16 – audio-guide handsets
Using: Interpreter International

Royal Yacht Britannia

The Royal Yacht Britannia is a five-star visitor attraction in Edinburgh, which welcomes over 390 000 visitors from all over the world every year.

They have a self-led **audio tour** which takes the visitors around the 5 main decks of the ship. It is available in 37 languages as well as a visually impaired tour and a basic English version. They also have a British Sign Language tablet and printed braille scripts.

They are currently in the process of re-recording the tour - to bring it up to date and reflect the changes that have been made on board over the last 20 years – as well as adding American Sign Language.

Technology:

Their handsets are produced by a British based company called Interpreter International.

Timeline:

The tour was written within a couple of months of Britannia coming to Edinburgh (it opened as an attraction in 1998) and has changed very little. They are on the second version of the handset which they helped develop along with the owner of Interpreter International.

Maintenance and cleaning:

Over the years, they have built up expertise within the organisation so they are able to maintain the handsets and equipment themselves. Maintenance probably takes an hour or so a day.

Every handset is cleaned on return and going forward they will also be cleaning them in front of the visitor before they hand them out. They are also introducing a downloadable version of the tour for those visitors who wish to not take a handset.

Cost:

They have 750 handsets and related charges. They purchased these outright at a cost of approximately £300 per handset. With the cost of replacing lost handsets and spare parts they are probably looking at £250-300k in total.

Advice:

• Go for something that is easy to use and does just what you need, complexity adds cost and other things to go wrong.

• Their handset only does commentary as they believe that visitors want to look at Britannia, not pictures of Britannia on their handset.

• Also, with the increase in smart technology, look at having a version of your tour that visitors can access from their own devices.

Case study 17 – online interactive event
Using: Zoom, Hop Drop app

BrewDog Online Bar

In response to the closure of their tap rooms and bars due to Covid19, BrewDog innovated by launching the first ever "online bar", where anyone can register on their website to join every Friday at 6pm via **Zoom**.

Website: https://www.brewdog.com/uk/onlinebar

The idea is that those who wish to join, can order BrewDog beer directly from their own "*Hop drop*" app compatible with iOS and Android, developed especially so customers can buy beer, food, spirits and cider via the app and collect from one of their bars without having to leave their car in a drive-thru experience.

App: https://apps.apple.com/gb/app/brewdog-now/

https://play.google.com/store/apps/brewdog.hopdrop

Once back home, they can taste their drinks and join an online live pub experience named "Open Arms", via **Zoom**, which includes a pub quiz whilst still practicing social distancing.

Customers can pay online via the app or alternatively, order their drinks online in advance and get them delivered to their door.
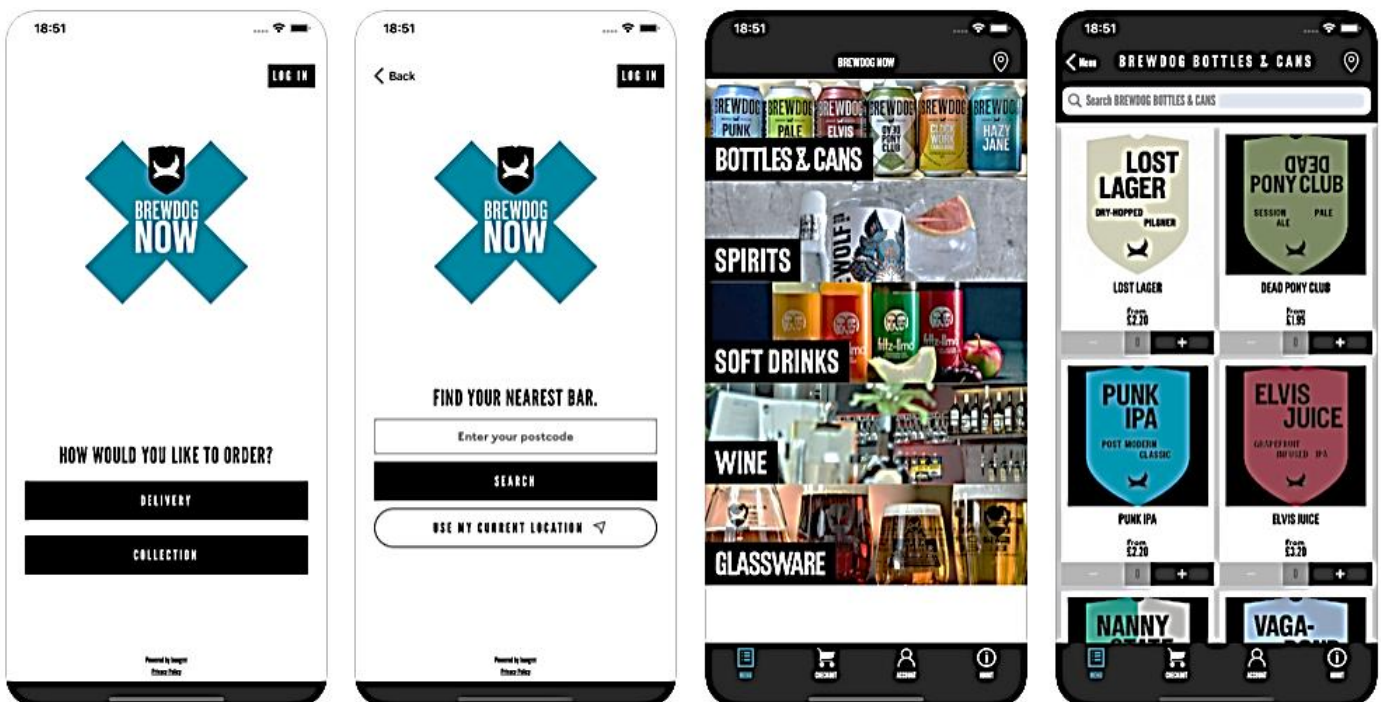
Case study 18 – 360 virtual tour video
Using: 360 VR camera, GoPro Fusion, website, YouTube, VR editing software, video equipment

Master of Malt

Master of Malt, an online drinks retailer based in Kent, created a **360 video** for Aber Falls Distillery in Wales to feature on their website (embedded **YouTube** video).

Link: https://www.masterofmalt.com/blog/post/take-a-vr-tour-of-aber-falls-distillery

Jess from Master of Malt interviewed their Digital Media Manager Kenny about the creation of the 360 video:

Could you give a brief overview of this project?

Our **360 virtual reality (VR) videos** are an exciting and easy way for people to explore areas they may not be able to travel to, or gain access to areas not normally open to the general public, as is the case with a lot of the distillery sites we visit that do not allow the public in.

The great thing about the **360 VR technology** is that you get the ability to look around in 3D space as if you're there, so if you want to have a good look at something rather than it just flashing by, you can stop and spend some time studying things in greater detail. It makes for a really immersive and engaging experience much richer than regular video.

How did you create the video?

The equipment to create the videos is quite simple and straightforward.

You need a 360 VR camera, we use the **GoPro Fusion**, and a computer with **VR software to edit** and create the finished files.

There are two basic ways in which to create the material; you can either leave the camera set up to record for a period of time, this then gives you a static image to look around for example, in a still house.

Or, you can walk along with the camera which gives you more of a tour-like feel if the subject you are filming has that kind of physical layout. For example, walking through maturation warehouses is exciting and gives you a feel for the size and layout of the place.

How long did it take to develop?

360 VR videos have been a thing for quite some time and the technology has just got better and better. Development time wasn't a huge issue for us outside of buying the required kit, and getting trained up and proficient in using it, experimenting with what looked best in any given environment.

MASTER *of* **MALT**

How much would it cost to develop a 360 video?

The **GoPro Fusion** cameras go for around £350, and you'll need a fairly up to date computer to deal with the material because of the format it shoots in. We use Apple iMacs which come in at around £1,500.

A sturdy **tripod** is essential for the static shots and can be picked up for around £200, while **hand-held poles** are around £50. The good news is that the **GoPro VR editing software** is free!

Any words of wisdom or advice you would like to share with other attractions thinking of creating 360-degree videos?

When you are walking with the camera, unless you have the super-duper new auto stabilised version, you need to be very steady as you go. This creates a much more fluid finished video.

Good lighting is also essential as these cameras operate in quite a basic way, and although the picture quality is good it doesn't allow the kind of control you'd expect even from a basic 'proper' video camera. They don't do well in dark and dingy places.

Some basic knowledge of video editing apps is also a help when cutting and creating the final videos for broadcast.

Case study 19 – online videos, 360 videos
Using: YouTube, social media, website, Adobe Premiere Pro, 360 video

Keukenhof

Keukenhof in the Netherlands is a flower exhibition, known as "the most beautiful spring garden in the world". They open their doors to visitors for 8 weeks every spring, and welcome around 1 million visitors during that time (80% international). Keukenhof contributes greatly to tourism in the Netherlands. One hundred bulb growers supply bulbs to the park and 500 growers participate in the flower shows.

This is their story:

"As soon as we knew Keukenhof could not open in 2020, we focused on the launch of Keukenhof Virtually Open. In two weeks, we came up with the idea of producing videos for our social media channels.

We created 22 videos in 8 weeks. Some with just footage of the park in bloom, some with employees of Keukenhof telling more about the park and showing the hotspots.

*We reached over 23 million views in 8 weeks on our own **social media** channels (mainly Facebook, Instagram and **YouTube**). This campaign also resulted in 130 000 extra fans of those channels.*

We also had some nice TV and press production, which reached over 100 million viewers worldwide. For example, two large 45-minute Dutch productions on national television, but also productions in Germany (ZDF, ARD), France (TF1), China (influencer) and USA (Forbes, CBS, CNBC etc).

*Due to our contacts and partnerships we were able to shoot the videos at low costs of total max. €15,000. On average it took us 1 day per video, including filming and editing, due to the fact that we produced most of the videos in house. Our crew used a Canon DSLR (photo camera) and **Adobe Premiere Pro** for the editing. **360 videos** were created through a partner."*

Example of 360 video: https://www.youtube.com/watch?v=SNgj9agkbB0

Example of regular video: https://news.cision.com/keukenhof/v/head-gardener-stefan-takes-you-to-the--blue-river

Case study 20 – virtual trade shows
Using: 6Connex

VisitBritain

Destination Britain North America (DBNA) has always been a live in-person event VisitBritain (VB) hosts each year in the US inviting British suppliers to showcase to American buyers. In 2019, DBNA decided to go virtually online, with the idea of reaching Travel Agents (TAs) rather than the Tour Operators (TOs). It was decided that there would be 3 virtual events over a 6-9-month period, but due to unforeseen circumstances, it became 3 over 3 months occurring at the beginning of 2020.

The virtual event was chosen in order to reach TAs (TOs were invited also) as Visit Britain do very little in reaching this market due to the difficulty being so large and budget. In recent (2019) research, more persons in the US were looking to TA's for travel and holidaying.

The company chosen to host our virtual event was travAlliance (who are part of Northstar Travel Group) using the platform provided by **6Connex**. The event would allow up to 30 British suppliers and unlimited buyers from North America (USA and Canada).

Suppliers would have their own personal booth and could upload up to 3 videos and 10 downloadable PDF files. Suppliers were allowed up to 6 representatives present to interact with buyers through either a public chat or by a private chat. Along with the supplier booths there was a networking lounge and a live 30-minute informative webinar on GB.

Setting aside the government side of things and struggling to get things to align, the first approach from supplier to live event took around 2 and a half months. Between the US and London, we managed to attract suppliers for all 3 events and through our contacts and primarily Northstar Travel Group, whose newsletter containing the invite for the events would reach around 100,000 people. In total, we received approximately 2,300 buyers and a total of 76 suppliers from all 3 events (some buyers and suppliers were repeats).

Cost per event (for all 30 booths) was $30,000 and we offered a booth for a discounted rate of $600. We were looking to try and cover 50% of costs but due to event 1 and 2 not being at full capacity along with complimentary booths to VB and companies contributing towards the grand prize, we didn't achieve this.

During and after the events we had received great feedback from both buyers and suppliers but with the unfortunate global pandemic, we have not seen much of the results as we would have liked. On the plus side, Great Britain and VB were one of the first big players to go into the virtual world before companies have been forced to in recent times.

It seems for the foreseeable future, most events will be online and we encourage companies to be part of that, but with everything, people will lose interest if results are not shown. Here at VisitBritain, we are already looking to go one step further in the virtual world, but once things get moving again, so will we.

'The one piece of advice I'd give to any company looking to go virtually – you need to stand out, whether that's with a fun video or colourful brochures, you are fighting a very small space when it becomes virtually'.

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/
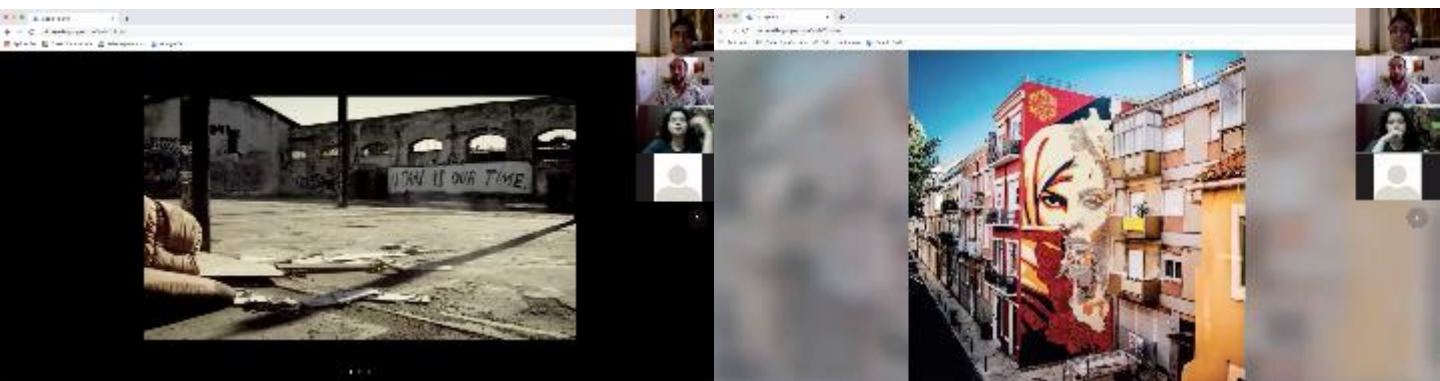
Case study 22 – visitor map using AR
Using: QR codes, Zappar, BYOD, augmented reality

Downtown Citymaps

<u>**Downtown City Maps**</u> (DTCM) has published printed city maps and booklet guides in Glasgow, Edinburgh and the wider Loch Lomond area since 2004.

Its products are popular with incoming visitors from all locations and are trusted by hotels, transport hubs, venues and information centres as well as an extensive list of local businesses that trust them to deliver their brand tourism communication.

Augmented reality and QR codes:

In April 2019 DTCM introduced <u>**Augmented Reality**</u> into all publications.

They initially decided to integrate <u>**Augmented Reality**</u> and <u>**Dynamic QR codes**</u> into printed products to "bridge" printed promotion with the ability to deliver rich digital content. Covid19 has accelerated that process.

Tourists are now able to scan and take away a rich variety of immersive digital content directly onto their mobile phones. This allows them to view video, image slide shows, listen to audio, view translations and online location maps as well as direct telephone contact and instant booking.

What it offers is zero touch access using tourists own devices (<u>**BYOD**</u>) without having to download an app (webAR) and a take-away array of information accessed in traditional locations where businesses would want to be seen.

Technology:

To develop this technology, DTCM used UK based Zappar. This is a multi-level AR platform that can be bought into at low cost and provides "democratised" access to AR without the need to learn dedicated skills, use agencies or create additional digital material.

The Zappar control area is user friendly, similar to social media platforms and can be run by an existing team member without additional training and with a little practice is fast to use. It allows easy and fast upload of material and you can upskill to deliver more elaborate AR experiences over time.

AR integration using Zappar is very fast, the platform is quick and easy to access. A business can be AR ready by creating an account, uploading tracking images and material and applying it to marketing material.

DTCM also use dynamic QR codes, generated using the German based company <u>**QR Generator**</u>. This allows rapid access to multiple levels of activity such as web pages, PDF files, Audio, Video etc. Slightly less technically able than AR the QE codes still allow delivery of information directly to devices, content can be edited remotely without having change the code resulting in extended code life.

Timeline:

Once they engaged with Zappar, they were able to start testing almost same day. Once they had mastered the process (which took about two days) they were able to commence creating individual files (projects) for each client and apply to their publications from April 2019. Total time taken less than 3 weeks but could be achieved even quicker with a dedicated body assigned.

Dynamic QR Code implementation was achieved in hours. They created an account and began generating codes immediately.

Costs:

AR development and integration: £500 annual fee and management / designer time to implement.

Dynamic QR development: £160 annual fee plus management / designer time.

Benefits and some advice:

• AR on printed tourist information is quite new but initial results were encouraging with scan activity growing before Covid19.

• Using QR codes to access AR and digital publications is made easy by integration of built in code scanners with the camera of both IOS and Android devices.

• More general use of QR codes is evident post Covid19 for downloads of track and trace app, so usage will become more mainstream as it already is in the Asia Pacific region.

• They use AR to deliver their clients' digital story directly from their printed city maps and guides to users' mobile devices and in future from their zero touch publications. Clients do not pay extra for this service, they provide it as an added value to enable wider use of digital assets and story-telling.

• They use Dynamic QR to deliver digitised versions of their booklet guides to mobile devices and extend distribution. Access points include window decals, print sign posting and advertising literature

Downtown CityMaps

Examples of how users can experience rich content and experiences with zero touch points using Augmented Reality:

User selects item of interest and scans, using QR code access via camera on phone / tablet:

1. Point phone at interest item

2. AR begins to unlock

3. Content opens on phone - this is now "take away" - no need to hold phone over print to view

Using and enjoying the content:

1. Touch to play video

2. Video plays full screen either directly if uploaded to platform, or via YouTube or other online portal

3. Touch to view image slide shows

4. Swipe through gallery

5. Unlimited image uploads

Call to action - lots of things to do next.

For example: take me there, book now, call, website links, translations, etc:

1. Press button to access Google Maps to navigate around locations

2. Press button to book now
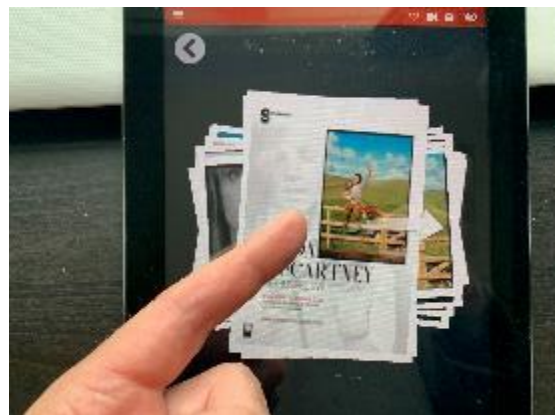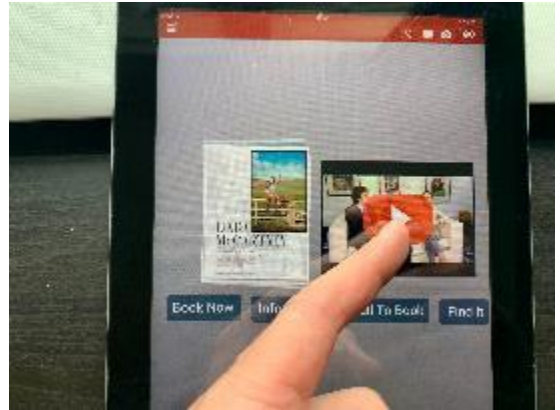
Case study 23 – audio-guide handsets
Using: Antenna International

The Beatles Story

The Beatles Story is the world's largest permanent exhibition purely devoted to the lives and times of The Beatles, located in the Fab Four's hometown of Liverpool.

The Beatles Story takes visitors on an immersive, atmospheric journey through the lives, times, culture and music of The Beatles using audio-guides.

These exclusive guides are packed with information, imagery, video interviews, beautifully narrated by John Lennon's sister, Julia Baird.

Find out how the Fab Four met and walk through recreations of key locations and moments from the band's career including The Casbah Club, Hamburg, The Cavern Club, Abbey Road Studios, America and much, much more.

A must for any music fan, The Beatles Story features an impressive collection of fascinating authentic memorabilia including original instruments, clothing, John Lennon's spectacles, Ringo Starr's drum kit, rare album sleeves, never-before-seen photography and original handwritten lyrics.

With a rolling programme of special exhibitions, you can visit time and time again and always discover something new.

The **audio-guides** are included in the admission price and are available in twelve different languages (English, French, Spanish, German, Italian, Russian, Polish, Mandarin, Cantonese, Japanese, Brazilian Portuguese and Korean).

Timeline:

The Beatles Story are currently developing new multimedia guide together with **Antenna International**. To develop a project like this would take 6-12 months, depending on what the content is.

The Beatles Story look at upgrading every 3 years mainly due to the hardware becoming obsolete, however, there are now PWA versions that can be downloaded onto the customers device via a **QR code**. This then eliminates the purchase or hire of the number of guides needed.

Cost:

The estimated cost of their current project - which includes purchasing 350 new devices and creating a new 1-hour tour in all languages above – is expected to cost approximately £200K.

Some advice from Mary at the Beatles Story:

• I would suggest you look at developing a tour that is downloadable to the customers device, reducing the purchase / hire of devices to operate.

• If you are looking to offer alternative languages, I think this is the best way to do this and is an excellent KPI to attract new markets from tour operators.

• The guide we are now looking at, is a multi-media guide with some exciting interactive features eliminating on site interactives which can be an operational nightmare

• The device we are looking at, gives us the ability to analyse what visitors are looking at (hotspots) and what they are skipping, also we are able to collect some customer feedback about their visit at the end with a sort survey. Data capture is a key part of the device.

• We include the audio guide as part of the visit as we feel it enhances our product.

• There are always exciting new developments in this field that I feel helps to deliver an exciting product.

Case study 24 – website, podcast and app
Using: Whereverly Ltd, Bespoken Media, social media, website, podcasts

Scotland Starts Here

The organisation behind Scotland Starts Here is the Midlothian & Borders Tourism Action Group (MBTAG), an initiative set up by Midlothian Tourism Forum and Scottish Borders Tourism Partnership back in 2017.

MBTAG has been funded by Scottish Enterprise Tourism Development Fund, Blueprint, LEADER and private sector investment as well as support in kind.

Initially, MBTAG was a 2-year project to maximise and drive the tourism potential in the destination on the back of the Borders Railway opening in 2015. To capitalise on the new developments and ultimately spread the impact as wide as possible, the project focused on the entire region and supported businesses to be tourism ready through a range of activities, events, training and providing essential tools.

Through the enormous successes of this 'Phase 1', a second phase was created, which began in January 2019 and is ongoing as of June 2020. While MBTAG until then represented the B2B side, the group was to then take on consumer marketing under the separate brand and slogan 'Scotland Starts Here'.

• Resulting digital development for Phase 1: Scotland Starts Here App

• Resulting digital developments for Phase 2: Corresponding Scotland Starts Here website, podcast, marketing assets, and social media channels

Podcasts

Home | Podcasts

Let the sound and voices of Scotland take you on an adventure, wherever you are. Our podcasts are packed full of authentic local stories from Midlothian and the Borders – you'll never hear them anywhere else!

[Listen on Spotify] [Listen on Apple Podcasts]

Podcast
Food and Drink

Farm-to-fork experiences and taste sensations start here. Whether it's a trip out in the pristine Berwickshire Marine Reserve to reel in your own fresh fish supper, an evening of exquisite locally-sourced fine dining, or a tour of old and brand-spanking new distilleries and breweries, Midlothian and the Scottish Borders... Read More
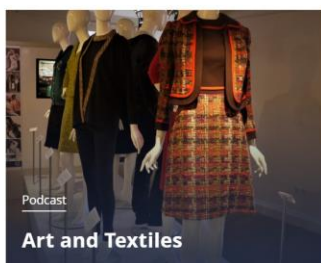
Podcast
Art and Textiles

Heritage, culture and high fashion start here Follow in the footsteps of celebrated fashion designers to the Scottish Borders and Midlothian, and discover why it's a global centre of textile manufacture and high fashion. You might not arrive on Concorde like Vivienne Westwood and Donna Karan used to, but you...
Read More

Podcast
Active and Outdoors

Adventure starts here. The Scottish Borders and Midlothian are essential destinations for anyone who loves the great outdoors. Whether it's the peaks, glens and reservoirs of the Pentland Hills, or the world-renowned Tweed Valley trails – that are perfect for exploring, on foot, horse, or mountain bike. There are rivers,... Read More

Podcast
History, Heritage and the Border Reivers

History starts here. Episode 1 of Scotland Starts Here takes us back to the days of the wild and bloodthirsty Border Reivers, to William Wallace, and Mary, Queen of Scots. We'll whisk you away on a tour of hidden towers, majestic monuments and battle sites. You'll discover why the famous... Read More

App – Scotland Starts Here

One of the main projects in Phase 1 had already seen concise actions taken towards these goals, laying the groundwork for the next phase. Following workshops, research, as well as innovation labs with local businesses and national partners it had become clear that a digital product would be key to overcoming challenges within the destinations.

After considering options including augmented / virtual reality and more, a **tourism app** was identified as the best solution and saw broad support. This app would combine interactive maps, itineraries suited for cycling, walking, driving and exploring by public transport, while also allowing users to create their own by browsing the destination offer. It needed to benefit and represent the whole destination.

Additionally, the app needed to bring our destination's uniqueness alive through songs, stories, myths, and legends, in order to encourage visitors to stop in Midlothian & The Scottish Borders. With connectivity not a given in parts of the region, it also needed to work on and off-grid. And with a breadth of business, sights and experiences available, it needed to bring our culture, history, heritage, food & drink, experiences and outdoors alive. Indeed, it would be no small feat to create this app.

Developers **Whereverly Ltd** drew on their industry experience in developing the Scotland Starts Here app, ensuring usability for users planning a trip and businesses listing their offer. The app is free to use and free to be listed on. Businesses receive access to the backend of the app to update and modify their entry, and the MBTAG team is on hand to add new business members, offer support, and troubleshoot where needed.

At its centre, the app design utilises an interactive map with filtering system for interests ranging from accommodation to visitor attractions. Tours and routes add to this easy options for planning days out, while events listings provide further incentives to travel to the region. Audio channels with tours from major attractions, local musicians and Midlothian and Borders storytellers add a unique flavour.

Further key features include: accessibility filters, inclusion of Google navigation by public transport, driving and walking, Book Now button, favouriting and build-your-own route, photo journal feature (Beta), near you now function, search function, full reporting and analytics.

Available to download:

https://play.google.com/store/apps/whereverly.mbtag.android

https://apps.apple.com/gb/app/scotland-starts-here/

Development time: 7 months from conception to launch

Estimated cost: £50,000

Website

To build on the success of the app, MBTAG then developed the Scotland Starts Here **website**. Until that point, there had not been a destination website for Midlothian and the Scottish Borders, adding to the invisibility of the region. But with businesses ready and eager to attract new audiences, it was clear that a robust digital strategy would hold the key to further success.

Under the title of Scotland Starts Here, new brand assets and a launch campaign for the region were created. For the first time, MBTAG communicated to consumers that this region offered unmissable Scottish experiences. And the destination website would be the first step in Phase 2 to put Midlothian and the Scottish Borders on the map.

The site and accompanying branding were designed by marketing and digital agency The Union, and the website then created by **Whereverly Ltd**. Ongoing management and new content development lies with MBTAG.

Four key pillars were identified for categorising products and develop storytelling on the site, all under the banner of 'Scotland Starts Here': History & Heritage, Behind Closed Doors, Food & Drink, and Outdoors & Activities.

The website was created to inspire visitors to come to the destination. With this in mind, the digital marketing strategy, assets and digital activities developed together with The Union included include **podcasts**, eBooks, social media campaigns and blog posts.

In terms of functionality, the website utilises the **MyWhereverly** platform, drawing listings from the main database to the app and the website. The interactive map from the app was replicated and extended for the best possible user experience on desktop, tablet and mobile.

Key Features:

• Utilises Whereverly API, all listings from app available on website and vice versa

• Points of interest categorised by four major themes, with additional search functions

• Stories section: **podcasts**, eBooks and blog provide inspiration

• Favouriting

Development time: 4 months from conception to launch

Estimated cost: £20,000 including design and wireframes
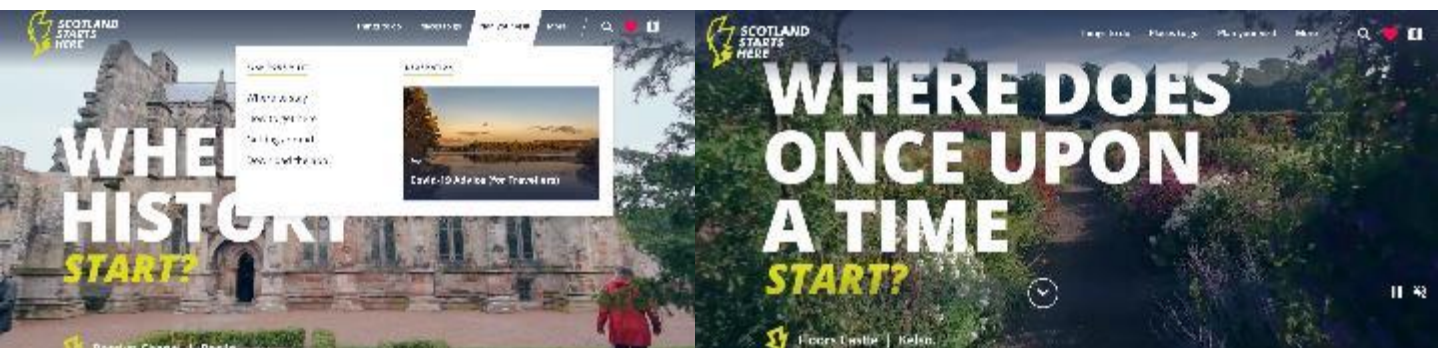
Podcast

To support the new Scotland Starts Here Campaign and Website, four **podcast** episodes were created. Each episode tells the story of the destination to potential visitors, framed by four themes.

It was imperative to add assets to our marketing campaign that would enable us to tell real, authentic stories. Podcasts are one of the most successful medium for connecting with audiences aged 25 to 35, and a staggering 1 in 8 listens to podcasts each week. With 7 million people in the UK alone tuning in every week, the community-building potential of podcasts cannot be denied. Listeners identify with the stories, places and presenters, a perfect opportunity to bring Midlothian and the Borders to life through storytelling.

MBTAG and The Union worked with BBC journalist Dave Howard from **Bespoken Media** to produce four 30-minute podcasts about different elements of the region: Food and Drink, Active and Outdoor Activities, Art and Textiles, History and Heritage. This gave us an opportunity to dive further into the intriguing stories of the destination and bring these to life in a different way.

Dave went out to meet business owners, guides, artisans and artists who shared their personal experiences and stories. Recording in location meant each feature would authentic, taking in the sounds of the region. Engaging and inspirational were the words on everybody's minds, with further information on each person supplied in the episode. Banter was encouraged; and a distinctly local and fun feel was the result!

Development time: 3 months from conception to launch

Estimated cost: £4,000

Social Media Platforms and Campaigns

As part of MBTAG's consumer facing marketing activities, it was crucial to establish Scotland Starts here on major **social networks** and present potential visitors an opportunity to connect with the destination. The chosen channels are **Facebook, Twitter and Instagram**, with daily updates providing an inspirational and engaging mix of UGC (user generated content), promotional assets, as well as podcasts, eBooks and new blog post promotion.

Based on the strong communities of many tourist destinations, building rapport and a personal connection with target groups was seen as crucial from the beginning.

Key Stats:

• Launch campaigns reached almost 2 million people, resulting in a 600% increase in followers in 4 weeks

• Social channels continue to see high levels of engagement, consistently outperforming previous months

Development time: 2 months from conception to launch

Estimated cost: £12,000 including design and wireframes, and initial paid-for social media marketing campaign

Case study 25 – online ticketing and interactive exhibits
Using: TixTrack, touch screens, audio-guides

Rock & Roll Hall of Fame

Upon recognising that the temporary closure of the Rock & Roll Hall of Fame (in Cleveland, Ohio) due to Covid19 would exceed its initial two-week closure, their first action was to recreate their strategic plan into a format that would serve both a short-term 100% digital environment and long-term digital initiatives.

For the past 25 years, most of the Museum's collections have been accessible only in Cleveland, but today's audiences demand a Rock Hall experience that is also accessible digitally. Closing the Museum during the outbreak of Covid19 provided them with the opportunity to expand their digital platforms to keep fans engaged and grow their audience during the crisis.

Online, their digital platforms have continued to develop through a phased plan. They have focused on growing the audience and content of their recently built free educational platform (2019) for teachers across the globe called Rock Hall EDU, as well as further developing their website to integrate the stories of the Inductees with archival content into the digital journey and using archival material in conjunction with new material to develop new digital content such as their Bon Jovi Induction Tune In with David Bryan and Motown Spotlight with Smokey and Claudette Robinson.

Internally, the Rock Hall continued to work on a multi-year plan for a new collections management system (CMS) and digital asset management system (DAMS). The Rock Hall recently completed Phase I to provide access, launching the new CMS to bring together the metadata for library, archives, and museum collections for the first time, as well as the DAMS to store, retrieve and deliver its digitised and born-digital media.

Phase II of the project was ramped up during the closure, which will result in an internal catalogue to assist in the creation of digitally curated collections of assets for the public through the Rock Hall's website. Users will be able to discover digital assets within the context of the institution's finding aids, alongside images and metadata artefacts in the Museum's collections and the Library's holdings.

The tools that have been developed through the DAMS project will provide for the preservation and maintenance of access to these valuable collections for years to come. These collections and assets have already enabled fans to discover and learn from the Rock Hall's resources and will continue to do so.

Online ticketing

Prior to the pandemic, the majority of tickets to the Rock & Roll Hall of Fame were purchased onsite, with only approximately 15% purchased online. In addition, a significant number of all onsite transactions were completed in cash.

It was immediately clear that if the Rock Hall was to reopen in a safe environment for both staff and guests, they had to transform not only the hardware used to process guest entry, but also the platform used to manage the ticketing process.

Between signing contracts in Mid-April and launching digital ticket sales in early June 2020, **TixTrack** and the Rock Hall changed the ticketing process, moving away from anytime tickets to a 100% advanced online ticket purchase model with timed entry, and from onsite purchase kiosks to Bluetooth scanning hand devices for ticket validation.

TixTrack's **Ticketure** platform has allowed the Rock Hall to create a fully integrated and simplified online ticket purchase experience that allows them to control building capacity and to staff more accurately based on pre-ticket sales reporting, ensuring they minimize staff exposure to visitors and simultaneously meet visitor needs.

Ticket sales launched June 11 with no technical issues reported and a strong technical infrastructure. Within 24 hours of launching the new system, they had sold over 500 tickets for their first week and received 20+ donations to the Museum.

The Rock Hall reopened on June 14 and has since seen a steady flow of visitors, albeit significantly less than they traditionally receive during the summer season. Regardless of the pandemic, the Rock Hall's new ticketing system is set to be a resounding success and will certainly become a cornerstone of their future operations.

Technology platforms / suppliers used:
- MediaMonks – museum website creators
- Rock Hall EDU – internally created education platform
- Adlib Axiell Collections - CMS Platform
- Tedial Evolution - DAMS Platform
- Chromata - DAMS Implementation Team
- AWS - digital storage for CMS and DAMS
- GrayMeta - AI and facial recognition tools
- TapeArk - content digitisation tool
- **TixTrack (Ticketure)** - e-ticketing software provider

Website: https://www.rockhall.com/ticketing

Interactive exhibits

Through the advice of the WHO and the US health authorities, they have taken a very strict interpretation of space and high touchpoints (like interactives) in the museum. Generally speaking, they have opened with the rule that if a gallery cannot safely accommodate 113 square feet per guest (as recommended by the American Association of Museum Directors) or 6-foot social distancing - i.e. small galleries or theatres – they've closed it as a precaution.

Additionally, all high touch tech interactives (**touch screens**, headphones, and musical instruments) are also out of operation, which has shut some displays and one additional gallery.

Places where they have been able to use tech for the experience include their **exhibit guides**, which are now available to access from their website and are delivered to visitors as part of their ticket confirmation email.

Excitingly, this digital format has allowed them to present way more information about the museum to visitors because the text is not limited to a physical template.

In addition, a number of their **touch screen** interactives now display information about the importance of social distancing and good hygiene instead of simply being off or saying out of commission.

Re-opening

As for reopening the museum, the first two days have been a success from both a guest and technology point of view.

Staff were thrilled of the ease of use of their new ticketing technology and were able to keep visitors moving through the check in line quickly and efficiently.

Their technology was practically flawless; the only minor issue sustained at check-in was the use of dark mode by some phone owners, of which the Bluetooth scanners couldn't read the **QR code** – a pretty common issue with technology.

While a quick fix is to just type in the confirmation code of those visitors, they are working to add a white pixel border around the QR code.

One guest, whose first time in a public place since March was the Rock Hall, said, "The Rock Hall made it real easy for me to feel very safe".

When speaking with others of the 800 visitors who toured the museum, they gave glowing reviews, particularly praising their staff and the excitement of participating in a communal space about a shared passion, rock & roll.

Website: https://www.rockhall.com/

Case study 26 – online event
Using: Zoom

Red Bus Bistro

Having in mind that unprecedented times require creative solutions, Red Bus Bistro have come up with the idea to offer 90-minute virtual whisky tastings that enables whisky lovers to learn more about the "*usisge beatha*" whilst still practicing social distancing.

For the virtual whisky experience, the food and whisky are delivered directly to customer's door in Edinburgh or Glasgow on the evening ahead of the virtual tasting session and a Red Bus Bistro whisky expert will host an exciting 90-minute **Zoom** tasting experience.

Customers will enjoy some tasty Scottish dishes, paired with famous malt whiskies, and will gain an insight into all things whisky, and overall enjoy a social occasion albeit virtually.

Initially, Red Bus Bistro have decided to start their virtual tours using the basic version of **Zoom** at no cost which was easily set-up in just one day.

Red Bus Bistro launched their virtual products to the public as a trial at the beginning of June and although it hasn't generated a lot of interest from the public just yet, with a stronger marketing campaign to gain more visibility and generate public interest, it could work well whilst travel restrictions are still in place and until their red buses are able to go back on the roads.

At the moment, Red Bus Bistro team are not sure as to whether they will continue to offer the virtual tours in the long run once the "new normal" is established. The decision may depend on how long the travel restrictions will be in place for and whether there will be more interest from the public in the next couple of months.

Website: https://www.redbusbistro.co.uk/virtual-whisky-experience/

Case study 27 – destination pass and app
Using: app, online booking, QR codes

Cinque Terre Card

Cinque Terre is a cluster of 5 picturesque villages, perched along a stretch of rugged coastline on the north western coast of Italy. It is accessible by train and hiking trails, and cars are discouraged, due to the limited car parking spaces available.

Over the last few years, this UNESCO World Heritage Site has suffered from overtourism, and they have had to think of ways to manage the visitor numbers.

At its peak, an area with 4,000 residents welcomed 2.4 million tourists per year, and with only 3,000 beds available, the majority of those visitors were day-trippers.

In 2016, it was announced that Cinque Terre would impose caps on the number of tourists allowed to access the picturesque towns. The director of Cinque Terre National Park later admitted that it was "just a provocation," but "it had reached a point that we had to do something."

And the "something" the Cinque Terre National Park did was to collaborate with area towns to develop a game plan.

The first action was to develop the Cinque Terre Card (originally introduced in 2001) even further.

The Cinque Terre Card is a combined service ticket offered by the park (but its purchase is not obligatory), with funds going toward trail maintenance and other park projects.

In 2017, the card was made available for **online purchase** with limits to the number of cards available for a given day. While technically one could enter the park when these limits are reached, it would be better not to.

There are two types of cards – either a trekking card or a train card – and both cards give the holder free access to the park, access to toilet facilities, Wi-Fi, a programme of guided visits, discounted admissions and other perks.

Read more here: http://www.parconazionale5terre.it/pdf/regolamento_card_en.pdf

There are also plans to control and redirect tour groups, through a reservation system that would stagger bus group access by time and location. A specific plan for this is not yet available, as opening up dialogue with cruise liners and tour operators has proved difficult.

However, starting in 2017, a real-time information and traffic light system showing tourist flows in each town was made available through an **app for card holders**, allowing people to make informed decisions about where and when to visit.

They have also introduced a series of initiatives to preserve and promote local heritage, ranging from physical projects to communication campaigns.

The idea is that by limiting the number of cards they sell, the area will reduce the visitor numbers to 1.5 million per year (from 2.4 million) which will not just preserve the site for future generations, but also make visiting the area more pleasant.

Technology:

A local company called Charta won the tender to manage the area access, and they have created a geodatabase system that feeds the regional hiking network, which supports the maintenance of the area and directly connects management to communication.

They also developed an **application** intended for the web, mobile phones and tablets, and a facilitated access system with a series of Wi-Fi presence points and a signalling system with **QR codes** and short urls.

App:

https://apps.apple.com/us/app/parco-nazionale-delle-5-terre-plus

https://play.google.com/store/apps/pn5t.plus
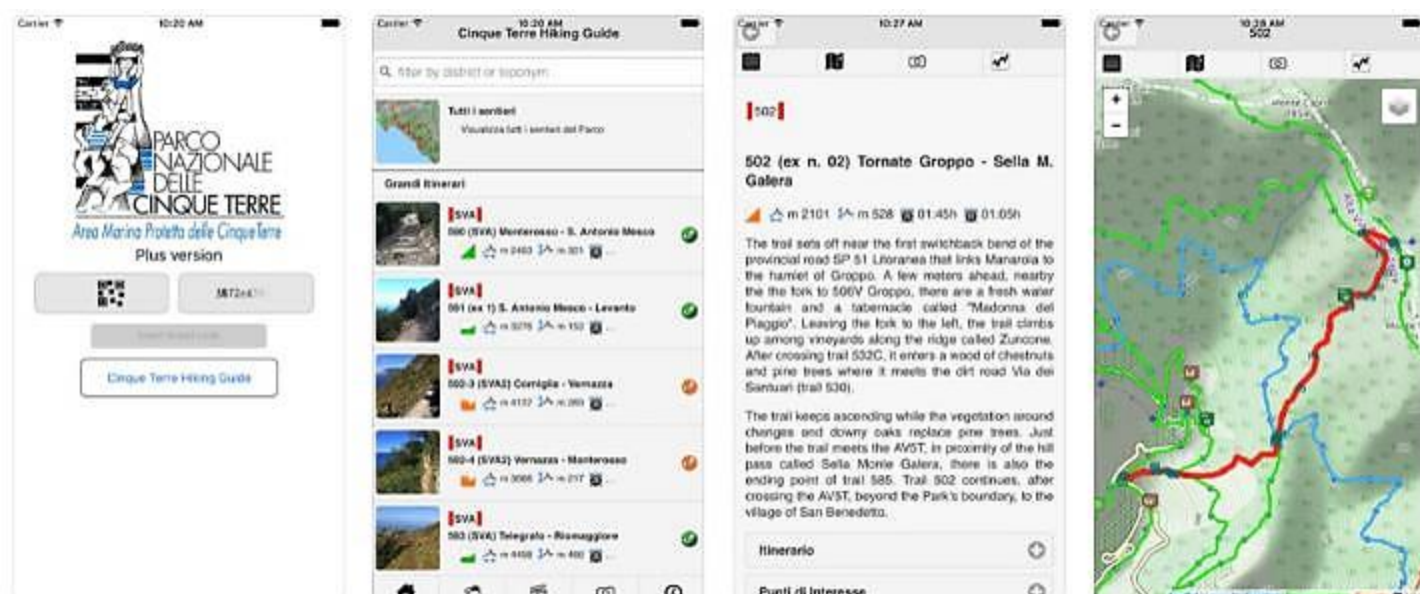
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24	Augmented and virtual reality - 360 videos	Google Street View		99
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Introduction - technology solutions

In this section, we have outlined different technology solutions, services and products in different categories. Many of them have been mentioned in the case studies above, and there are handy links in the case studies, as well as a link to each case study that used this technology, on the technology solution page.

Methodology

We have contacted each technology service provider mentioned in our case studies, and a few additional ones, to ask them to outline the services they provide, why you should use them, the time it would take for you to develop a service with them, and approximate costs.

They have also given their contact details in case you would like to approach them to discuss further or request a quote.

In some cases, due to time constraints, we have taken information from websites or information packs, and included links to websites to find out more.

Links

Green links = external websites or videos.

White links = in the red panel at the bottom of the page you will find white and underscored hyperlinks to take you to relevant case studies.

There is also a question mark on the left hand side of the red panel to take you to the glossary, and an up arrow on the right hand side to take you back to the content page.

Please note

Any prices mentioned are guideline rates, to give you an idea of affordability. The actual price will depend on your specific requirements, so you should always request a personalised quote for any service you are interested in.

1) Go online – website

In the post-Covid19 world it will be more important than ever to move things online. But what do you do if you don't have a website?

If you have some money to spend (expect it to cost from £1,000) you can hire a web developer. But there are many tools to create the website yourself for free and then pay a small monthly fee for hosting and security.

Weebly and Wix are popular sites as they are very easy to use, but they have less flexibility and a business would outgrow them pretty quickly. Here are a couple of sites we would recommend:

Wordpress.com

It is free to build your website, and you can have your website up and running quickly. There are options to upgrade for advanced customisation and themes, additional storage space, and business tools.

Costs for hosting are currently £9 per month for freelance (Premium package), £20 for small businesses (Business package) and £36 per month if you want an online store (eCommerce package).

https://wordpress.com/pricing/

Your website is easy to edit yourself, so you don't have to rely on someone else doing it for you. They have an editor tool, which is "fast, intuitive, and includes HTML and Markdown support."

The website will be set up to be optimized for growth, and you can upload or embed media - drag-and-drop images into posts and pages, create photo galleries, embed audio, video, documents, and more.

Link to their website: https://wordpress.com/

Please note that there is also a site called wordpress.org which is usually used by professional developers (https://en-gb.wordpress.org/).

SquareSpace

A popular tool which is often recommended by web developers is SquareSpace, as it is future proof and suitable for businesses and online stores. You would start with one of their templates and customise it to fit your needs. They also have a new functionality to schedule appointments, which could potentially help manage visitor numbers.

They offer free webinars to learn how to create a website.

Their pricing for hosting and security is similar to Wordpress.com – £11 per month for emerging entrepreneurs, £20 per month for growing businesses, and £37 for "powerhouse players". Read more here:

https://www.squarespace.com/scheduling

The company also offers some incentives – google "SquareSpace discount code" to see if you can get a discount off the subscription.

1) Go online – website

Business Gateway training / DigitalBoost

Business Gateway and DigitalBoost offer a wide range of training courses on how to set up a website, and how to make the most out of it. During the Covid19 crisis, these courses are delivered online.

DigitalBoost is funded by Digital Scotland and delivered by Business Gateway.

The DigitalBoost workshops are designed to help Scottish businesses:

• Understand the benefits of digital technologies

• Introduce or improve their use of digital technologies, to help grow their business

Some available courses include:

•   What to think about when creating a new website

•   Wordpress for beginners

•   Search Engine Optimisation

•   Get real results from your website

•   Taking your business online during the coronavirus pandemic

•   Producing engaging online content

•   Should you start selling online – an overview in a Covid19 world

•   Effective eCommerce

2) Go online - social media

Social media should be part of your marketing strategy, especially now when people spend more time than ever on the internet. However, what do you do if you don't have social media, and how do you know what social media works best for your business?

If you want direct customers, Facebook may work best. If you are looking for B2B customers, LinkedIn may be your best platform. But visual platforms like Instagram, Pinterest and YouTube may also play a big part in your strategy.

Social media

Business Gateway and DigitalBoost also offer training on social media, to help you decide which platform works best for your business, how to make the most of social media, and how to use data and analytics.

Available courses include:

- Taking your business online during the coronavirus pandemic

- An overview of digital marketing in a Covid19 world

- Should you start selling online – an overview in a Covid19 world

- Video production for social media

- How to build a digital marketing plan to get you through Covid19

- Social Media strategies during lockdown and beyond

- Web and social media analytics

- Pinterest, Instagram and Photography for Business

- Pinterest for Business

- Facebook for Business

- Instagram for Business

- LinkedIn for Business

- Effective use of Social Media

- Twitter and Hootsuite

3) Social media – recorded content (audio)

Soundcloud (audio)

Soundcloud is a music platform where anything audio can be uploaded and shared with all users.

• A freemium offer allows limited uploads

• Pro subscription permits unlimited uploads and additional statistics about track performance

Uploading an audio tour of your experience, allows customers to use their own device to hear the content.

Website: https://soundcloud.com/

Spotify (audio)

Spotify is a streaming service for music and podcasts and is available under freemium model. You can either listen to music for free and receive adverts, or you can pay a subscription each month and not be advertised at.

Anyone with a podcast or sound file can upload and share it in their growing podcast library. You can find instructions here:

https://podcasters.spotify.com/

If you don't yet have a lot of digital content, you can put together a playlist of music, sounds and podcasts that reflect and support your product or visitor experience.

• Setup a Spotify account in your company name, free or paid

• Name the playlist to suit your experience and start selecting songs and sound files, and add them to your playlist

• For example, a laser tag company might get their customers ready to play with "Dangerzone" by Kenny Loggins or "I shot the Sheriff" by Eric Clapton

• There are no royalty fees to pay, and you can add a link to the Playlist on your website.

If the clients have a Spotify account it will open up and play. If they are not yet a user of Spotify they hear the first 30 seconds of each song so they still have a positive experience and can decide if they want to sign up and hear more.

Website: https://www.spotify.com/uk/

4) Social media – recorded content (video)

If you want to learn more about creating and posting your own videos, Business Gateway in Scotland offer webinars on Video Production for Social Media.

Business Gateway also offer free one-to-one digital support.

YouTube (video)

You can film content in advance and upload to YouTube.

It is very easy to then embed the video on your website:
- On a computer, go to the YouTube video that you want to embed
- Under the video, click Share
- Click Embed
- From the box that appears, copy the HTML code
- Paste the code into your blog or website HTML

Uploading a video to your website slows the website down, so embedding a YouTube video makes it much quicker.

If you don't want the video to be public – for example, if you are embedding it on your website and would prefer to drive traffic to your website instead of people watching on YouTube – you can make the video unlisted. This means only people who have the YouTube link can watch it, and it won't show up in searches.

You can also do live streaming of content. Read more here.

There is an opportunity to monetise with different advertising plans. Read more here.

Facebook (video)

• Videos uploaded on Facebook are automatically played on own news feed

• View counts provided to analyse public audience

• Possible to add captions to videos to be played on silent mode

• Allows to tag people and pages on videos to drive up organic distribution

• Video insights provide metrics like video views, unique video views, the average duration people viewed your video and audience retention

• Please note that you can't link a YouTube videos on Facebook, so you would need to upload videos separately to Facebook

• Uploading your video to Facebook will get better traffic from Facebook

Case study: Historic Royal Palaces

Case study: Master of Malt

Case study: British Museum

Case study: Keukenhof

5) Social media - live streaming

A cost-effective way to arrange an event or a tour, is to livestream it on social media.

All you need is a mobile phone and an account with a social media platform such as YouTube, Instagram, Facebook or Vimeo:

Instagram Live

• Live stream videos of up to 1-hour duration at no cost

• Videos can be saved on IGTV, reaching a higher number of viewers

• Allows viewers to interact in real time through live comments and questions

• Possible to invite a co-host to join the live streaming

• Instagram insights section shows when users are most active and engaged

YouTube

• You can also live stream on YouTube, read more here

• There is an opportunity to monetise with different advertising plans. Read more here

Facebook Live

• Reactions, shares, comments and other interactive features enable better engagement with audience

• Possible to access detailed insights in Creator Studio

• Allows to restrict access to a live stream to a specific geography or age demographic on Facebook and use age and geographic gating

• Stream from a mobile phone or camera and streaming software (encoder)

• Promote live stream through shares, or cross post it on multiple pages simultaneously

• Embed the live stream on a website

5) Social media - live streaming, cont.

Vimeo live streaming:

- Unlimited live streaming in a customisable Vimeo player

- Add your own logo to videos

- Live and post event analytics available

- Engagement and duration graphs

- Live Q&A and polls

Zoom

For an interactive live stream, where you want the participants to see and interact with each other, or you want them to see you and your screen, Zoom is a great option. It is an easy-to-use, reliable and innovative communication platform:

- Offers video meetings, voice calls, webinars and chats

- Works across desktops, phones, mobile devices and conference room systems

- Affordable option with various packages for all budgets and needs with prices varying from £0 (basic), to £11.99 (pro) and £15.99 (business) per month

- Join from anywhere in the world

- Password protection and a waiting room function means you can control who participates, which works well if you have sold tickets to your event

Other technology

If this is something you will do on a regular basis, you may also consider investing in:

- Clip on mic – to avoid distracting noise (especially important if you are broadcasting outdoors, to cancel out wind noises)

- Tripod – to keep the filming steady

- Selfie stick – to keep the filming steady and to put a bit of distance between you and the camera if using a mobile phone

All widely available in shops and online.

6) Social media – video recording and live streaming

Vimeo

Vimeo is one of the world's leading professional video platforms. It was launched in 2004 by a group of filmmakers who intended to create a simple way of sharing high quality videos across the web and social media platforms.

Recorded videos:

Vimeo offers custom video templates to suit different businesses / brands, easy steps to add own clips, a huge library of images to choose from and possibility to customise colours, fonts, and layouts to make brands standout.

The final high-quality video can be easily shared across social media and web without unwanted ads during or after the video, helping to reach a bigger audience and gain more visibility.

Live streaming:

Makes it possible to broadcast virtual tours, virtual fam trips and other live events in full HD, giving viewers the best quality across different devices. Live streaming with Vimeo can be password protected, without ads and no limited numbers of viewers and is automatically recorded at up to 4K quality.

There is an opportunity to use live engagement tools such as live Q&A, live polls and audience chat to create a more interactive experience and increase viewers engagement.

Unique selling points:

• Vimeo provides 24/7 technical support

• Opportunity to monetise through subscription

• Videos can be created within minutes

• Provides analytical stats

Costs:

Prices vary according to package - from £0 (basic) to £70 (premium) per month. No minimum term required, membership can be cancelled anytime.

Website:

https://vimeo.com

7) Audio recording editing

Audio recording editing software

You can record audio on your mobile phone or tablet. If your device is less than four years old, the software for editing on the device is intuitive.

If using a computer to edit, free editing software is available and easy to use.

Here are a few examples:

• Audacity (Windows, macOS, Linux): https://www.audacityteam.org/

• Ocenaudio (Windows, macOS, Linux): https://www.ocenaudio.com/en/startpage

• Ashampoo Music Studio 2019 (Windows): https://www.ashampoo.com/en/usd/pin/1530/multimedia-software/Ashampoo-Music-Studio-2019

• Acoustica 6 (Windows): https://acondigital.com/products/

Read more here: https://www.techradar.com/uk/news/the-best-free-audio-editor

If you have some money in your budget, it may be a good idea to invest in a microphone first.

Some great tips on equipment and general audio work can be found in the "Your Museum Needs a Podcast" book by Hannah Hethmon, which is available to buy online or in your local bookstore.

8) Podcasts - Bespoken Media

Whether you are looking to reach new customers, or to reassure existing clients that you are still offering the services they love, podcasting can be a communications and marketing lifeline.

Podcasts are direct and personal. They can create meaningful connection between your brand and story, and the people you need to reach.

You can publish episodes quickly. You can start to build your audience right now. You can podcast remotely, so you don't need to account for Coronavirus restrictions.

All you need to get started is a smartphone, internet, and a bit of creative know-how.

The growth of UK podcasting in the last five years has been phenomenal.

According to figures published in spring 2020, 18% of British adults – over 10.1 million people – now listen to podcasts every week.

Listening has grown by nearly 60% in the last two years alone. Podcasts are now more popular than CDs or people's own digital music collections.

The full data is on RAJAR's website – fieldwork was carried out in February, ahead of Coronavirus lockdown:

https://www.rajar.co.uk/docs/news/MIDAS_Spring_2020.pdf

Bespoken Media

Bespoken Media was founded in Edinburgh by award-winning former BBC journalist and producer Dave Howard. Clients include MBTAG / Scotland Starts Here, the University of Edinburgh, and the Scottish Government. Bespoken also produces Scottish food and farming podcast OnFARM:

https://www.on-farm.co.uk/

Bespoken Media can help you to plan, produce, and record your show. They will also upload and distribute it to platforms like Spotify and Apple Podcasts.

They can either produce your content for you or give you the upfront training you need to go it alone.

They can also do voiceovers, and help you create radio adverts, and products including audio tours.

8) Podcasts – Bespoken Media, cont.

Costs:

Their initial consultation is always free. Once they have met with you and taken time to fully understand your needs, they will give you tailored and fully costed recommendations.

They will then work with you to deliver a quality podcast product that meets your needs and fits your budget.

They will help you spend your money wisely – and tell you what *not* to waste your money on.

They currently charge £785 for a practical awayday training session for up to six people. This session will give you the skills and confidence you need to start podcasting straight away. They can train individuals from a number of organisations and businesses at a pooled session.

For production and hosting services, they charge a day-rate of £350. A simple but professional podcast episode can be produced and edited in half a day. More involved projects can take three to four days to make, and we would always recommend investing time upfront to plan and develop your format.

Bespoken never charge for initial advice, and will always provide a full breakdown of costs at the start of any project.

Contact details:

Email: hello@bespoken.media

Or via the enquiries page of their website: https://www.bespoken.media/contact

9) Video editing

Video editing software

You can easily record video on your mobile phone or tablet. If you want to edit your video – for example, add your logo, add music, combine several clips - you can use video editing tools on your mobile phone or desktop.

Here are a few suggestions:

• **iMovie** for iPhone – app on your phone, free of charge to use

• **Filmora Go** – app on your phone, free version available (shows their logo), or their pro version which is currently £4.99 per month (they also offer deals if you pay for a whole year at a time, currently £29.49 per year)

• **Adobe Premiere Pro** – video editor for all platforms (Windows, Mac etc) as well as an app. Currently £19.97 per month, read more here.

• **Shotcut** – free video editor for Windows, Mac and Linux. Read more here: https://shotcut.org/

Adding subtitles

You should also consider adding subtitles to your videos. Analytics show that 85% of people watch videos on Facebook with the sound off, so if your audio is important to get the message across, captions or subtitles will help.

We would recommend that instead of typing out the subtitles manually, you use automatic subtitles (available on YouTube and Facebook) and then edit them to ensure they are accurate.

Or, you may want to consider using dedicated websites, where you can pay for subtitles.

There are many websites available, but one of the most popular is: www.rev.com

Edit the video first, export it, and then upload it to rev.com as the last thing you do. It currently costs $1.25 per minute to get the subtitles added (done by a person, not automatic, so they guarantee 99% accuracy).

10) Video production and podcasts - Comsteria

If you want professional help to create recorded content or learn how to, there are companies available to help, for example:

Comsteria

Comsteria can help your organisation raise your profile and communicate more effectively. They do this through their training and consultancy services, but they can also create content for you.

Smartphone video production:

You can join their Smartphone Video Production workshop which can run as a half day or full day course and gives you all the information and support you need to start producing high quality, engaging videos from your smartphone in a very efficient manner.

This course can be delivered via webinar and they have also produced a comprehensive training video which you can purchase. This comes with the option of additional after care support and feedback on the work you produce.

Find out more and watch their showreel here:

https://www.comsteria.co.uk/video-production-2/

Podcasting:

They offer similar services with podcasting and can partner with you for complete end-to-end support, from establishing what your podcast could be about, to how to record, edit and publish it.

They can set you up with a hosting provider and have your podcast listed with all the major directories such as Apple Podcasts, Google and Spotify. As with video above, they can also take control of the podcast for you, do all the work and produce it themselves, under your name.

Additional services:

They offer additional services such as media relations training, social media training, advice on blogging, PR, crisis communications and more. Most of their work is bespoke and they would encourage you to visit their website or email them for a quote and a package of services based on your need.

10) Video production and podcasts – Comsteria, cont.

Workshops:

However, if you would like something 'off the shelf' they are pleased to offer the following:

• Smartphone Video Production (Video On Demand Workshop) - £19.99

https://vimeo.com/ondemand/smartphone

• Secrets Of Successful Podcasting (Video On Demand Workshop) - £19.99

https://vimeo.com/ondemand/howtopodcast

→ *use promo-code 'tourism20' to save 20% on these two workshops*

• Up to 3 hour's Video Production Webinar

Live training and consultancy with Emma Baker, tailored to your organisation, unlimited participants from your organisation: £250 + VAT

• Up to 3 hours Podcast Production Webinar

Live training and consultancy with Colin Kelly, tailored to your organisation, unlimited participants from your organisation: £250 + VAT

Livestreaming:

They have also helped various businesses successfully 'live stream' in recent months, so if they can be of any help via email or telephone, do get in touch. If you require more detailed, specialist advice, they are happy to discuss and can provide a quote.

PR advice:

Crisis Communications, Media Relations and general PR advice is normally available at a rate of £150 + VAT per hour but they are happy to offer it at a significant discount for a limited period. Get in touch and they will provide a quote.

Contact details:

Website: www.comsteria.co.uk

Email: admin@comsteria.co.uk

Tel: 0808 133 1353

comsteria®
www.comsteria.co.uk

11) Website and app - Whereverly

Whereverly Limited

Whereverly Ltd offer a tourism technology platform that connects tourists to local culture, businesses and experiences through an app and website.

The content on the platform app is managed by members of local groups and communities. The app and website take data from a single database, so no need to input or update the data twice!

The app not only provides useful information and hidden gems, but routes to follow, guided walks to take people off the beaten track. They provide cultural audio through stories and songs. They want visitors to not just visit but feel connected to the local people and place. They want visitors to feel like they belong and are not just visiting.

They provide their products to destination management organisations, heritage projects and business improvement districts.

USPs:

• They offer a MyWhereverly database which allows tourism groups and businesses to be empowered and manage their own listings saving time and hassle for everyone

• The app content automatically updates once a day and the website content updates in real time

• Integration with the best technology services (Google, WordPress, Stripe, Amazon, The List) to provide a full breadth of services

• The apps work offline and are easy to use

Timeline:

It would take around one to two months to develop a Heritage website and app, and it would take 3-6 months to gather the rich content in the My Whereverly database and develop an app and website for a major destination management organisation.

Cost:

Built and Natural Heritage apps (Android and iOS) on the Whereverly platform cost around £15,000. A website on top would be another £10,000.

Three years hosting, support and maintenance is provided for free and they will add one or two heritage routes per year too.

Websites and apps (Android and iOS) on the Whereverly Platform for DMOs cost between £50,000–140,000 depending on scale, available data and content gathering support required.

Contact details:

Iain McNeill

Email: iain@learntolovedigital.com

Tel: 07985 487965

whereverly

12) Audio-guides – handsets and apps

Due to the Covid19 crisis, more attractions may need to consider introducing recorded commentary, instead of live guides (or to compliment live guides).

Social distancing means we may no longer be able to take large groups on guided tours, so a live guide may become the premium option, for small, private groups.

Recorded commentary can be delivered in several different ways – on handsets (audio-guides or multimedia guides), or BYOD (using mobile phone apps or QR codes), or on your website.

Comparison:

There are advantages and disadvantages of using handsets versus mobile phones:

- Handsets are more expensive – there are options to either buy or lease the hardware

- Handsets may be difficult to keep clean, and your visitors may not be comfortable using a shared handset

- Not everyone uses their mobile phones – this will be more common in future though, so would only apply to a small demographic

- Not everyone has Wi-Fi on their mobile phone – so as a site, you may need to provide Wi-Fi, or content that can be accessed off line

Opportunity to add languages:

With recorded content, there are opportunities to add languages to make Scotland more welcoming to international visitors.

Content guidelines:

- Timeless – make sure the content doesn't age, don't say "10 years ago", use actual years etc

- Tone – people want to be entertained, but remember that sense of humour is not universal

Collaborative approach:

There is an opportunity to develop one app that several attractions could use, for example in one area. Visitors to Scotland / one area would just need to download one app. There would also be an opportunity to cross-sell ("now that you have completed this tour, why not visit this other attraction" for example).

Working on this collaboratively could also save costs – if a large order for translations etc was placed.

12) Audio-guides – handsets and apps, cont.

Some audio-guide suppliers:

- Antenna International   https://www.antennainternational.com/about/

- ATS heritage   http://ats-heritage.co.uk/

- Guide ID   http://www.guideid.co.uk/site/VisitorGuiding

- Orpheo   https://orpheogroup.com/

- Tonevelt   http://www.tonwelt.com/en

Recommendations:

- If possible, produce your own content, it is more cost effective

- Negotiate – discuss spreading cost, rather than paying up front or once installed

- Look at leasing instead of buying, equipment will date

- Duration to implement audio guides – 2-3 months

- Script and translation take time to collate

- Cost approx. £35K for a medium sized attraction

- If handsets – do you have space for charging points in attraction, storage, distribution and returns?

- You may need to consider if you require headphone or no headphone? Screen or no screen? Able to use outdoors in rain?

- Consider how sophisticated you require the audio technology to be

- Consider the functionality – ergonomics, user-friendliness, usability, interactivity and social functions

- Consider some live guides – positioned throughout the attraction to ensure safety measures adhered to, and be available to answer guests' questions as they move through the attraction

- Additional signage required – entrance, displays, walls, equipment etc

13) Audio-guide handsets - Antenna International

Antenna International:

Antenna are a leading provider of audio guide and multimedia productions for museums, cultural heritage sites, as well as a wide range of other visitor attractions, from MoMA in New York, to the National Gallery in London and the Vatican in Rome.

Technology and content:

Antenna provides a full-service solution, offering both the technology and developing the content you need to engage your audiences. They offer a suite of options depending on your strategic needs, providing device and content management, data reporting, intelligent charging, beautifully designed tours, and an array of mobile interpretative devices. They can also help you make managing your on-site operation easier and less stressful than ever before.

Their two most popular handsets - the XP3 and M3 – are reliable, durable and offer consistent delivery. The M3 is used in sites such as Guinness Storehouse, Blenheim Palace, Chatsworth House and The Titanic Experience and the XP3 can be found in The National Gallery, Royal Academy, Glasgow Cathedral and Edinburgh Castle, to name a few.

Post Covid19 Best Practices:

Understandably, sites and visitors have questions surrounding how to use handheld devices safely, but Antenna will work with you to reduce these worries and ensure visitor confidence. They have already done so for many leading institutions across the world while they remobilise.

As sites step up cleaning and hygiene policies, especially in high-volume areas, they recommend:

• Make new policies highly visible and clearly communicated to your visitors, before, during and after their visit

• Implementing heightened hygiene measures - including regularly thoroughly cleaning devices, equipment and workspaces, taking care to use correct methods, products, PPE and avoiding physical contact wherever possible

• Carry out these and any other previously "back room" cleaning procedures in the public eye

All this will reassure and relieve visitors' known anxiety – seeing is believing!

13) Audio-guide handsets - Antenna International, cont.

Timeline and cost:

For an audio or multimedia tour, including developing creative content from scratch, the timescales will vary based on how much is being created, translations, approvals and more.

Budget for each production also varies, with details like the amount of content, number and type of devices required for the tour impacting on the investment required. What you can rely on is that when working with Antenna, your project will be delivered on time and in budget.

Contact details:

If you have any questions or think Antenna might be of help. please contact Laura Szuca:

Email: lszuca@antennainternational.com

Antenna M3 Multimedia Player   **XP3 Audio Player**

14) App – Smartify

Smartify

Smartify is the world's most downloaded museum app and is used by venues such as London's National Gallery, Vienna's Belvedere Palace and the Smithsonian.

Smartify allows visitors to use their own smartphone to scan and instantly identify objects and artworks, and it delivers information in text, audio, video and AR.

The app provides audio guides safely via visitors' own smartphones (BYOD) rather than rented devices.

The platform allows visitor attractions to create and manage multimedia guides and to integrate additional services like ticketing, membership, retail and donations.

There are a number of features making the Smartify platform attractive:

• Smartify is already used by over 1.5 million people to access information about culture before, during and after a physical museum visit

• The app has a 4.7 star rating across the app stores with thousands of reviews

• Users can scan to identify artworks and deliver information - scanning functions up to 20 meters meaning visitors do not need to crowd around wall labels

• Venues can implement custom branding and experiences to deliver a unique experience

• Offline mode, useful for buildings with poor connectivity or if venues wish to prepare some devices in advance

• Payments can be taken directly through the app, for example, in the gift shop

• Smartify can also integrate with E-commerce platforms for Click and Collect where merchandise is offered based on audience preferences

• Compatible with iOS and Android

Arrival

Retail

Pre-visit

During the visit

Post- visit

14) App – Smartify, cont.

Cost:

The solution is an annual subscription ranging between £1000-£10,000 depending on the scale of the project, size of the collection, integration with internal IT infrastructure. They are currently (June 2020) offering a free demo for up to 50 collection items and a 20% discount on all their partnership levels for a more robust presence on the platform.

Timeline:

The solution can be set up within a week.

Contact details:

Email: info@smartify.org.uk

Website: https://smartify.org/

They also offer a "Museums and Social Distancing: A Planning Toolkit" in PDF format.

15) Web portal and app - Deblur

As an Edinburgh-based technology company, Deblur is keen to help Scottish tourism bounce back.

Deblur offers vision and leadership when developing new technology products and services. They know how to plan, find, integrate and code technology to create both prototypes and working software. With in-house graphics and usability expertise, they can create your solutions at a reasonable cost within tight timescales.

Currently, they are working on several projects to help Scottish businesses get back to business, including a social distancing aid for employees (see), and a website for bringing tourists back to Scotland's many attractions.

QuestNative for RESTART Scotland

QuestNative's RESTART web portal is a tool for tourists to find attractions, hotels and restaurant and other amenities that have reopened or are planning to reopen after the Covid19 shutdown.

This free platform allows companies to inform tourists about:

• When they are re-opening

• The measures they have taken to protect visitors from Covid19

• Busy periods

• How to book

The web portal is currently under construction and will be launched end of June 2020.

Find out more here:

Website: https://questnative.com

Social media:

Follow @QuestNative on:

• Twitter

• Facebook

• Pinterest

• Instagram

QuestNative

15) Web portal and app – Deblur, cont.

QuestNative app:

This mobile app encourages visitors to explore hidden gems:

• Gamified experience allows companies to offer rewards (such as free drink or discount) for completing 'Quests'

• Companies can add their attractions for free

• Only complex 'Quests' that increase customer numbers will incur a charge

• The app is not currently supported due to Covid19. The relaunch is planned for August / September 2020

Contact details:

Deblur offer a free one-hour consultation to discuss technical solutions for Coronavirus-related problems.

Email: info@deblur.co.uk

Website: https://www.deblur.co.uk/

16) App - GeoTourist

GeoTourist is a travel app that streams GPS-led audio tours, that also work remotely and can be accessed for free, via users' mobile phones and laptops / tablets.

They take partner content - there is a set of clearly defined, easy to fulfil requirements - and produce audio trails on a global platform. This means that tours from all over the world sit alongside each other, instantly increasing your reach and influence.

They work with their partners to promote and support their tours, with press releases, social media content, industry representation and award submissions.

• Innovative approach and the technology is both ready-to-go and evolving, working for partners all over the world

• The team are already skilled and experienced at delivering tours and developing partnerships

• They work in location - when the time is right - and have social distancing capabilities already built-in to their solution

• While lockdown still prevents travel and the ghost of lockdown remains, their technology works with the users' own mobile phones

Timeline:

They have a very quick turnaround and can have a tour up and running in less than two-to-four weeks. Their timeline is set by the supply of partner content.

Their technology has already been developed and is ready to go, so destinations could be live in a matter of days.

Their team has a tried and tested process which ensures seamless tour development time and time again.

How it works

Search tour
Look for interesting journeys around you from your favourite authors or seek inspiration from local experts from around the world and let them guide you around their towns and cities.

Search results
Nearest journeys listed by popularity, author, area of interest and many other categories.

Tour info
Summary of tour, shows list of points. Use 'navigate to' feature to be safely and confidently taken to start of your chosen tour by GPS.

Start tour
Pop your headphones on and slip the phone in your pocket and just walk from point to point. Let the local experts take you on a journey, describing the world around you at each point.

Finish tour
Leave feedback and discover your next journey

16) App – GeoTourist, cont.

Cost:

They are an agile and responsive business who believes in business with emotional intelligence and fully understand the challenges the tourism industry is facing.

They have therefore decided to offer their service to some organisations who may be struggling and need their help.

GeoTourist are delighted to now be able to offer a zero-cost service to those who need a lifeline particularly over the next few months of the summer season when people would otherwise be visiting in person.

This is their response to the Covid19 crisis and their contribution to helping the tourism industry weather the storm.

The cost of a project is very much dependent on requirements, which they will cover off in a free online session similar to the manner in which digital agencies operate.

Contact details:

To see if you qualify for a zero-cost tour, or for a general enquiry, please contact:

Email: partnerships@geotourist.com

Website: https://geotourist.com

17) App and audio platform – Hidden Trax

Hidden Trax are a travel app and audio platform that aims to champion local voices and celebrate independent businesses.

Website: https://hiddentrax.co/

They work with local content creators to produce two things:

1. A big bunch of guided walking adventures around the city, showing off local loves and hidden gems.

2. A series of chats: podcasts all about the city, and some of the interesting people and organisations inside it.

In the current crisis, they have begun to reach out and work even more closely with local business owners.

Hidden Trax want to tell their stories, celebrate their communities and champion all the wonderful local businesses that make them what they are.

Services:

Right now, while still under the current restrictions, they can produce, publish and promote your independent business. This can be as a podcast featuring just one business, or a group of businesses.

They use an interview / chat format where the business answers a series of questions to describe who they are, and the services they offer.

Hidden Trax then promote this through their app, podcast channels and social media platforms. A recent example can be listened to here:

Covid: Edinburgh's Local Businesses

They are able to do this for any location in Scotland.

The process would be an initial call to develop an outline view of the content, assistance in developing this content, assistance with recording, editing and final publishing and promotion.

Cost:

For this service, their charge is £250 for the completed podcast. As restrictions ease, they hope to provide more services.

Contact details:

Donald Taylor

Email: donald@hiddentrax.co

18) App, ticketing and heat maps – Attractions.io

Attractions.io

The Attractions.io mobile app platform enables visitor attractions of all sizes to offer their guests a mobile app which helps them make the most of their visit, practice safe social distancing and stay up to date, all from their own smartphone.

To help the industry recover, their team have been hard at work packaging a proven mobile app technology together in a way that's tailored to the needs of attractions as they prepare for the new normal.

Their new social distancing solution brings together a number of the mobile app platform's features that are ideally suited to facilitate social distancing, including:

• In-app ticketing - Provide guests with instant access to their tickets and passes inside the mobile app, helping to manage capacity and limit queues at the entrance.

• Mobile food ordering - Enable guests to browse menus and pay for food from the convenience of their own smartphone, removing queuing and reducing interactions with staff and POS equipment.

• Virtual queuing - Support social distancing and give guests more time to explore by replacing physical queue lines with virtual ones they can join using their own smartphones.

• Targeted messaging and notifications - Keep guests up-to-date and rebuild confidence with targeted messaging and push notifications, triggered by demographic information, behaviour or location.

• Heatmaps - Use heatmaps to understand guest flow, identify the most populated areas on-site and limit or increase capacity accordingly.

• Feedback collection - Capture and analyse guest feedback to provide a barometer for guest confidence, address concerns in real-time and build trust and positive brand association that lasts far beyond the current crisis.

Attractions.io apps are used by millions of guests worldwide. They have spent the last 10 years working closely with attractions to understand what works and continually improve their apps to ensure they deliver the best guest experience and most value for operators.

Their apps are not only more feature-rich and cost-effective to build than traditional apps, but also incredibly easy to manage and update, giving attractions complete control.

Attractions.io

18) App, ticketing and heat maps – Attractions.io, cont.

Cost and timeline:

App prices start from £5,000 per year and can be deployed in as little as 4 weeks.

Contact details:

To find out more about the Attractions.io and how their social distancing solution (link below) can help you respond to the new normal after Covid19, book a demo:

Email: covid19@attractions.io

Website: https://attractions.io

Social distancing package: https://hubs.ly/H0rr1xQ0
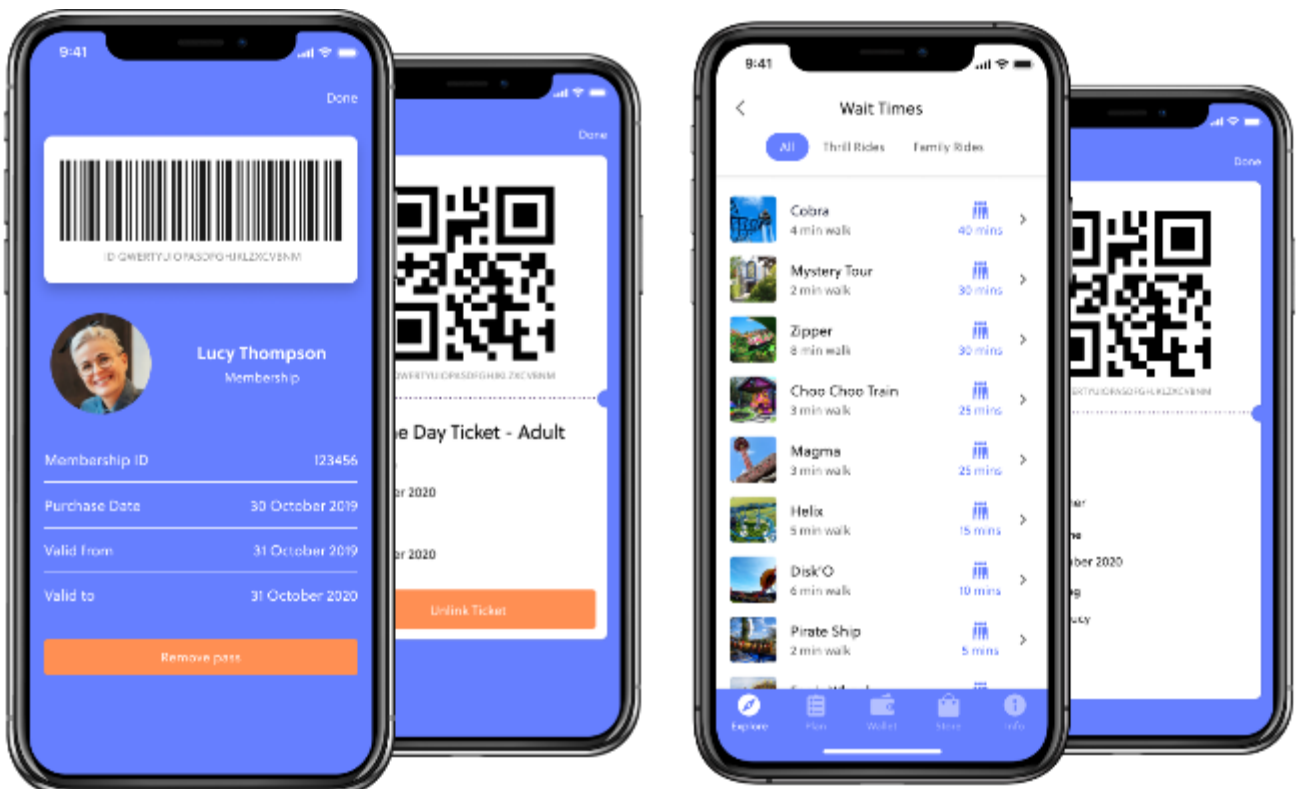
Book a demo: https://hubs.ly/H0rr1Gf0

19) Progressive web apps – Antenna International

Antenna International:

Antenna are a leading provider of audio guide and multimedia productions for museums, cultural heritage sites, as well as a wide range of other visitor attractions. For over 30 years they have helped sites across the world create compelling interpretation through inspiring audio and multimedia tours. They offer a full service solution from content creation right through to the hardware itself.

In the UK they work with a diverse range of sites, such as Blenheim Palace, Edinburgh Castle, Warner Bros the Harry Potter Studio Tour, The Beatles Story, Titanic Belfast etc.

Supporting the industry during Covid19:

As a way to show support for the industry during Covid19, Antenna International are offering to turn your existing audio or multimedia tours into a virtual tour experience that your visitors can access while stuck at home, <u>for free for the duration of your site closure</u>.

If you don't have an existing tour don't worry, Antenna can use any digital assets you have (images, photos, videos, on website, or YouTube, etc) and create a "progressive web app".

The Antenna Progressive Web App (PWA) and re-opening:

The PWA can help sites in many ways post re opening. Here are just a few ideas around how Antenna International can help address the new practices most attractions expect to adopt as they remobilise through a PWA:

• Restrictions to guided tours - how about getting your wonderful tour guides to record their tour and uploading this to the PWA? Visitors, on arrival, can then access the tour via the PWA and receive a truly authentic welcome with a virtual guided tour of the attraction.

• Reduced capacity - the PWA is perfect for providing remote tours, meaning you can still provide a virtual visitor experience to those visitors who cannot come to your site. This allows you to continue engaging with your loyal visitors and encourage them to return another time.

• Social distancing - you can add a message in your PWA to ensure that all visitors are aware of the social distancing measures, and this content can also keep your visitors entertained / engaged whilst queuing.

• A contactless environment - the PWA is provided as a QR code or web link, this allows you to make it entirely contactless. Or if you wish, even send them a pre-visit teaser.

• Pre-visit information - to reduce your visitors' concerns and to ensure they follow essential guidelines, you could send them information on your new hygiene measures, routes around site, and facilities available.

19) Progressive web apps – Antenna International, cont.

- Fundraising and Membership promotion - visitors will be all too aware of the negative impact the Covid19 pandemic is having on our industry. For those visitors that are keen to help, the PWA can offer instructions on how to donate or join membership schemes, and even highlight retail opportunities on-site.

- Visitor flow - you can use the PWA to implement multiple linear routes around your site (with a different QR code for each), advising that visitors follow each 'stop' to ensure a controlled route.

- Outdoor Sites - as we know, these are to be the first to open, the PWA allows you to maintain communication with visitors even if you are not there to supervise them. Visitors can access a QR code on display / sent to them and can then use their phone to guide them around the site, even if there is no Wi-Fi.

How does a Progressive Web App compare to a native app?

Unlike a traditional app, a PWA is...

- Quicker: Does not download and loads faster than a mobile site

- Easier: Does not need to be installed

- Lighter: Does not require any storage space on the device

- More compatible: Doesn't need an iOS & Android version

- More convenient: Doesn't need to go through App stores

Timeline:

Antenna can create the free version of the PWA using your existing content within seven days. For an audio or multimedia tour including creating the content from scratch the timescales are approximately six weeks however, this will vary based on how much content is being created.

Costs:

The free offer for the PWA comes with no catches and is valid for the duration of your site being closed. After this time and your site reopens, Antenna will work with you on potential solutions for your interpretation, using the PWA, hand held guides or a combination of both. They will work on the best solution for you, your visitors and your budgets.

Contact details:

If you think Antenna might be of help, please contact Laura Szuca:

Email: lszuca@antennainternational.com

Case study: Pitlochry Dam

20) Apps and operational software – First Option Software

First Option Software:

With 25 years' experience in solving business problems with software solutions, First Option Software are looking to two of its software packages to help businesses adapt and innovate in response to the impact of the Covid19 pandemic.

CmdCtr helps you manage staff operations, while YourMapp is a "custom visitor app", ideal for visitor attractions, theme parks and zoos, which allows you to deliver visitor experiences, increase spend and get to know your audience with your own app.

The CmdCtr and YourMapp packages, offer attractions a flexible solution for both staff operations and guests and with a focus on bespoke solutions, First Option Software want to ensure that these solutions fit seamlessly into the established processes and systems that attractions already have in place.

CmdCtr:

CmdCtr is bringing connected data, insights and process management to attraction's operations teams.

At a time when flexible and innovative solutions are essential to attractions reopening safely, CmdCtr is helping them to capture, record and manage the data and workflows across their teams.

From training, to daily operations and senior management oversight, CmdCtr offers a fully digitised solution to replace paper based records, enabling new opportunities for insights, as well as huge time savings.

Now, more than ever, it's clear the importance of implementing efficient and adaptable processes for operations teams.

The base suite of functionality comprises:

• A cloud based hub app for senior management to oversee and manage their teams' training and daily operations

• A tablet app to facilitate the creation, running and recording of team training sessions

• A tablet app to manage access, performance data capture and incident reporting

Combined with integrations to 3rd party apps and existing systems, together with CmdCtr, First Option are looking to help attractions' operations teams to navigate this current climate and emerge stronger, more resilient and more innovative.

Website: firstoptionsoftware.com/cmdctr

20) Apps and operational software – First Option Software, cont.

YourMapp:

YourMapp is a flexible, branded and content managed mobile app for attractions to provide to their guests.

Primarily focused on customer experience, YourMapp is a package of the key feature an attraction needs to keep their guests engaged via a digital platform, with full management and control of push notifications, maps and information.

While YourMapp can be implemented as a standalone app for attractions to communicate with their customers, it serves as the perfect interface for visitors to engage with third party systems such as contactless food and beverage sales, virtual queuing and ticketing.

By offering the right balance between an off-the-shelf solution and custom code, First Option Software are ensuring that YourMapp fits attractions' exact needs, while working within tight timescales.

Website: yourmapp.com

Contact details:

As all projects are different, contact them for an accurate quotation:

Email: sales@firstoptionsoftware.com

Tel: 0333 900 1444

Website: https://www.firstoptionsoftware.com/

21) Apps and headsets – Vox

Vox

Vox Group is the leading provider of audio guiding devices and digital tools to tourism and culture.

Services they offer:

Tour guiding systems: both classic radio headsets, and also the latest technology with Vox Connect which uses the guests own mobile device.

Popguide app – self-guided multilingual audio tours, walking tours, interior visits, boat tours etc, using the latest GPS and Geo locations tools. This app also comes with analytics functionalities (see visitor flow – heat maps below).

Unique selling points:

Multilingual products, meeting the criteria of the new social distancing requirements, flexible products allowing multi functional usage.

Timeline:

Some products can be immediately available, while creating a whole new self-guided tour can be done in as little as 6-8 weeks.

Cost:

Tour guide systems can start from as little as £1 per day per unit for the classic radio headset (based on 20/30 users), whereas the new Vox Connect system, due to the fact that it using a customer's smartphone comes in at a fraction of the radio guides at between £10 / £15 per day as license fee for the whole group.

Popguide as a digital self-guiding tool or multilingual commentary system is dependent on the size of the project and the amount of content and languages etc. However, in most circumstances the product can be available from around £2 per person per download of content.

Please contact them for a more detailed breakdown though as pricing is very much dependent on the size of the project.

Contact details:

Andy Lawrence - Commercial Director Vox Group

Email: andrew.lawrence@voxtours.com

22) Virtual and augmented reality

Augmented reality is a virtual layer, such as images or information, over the real world.

Virtual reality is an immersive technology that creates perceptions of a 3-dimensionsal environment.

Some VR allows users to tour a destination without any additional requirements or devices, such as headsets.

However, those individuals that have the additional VR devices would also be able to use these same technologies.

360-VR:

- 360 image (e.g. museum, distillery, or 360 view of a hotel room), for example:
  - Using Facebook photo features
  - Using a camera that allows 360 photos, and posting on a website

- 360 video (e.g. distillery tour on YouTube)
  - Using a camera that allows 360 videos
  - Using social media (YouTube) or the destination website
  - Can increase production value by combining videos with other tools

VR Goggles:

Other VR technologies require a user to have a specific device (VR Goggles).

The virtual goggles can work through the user's phone. Here is a video explaining how:

https://www.youtube.com/watch?v=n4kmqZ1rNqc

- Can be executed the same way as creating 360 videos

- Can work with specific mobile apps, read more here:

https://www.digitaltrends.com/virtual-reality/best-virtual-reality-apps/

- Can work through a website.

Other virtual goggles work through a user's computer or the headset connects to the Internet.

- Usually these are more expensive, so most consumers do not have these goggles.

- Users have access to more content and apps.

- These may be more useful for long-term tourism, in developing something specific for the site, in use on site (where the destination has control over the goggles and viewing).

Example of a type of headset:

https://www.youtube.com/watch?v=2WTk4p1-Pp0

23) Virtual reality – VRdirect

VRdirect

The VRdirect platform is one of the easiest solutions to create and publish Virtual Reality projects. There are no expert skills needed.

Moreover, Virtual Reality projects created with VRdirect can be published instantly via any VR enabled device, smartphone or web-browser and you can update them easily and in real-time.

• Easy to use platform - anyone can create and publish Virtual Reality projects with the intuitive VRdirect Studio.

• Instant publishing to all your devices with one click

• Easy access to VR projects on all common devices via the VRdirect Web Player or the VRdirect App.

• Real-time updates - VRdirect Cloud enables worldwide distribution and project updates in real-time.

Website for tourism: https://www.vrdirect.com/solutions/vr-for-tourism/

Website: https://www.vrdirect.com/

24) Augmented and virtual reality – 360 videos

360 videos

360 videos, also known as immersive videos or 360-degree videos, are video recordings of a real world panorama, where the view in every direction is recorded at the same time, shot using an omnidirectional camera or a collection of cameras.

Where to Watch VR 360 Content:

1: Oculus Experience

2: YouTube Three Sixty

3: Facebook Three Sixty Video Feeds

4: Vrideo Immersion

5: LittlStar

6: Jaunt VR

Google Street View

A good example of 360 videos is Google Street View, where you can choose a location and look and move in all directions. This would mostly be used for outdoors virtual tours, but the inside of some larger buildings is also featured, for example, British Museum.

Facebook 360

A captivating way to share immersive stories, places and experiences.

As the video plays, you can watch the scene come alive. Simply turn the device or drag your finger to move around within the video and explore every angle.

Compatible with Oculus Rift or Samsung Gear VR to step even deeper inside a whole new world with Facebook 360.

25) Augmented and virtual reality – devices / goggles

Oculus VR device

• Set up effortlessly, whether you're at home or somewhere new

• Built-in sensors translate your movements into VR and provide roomscale tracking

• Your hands and gestures appear in VR with intuitive, realistic precision

• No PC, no wires, no limits

• Prices from £189 depending on model

Google Cardboard

• A VR headset option for use with your phone

• Cheaper than most other HMDs

• Very easy to use - simply order one, and once it's in your possession, fold it, slot your phone in, and explore a whole host of VR apps

• The perfect option for those who wish to only dip their toe into the world of Virtual Reality

HTC Vive

• HTC's VR system (powered by Steam VR) is the leading VR headset and controller combo on the market today

• HTC are delivering breakthrough room-scale technology and fully immersive gaming experiences

• They offer several different types of devices, to suit your requirement

Read more here: https://appreal-vr.com/blog/virtual-reality-and-its-kinds/

26) Apps, augmented and virtual reality - SENSEcity

SENSEcity

SENSEcity specialises in the development of software and augmented reality experiences that allow users to navigate cities or Historic Sites by accessing 3D experiences that bring the architecture, culture and environments to life.

SENSEcity has won several Innovative grants and has successfully launched its first product in Glasgow. Recently, they won the Creative Converge Challenge through which they are expanding into Edinburgh.

Services:

• Augmented Reality or Virtual Reality Mobile App: end to end service from inception to execution alongside maintenance

• 3D Animations for AR/VR App

• 360 Photography for websites/apps

By working with SENSEcity, you will be working with an experienced entrepreneur who has spent the last 3 years researching and building successful tech solutions specifically in the tourism space.

You can either partner and have your tours in the SENSEcity's app - there is a screening process for content that is included – or you can opt for your own branded app.

Service	How long it would take to develop	Approximate cost of product
Augmented Reality App	3 to 6 months	£15,000 onwards
Virtual Reality App	4 to 6 months	£25,000 onwards
3D Animations	2 to 4 weeks	£1000 onwards
360 Photography	1 to 2 weeks	£1000 onwards

Contact details:

Pooja Katara

Website: www.sensecity.co

Email: pooja@sensecity.co or hello@sensecity.co

Tel: 07765 481434

Case study: SENSEcity Walks Glasgow

27) AR experience platform and app - Reydar

Reydar

Reydar is an AR product experience platform - a ready to use solution with a proven use-case history with clients such as National Trust Scotland, Hotelbeds and MA Exhibitions, with a solution developed specifically for virtual events.

Augmented (AR) and Virtual Realities (VR) are great ways to replicate, replace, complement or supplement real-world experiences.

Augmented Reality for reduced interaction:

A destination or attraction can employ augmented and virtual reality technology to provide the visitor with information via their smartphone or device.

Through the use of an easily downloaded app, information can be accessed in an intuitive way before, during and after the visit, either triggered by location-based GPS or in-situ images like QR codes.

This information could be in the form of a virtual reality guide, wait-staff or receptionist, video-based supplementary information or how-to guides, or simple text.

It could offer directions, treasure hunts, tours, health and safety information, history and background of installations or exhibitions, checking-in and checking-out capabilities, menus, brochures… Any tangible collateral that would traditionally require interaction or repeated touch can be shifted to a personal digital experience hosted on a visitor's own device.

Augmented Reality to enhance or replace an experience:

With limitations on numbers able to enter buildings at any one time, visitors to attractions may not be able to experience every element of a destination - exhibitions, museums, tours etc.

This is where augmented reality can be utilised to ensure each and every visitor can still access the full experience offered by a destination.

Reydar can digitally replicate or supplement any environment, object or experience, allowing visitors to access the content remotely or when they are in situ to enhance their visit.

If a visitor does not want to queue or cannot gain access to a destination or part of a destination due to high visitor numbers, relieve their frustration and offer a digital alternative of the experience which they can access at any time.
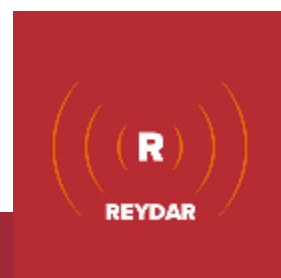
27) AR experience platform and app – Reydar, cont.

You can offer hybrid events, virtual exhibits, virtual walk throughs, live streams or recordings of shows set in a familiar virtual environment, virtual guides to allow self-guided tours, treasure hunts, selfie filters, gamification and leaderboards to engage and delight your visitors and allow them to continue, share and promote the experience even when they've gone home.

Cost:

Augmented and Virtual Reality technology can be used in many ways to support the tourist industry's transition back to opening - from simply having an image on a wall that triggers vital information, through to a full virtual reality version of an exhibition so limitless numbers can enjoy.

The costs of using this technology range accordingly and start from £1,750 for an AR video campaign hosted on the Reydar platform through to £38,000 for a virtual digital-replica of a fully interactive multiple-room destination.

Timeline:

Project completion times also range accordingly from 4-12 weeks plus, dependent on the complexity.

Contact details:

Email: hello@reydar.com for a demo

Website: www.reydar.com

Virtual events: https://bit.ly/reydar-virtual-events
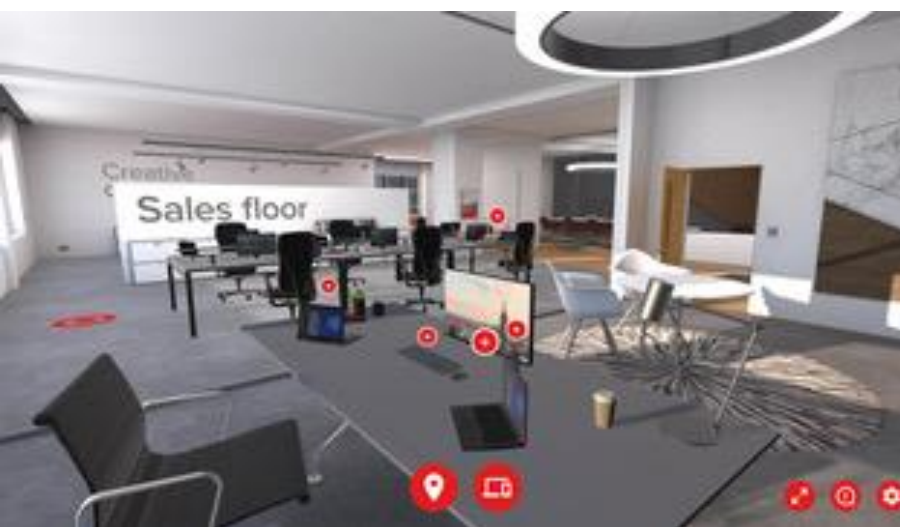
28) 360 degree videos and livestreaming – cameras

iCode Systems

A Hampshire based IT provider, offering IT consultancy and support, network cabling and infrastructure, configuration, software development and digital security. Their iCatcher CCTV product offers a range of services:

• Hardware – select from a range of chosen hardware from their preferred camera manufacturers

• Sentry / Wildlife – their entry level software, aimed at single camera wildlife installations

• Console – their flagship IP CCTV system, capable of scaling across multiple sites, with extensive analytics, camera support and remote viewing

• Streaming – they also offer streaming services to enable your camera to be broadcast to a wide audience, perfect for wildlife and event uses

Website: https://www.icatchercctv.com/

Contact: https://www.icodesystems.com/contact/

GoPro Fusion Camera

• The Fusion 360-camera is one of the better 360-degree cameras out there.

• It's been designed to withstand any shooting environment and engineered to capture 360 video and photos.

• When paired with the GoPro App, Fusion becomes an end-to-end solution going from capture to edit and share.

• The GoPro App enables users to control the Fusion camera, live preview shots, and stitch, trim and share content right from their iOS device.

• It has a feature called "over-capture", which means it allows you first to capture the entire surrounding scene, then to post-frame the footage as a regular Full HD widescreen video. So, for example, you could film a freestyle ski park in its entirety and later produce a video of one skier performing tricks and jumps.

29) 360-degree virtual experiences – SeekBeak

SeekBeak is a platform that allows you bring your 360 photos and / or flat images to life. You can add all kinds of interactive hotspots, such as audio, web links, images, dynamic forms, embedded video, shopping cart links, PDFs etc. With SeekBeak you can easily create virtual tours, or as they like to call them virtual experiences.

You don't have to be an IT professional to use it and you can use your mobile or computer to manage your tours, and it has one of the best reporting and analytics features of any 360 platform.

Website: https://seekbeak.com

They offer free trials on all their plans and there is a plan for everyone: Free, Individual, Small Business and their Enterprise Plan that they can customise.

Benefits:

SeekBeak is basically a toolbox, it is not geared toward any one business sector. All kinds of tourism businesses can benefit from using SeekBeak – whether it be virtual trade shows, museums, retail shops or tour venues. Their clients range from historical churches to fortune 500 companies.

Having a virtual experience allows people to engage and interact with their customers, or their audience, in way that has not been possible in the past. Especially now, when more people are looking online to gain confidence in a product or in a space.

With their Tour Guide option, they give attractions the ability to guide people through their experiences in real time. A virtual experience is also the best way to entice and inform your audience about your business, but also it is the best way to experience your business when you cannot be physically there.

Using SeekBeak for destination marketing:

Just as brochures and videos have been used for years to instil a sense of wanderlust in potential visitors - an interactive tour will likely encourage a deeper connection with the place; and most people will not be satisfied simply by experiencing it virtually. Nothing (yet) is a replacement for the real thing!

Using SeakBeak as a tool for destination marketing allows people unprecedented access to a location/project in detail wherever they are in the world.

SeakBeak interactive tours offer the viewer a chance to familiarize themselves with a place. The experience can also offer a new means of learning about a destination for potential visitors and individuals who aren't able to travel but want to be exposed to the world afar. The interactive tour can offer an inroad to information and breakdown any barriers or misconceptions people may have about a place.

Case study: Salisbury Cathedral   Case study: Buffalo River Pumpkin Patch

29) 360-degree virtual experiences – SeekBeak, cont.

Visitors are planning their trips in great detail from the comfort of their own home, they also like to share information about experiences on social media. SeakBeak tours offer a highly personalized and sharable travel planning experience.

Timeline:

Due to the flexibility of their services, it's hard to specify the amount of time it takes to create a tour. You could technically get one going in 5 minutes, but you could also take months if you wanted to do things like capture an attraction in different seasons, do before / after shots etc. Some projects keep adding updates for years.

Cost:

Pricing is available from Free, Individual, Small Business and customisable at an Enterprise level plan:

https://seekbeak.com/pricing/

Contact details:

Email: info@seekbeak.com
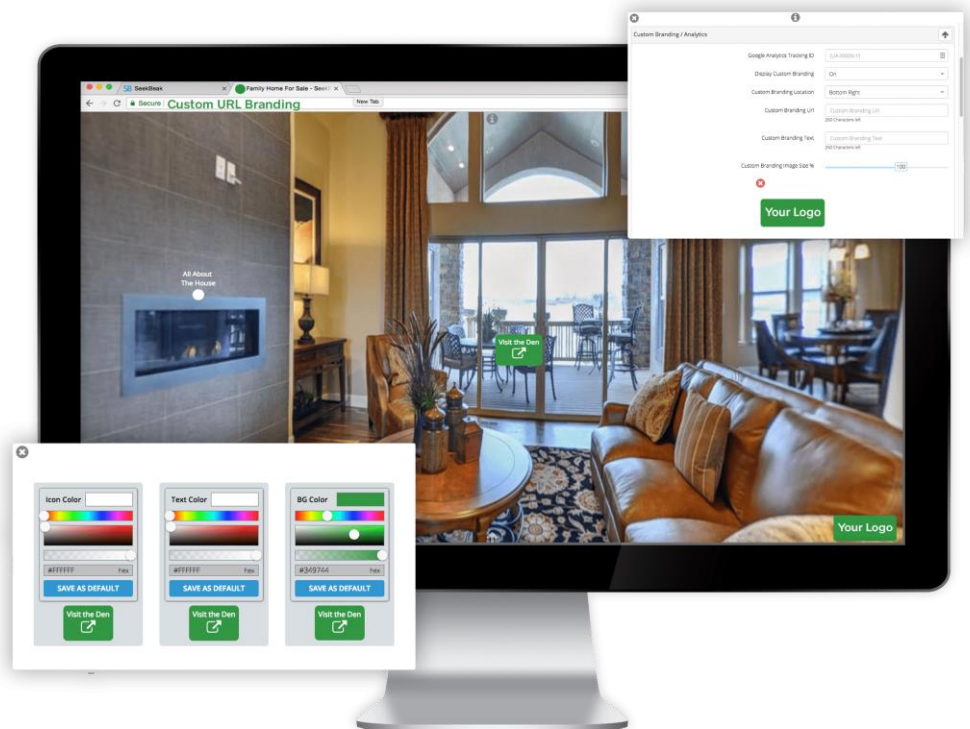
30) 360-degree virtual tour services – Be More Colorful

US based Be More Colorful offer comprehensive and managed 360° virtual tour services.

Website: https://www.bemorecolorful.com/

Their offerings include:

• Virtual tours

• 360° photography

• 360° video

• Web-based virtual reality experiences

• Augmented reality experiences

• VR / AR strategy consulting

For clients that already have imagery or want to produce content in-house, they also offer photographer sourcing services and even 360° photography training that enables their clients to take control of their content creation while Be More Colorful focus on experience building and strategy development.

Their solutions are entirely web-based meaning potential visitors from anywhere in the world can be interacting with your location in just a single click!

Approach:

For every project they undertake, they start with a conversation about what specific problems they are helping their clients to solve. Virtual tour media consists of many nuances and capabilities that often get overlooked by providers.

Sometimes they are working on accessibility issues, other times they might be overcoming misconceptions about a space. It is their goal to ensure their clients understand exactly what they are buying, how it will solve the specific problems they are facing, and all the opportunities their project will provide for them to promote their location.

Their strategic and consultative approach ensures clients are not getting a one-size-fits-all solution, but a carefully crafted strategy to ensure they are receiving as much value as possible out of their investment.

They typically assist clients with utilizing their virtual tour media on their website, social media, email campaigns, print advertising, in-person outreach events, and much more. Their services are designed to give people a taste of an experience that leaves them wanting more.

Case study: Buffalo River Pumpkin Patch

30) 360-degree virtual tour services – Be More Colorful, cont.

Timeline:

The typical turnaround times are 4-6 weeks which includes storyboarding, image capture, experience building, and strategy development.

Their ongoing engagements evolve into collaborative partnerships where they work to ensure clients are staying on the leading edge of what is possible with interactive virtual tour media.

Cost:

Cost can vary significantly based on amount of time and technologies involved.

Typical budgets for their tourism partners start at around $5000 USD and would provide an entity with a custom built 360° virtual tour and 1 year of remote consulting and strategy development.

Ongoing services and upgrades / enhancements are available based on individual client needs. They typically recommend starting with a smaller or mid-sized project that can be readily incorporated into a client's existing marketing initiatives and serves as a steppingstone for additional phases of VR / AR strategy development.

Contact details:

Matthew Chaussee, Co-founder and CEO

Email: matt@bemorecolorful.com

Travel and Tourism

Stanley R. Mickelsen Safeguard Complex

The Complex was constructed at the height of the Cold War and was fully operational for just one day before US Congress voted to shut it down. The facility spans over 200,000 square feet and includes a massive concrete pyramid, dozens of missile silos and acres of subterranean tunnels and caverns.

Travel and Tourism

Bonanzaville

Explore Historic Bonanzaville! Starting at Fargo's First House, this tour takes you on a journey through time. Check out all the historical artifacts, agricultural equipment and really cool old buildings. When you're in town, pay this fine establishment a visit!

Travel and Tourism

Buffalo River Pumpkin Patch

The Buffalo River Pumpkin Patch is way more than just picking pumpkins... carriage rides, a petting zoo, kid game areas and Halloween themed adventures await! In 2016, the owners reported a 30% increase in foot traffic due to the increased visibility they received from their virtual tour!

Case study: Buffalo River Pumpkin Patch

31) QR codes

A QR code is a square with black markings arranged in a unique way containing information which can be scanned into browser automatically by a smartphone's camera. There are many ways to create QR codes, here is one company that can help:

QR Code Generator

QR Code Generator is a German based company providing the service of 2 different products, Dynamic QR Codes and Static QR Codes.

Dynamic QR Codes:

Dynamic QR codes are codes that can be analysed and edited even after being printed. This means you can track and assess the success of your codes and even edit or update them with new or more relevant content.

To do so, Dynamic QR Codes use what is called a short URL which redirects users to your desired landing page. This short URL collects statistics about the number of scans, the place, date and time of a scan, as well as the operating system used for each scan.

In their paid plans, it's possible to edit Dynamic QR Codes even after they have already been printed. This means you have more flexibility and can change the encoded content, website, and even function of a Dynamic QR Code anytime.

Static QR Codes:

Static QR codes don't have these features. They just redirect to your content or page with no possibility to edit or see how much your code is being used.

You can read more about the benefits of Dynamic QR Codes in their eBook by clicking here.

Cost:

Their plans vary depending on the number of Dynamic QR Codes you need to keep. Please see below for information about their paid plans:

• Starter Plan - includes 2 Dynamic QR Codes, unlimited Static QR Codes, and statistics for the first 10,000 scans for €60 annually.

• Advanced Plan - includes 50 Dynamic QR Codes, unlimited Static QR Codes, and unlimited scan statistics for €150 annually.

• Professional Plan - for those who want to use all the features of the QRCG Pro Software. You can create a total of 250 Dynamic QR Codes, unlimited Static QR Codes, have access to all editing features, and get unlimited scan statistics for €450 annually.

You can view their plans and upgrade your account at:

http://app.qr-code-generator.com/en/upgrade/

Contact details:

Phone support available: 9.30am-5pm (Mon-Thurs) and 9.30am-4.30pm (Fri)

Tel: +1 (646) 712 9308

Website: https://www.qr-code-generator.com/

QR Code Generator
CREATE YOUR QR CODE FOR FREE

32) QR codes and AR – Downtown City Maps & Guides

Downtown City Maps & Guides is a Scottish based (Helensburgh) business, established in 2004.

They offer promotional opportunities to tourist attractions, tours and the wider hospitality sector through their long established and trusted CityMaps and comprehensive booklet guides in Edinburgh, Glasgow and the wider Loch Lomond & Argyll area.

Website: www.downtowncitymaps.com

Downtown's tourist publications reach a wide and extensive local and international audience through targeted distribution and positioning in transport hubs (main rail stations, airports, bus stations, taxi providers) as well as through most key hotels, entertainment venues, tour guides and advertisers outlets.

Digital editions of booklet guides are also widely distributed through their own channels and made available to embed on clients' websites. DTCM will position your brand in the exact visitor locations where you would want to be seen.

DTCM publish in quarterly bursts so that campaigns can be adjusted by season or specific activity. This works well for attractions especially where seasonal operations apply.

Augmented Reality:

As part of any activity booked DTCM will also create and deliver their clients' rich digital content using augmented reality and dynamic QR code placement.

If you advertise with DTCM, they will convert your advert into a tracking image with QR code positioned on the map or within the guidebook.

Users scan features of interest (using camera on iOS or Android devices) and immediately access a rich variety of your digital content (video, audio, imagery etc) and can then take action to book directly, find you on a map, call you, see translated text and more.

AR content is managed by DTCM and can be edited or amended at any time. Tracking images and codes can also be provided to clients for use in other marketing activity.

Full AR campaign analytics are supplied to show engagement levels and specific actions by users.

32) QR codes and AR – Downtown City Maps & Guides, cont.

Timeline:

Publications are produced quarterly in February, May, August and November with products in position by 1st of each month. DTCM works with their clients' own artwork or will design to client's brief free of charge.

AR content is created, tested and made live before publications are distributed. In addition digital versions of guidebooks are edited and re-loaded monthly.

New large format wall mounted City Maps using AR will add to the product mix and provide a zero touch alternative for users post Covid19.

Cost:

Advertising rates range from £220 to £395 per quarter per publication depending on space selected. Larger spaces and multiple city / location packages are available and will attract significant discounts.

All augmented reality activity and digital delivery is included in the above at no additional cost. Design and artwork creation is also provided free of charge.

Contact details:

Frank Willoughby

Email: frank@downtowncitymaps.com

Tel: 07743 989089

Website: www.downtowncitymaps.com

Case study: Downtown City Maps

33) Virtual trade shows

6Connex

6connex have been delivering premium B2B virtual events globally since 2009 - this is what they specialise in. Their platform is built on AWS, hosted in Germany (for data privacy reasons and GDPR compliancy), and thus highly scalable.

In a nutshell, they offer a virtual environment platform, as a license (think of it as renting your own virtual conference / event venue) for 12 months, with unlimited live events (and hosting / archive), a lot of customisation possible and interactivity, along with services and support to deliver the event, as needed.

The platform can be used "self-service" (ie without their involvement), though they recommend to have them deliver the first one at least, and you can book a training package to be self-sufficient from there on.

Please note that they are a premium virtual event provider - their high-end scalability, hosting in Germany, security (ISO certified), customisability, Enterprise features, global presence and self-service capabilities mean that they are not the cheapest on the market.

Website: https://www.6connex.com/

34) Virtual fam trips – Spinning Globe

Spinning Globe - VFam

Spinning Globe created a travel technology platform to replicate the experience of a familiarisation trip in a virtual, online experience following two years of research amongst the travel trade.

This led to the creation of VFam™, a digital linear journey following the same itinerary of a real fam trip allowing destinations, product suppliers, attractions, and the wider travel industry to engage with travel agents, tour operators and prospect visitors.

Website: https://vfam.spinningglobe.com/

This new technology has now been recognised as a perfect antidote to the restriction on travel and the opportunity to help the travel trade equip themselves with relevant and useful information to help them sell travel when the time is right.

The technology platform, is a SaaS (software as a service) model, built on Microsoft's Azure platform, enabling destinations to build their own content within a simple to use, drag and drop, content management system.

VFam content can be created covering a destination or attraction with the strategic ability to market against customer profiles and target markets or against market sectors such as: Adventure, History & Culture, Gastronomy, Wildlife, Road-trips etc.

For destinations, be it a country, a region or a city, VFam is designed to help increase frequency of visits, distribution around a region and an increase in the number of bookings and associated spend from tourists being in destinations for longer.

Timeline:

A VFam can be built for Spinning Globe clients within a matter of weeks from the supply of content.

A tech team trains the client team to build their own VFams but is always on hand to support or help with content development.

Clients can opt to have their content on the open-source platform which holds content for a number of destinations, or they can elect to have a white-labelled platform which can be embedded into their existing training web portal.

34) Virtual fam trips - Spinning Globe, cont.

Cost:

The annual licence fee for a client to host their content on the VFam platform in one regional market e.g. UK is £3,500 (+VAT), plus a one off set up fee of £1,000 (+VAT), which includes the build for the first three trips.

If a client wishes to use the platform in international markets, then a discount structure is introduced on three regions or more.

Contact:

Rory Duff, Head of Operations - for a demonstration and a proposal:

rory@spinningglobe.com

Nigel Fell, Chief Commercial Officer - for a strategic conversation about your product or destination:

nigel@spinningglobe.com

35) Virtual event management – YOURgb Events

YOURgb Events, headed up by Founder and Director Gilly Bain, is a collective of event and marketing, design and PR professionals that specialise in brand strategy, concept design, event styling, online and live event creation, live event production, promotion, on-site and virtual event management.

In terms of the services they offer their clients, they are fully flexible and collaborative in their approach. End-to-end they specialise in 360 degree live, online and hybrid event strategy which covers:

• brand creation

• digital asset design

• line of sight raising

• social media and PR integration and management

• event content planning and design

• content capture

• editing and general VT creation

• event scripting

• talent sourcing and management

• secure URL and bespoke online event platform creation

• streaming and switching technical management

• VR and augmented reality tie-in

• on-screen graphics including lower thirds and key messaging

• online and real-time audience interaction

• sponsor ROI planning and delivery

• secure and online event registration and comms planning and management

• in-studio filming and hybrid event solutions

In the online world of events the aim is to engage and connect with your audience in a meaningful and lasting way. YOURgb can work with you to continue to achieve the ROI you previously found in your live events – in this virtual world. Their mission is to work with their clients to create meaningful online experiences that are engaging, professional, fun, informative and slick.

Case study: Seafood from Scotland

35) Virtual event management – YOURgb Events, cont.

They have vast experience in the 'off the shelf' products like Zoom, On24, GoToWebinar and have used these platforms to deliver interesting and engaging events for the YOURgb clients. These platforms are fantastic but can be limiting in terms of true brand experience and exposure.

YOURgb are now delivering private URL locked online events, fully branded, secure, with multiple feed possibilities, moderated live chat capability and a superior and more unique online event experience as an alternative to the standard one-size-fits-all platforms.

Their work in this field is creating cut through for their clients and a more professional, premium and 'owned' experience for their audience.

Things are evolving fast, and they are now working on creating hybrid events for their clients, where with putting safety first, they are able to offer semi-live hybrid events, akin to that of a TV studio feel, with a small, and socially distanced, audience.

They can safely film two, three, or four live presenters on-stage and stream them live to the rest of the audience at home. It's secure and fully interactive in terms of moderated chat, Q&As, polls etc.

Along with this they can open up feeds from audiences watching from home, and they can stream the participants' video link onto the studio wall, to talk and interact with the in-studio presenters live, and they can incorporate after-effects onto pre-recorded VTs, as well as doing live and real time augmented and virtual reality sets and animations.

Cost:

YOURgb's daily rates start from £375 + VAT and are dependent on the scope of work. All quotes are project based, but YOURgb are fully flexible and collaborative in their approach.

Contact:

Email: ask@YOURgb.co.uk

Tel: 0131 558 8354

Website: www.YOURgb.co.uk

Case study: Seafood from Scotland

36) Booking online

It is now more important than ever to offer online booking options, as visitors expect that attractions manage the visitor numbers.

Stats from VisitScotland show that only 21% of attractions in Scotland have online booking capabilities (see below).

Even if you offer free admission, you may still need timed admission to manage visitor numbers and flow.

Sample* of visitor attraction data

- **55% with no online booking**

- **24% Free admission/No ticketable product**

- **21% offer online booking**

*This data is only a sample of the experiences on visitscotland.com, tours and activities were excluded, only visitor attraction data was included.

(Regional data not available at this time).

Sample of VA data on visitscotland.com

93, 6%
298, 21%
339, 24%
701, 49%

• Bookable   • Not bookable   • Don't have a paid for attraction element   • No website
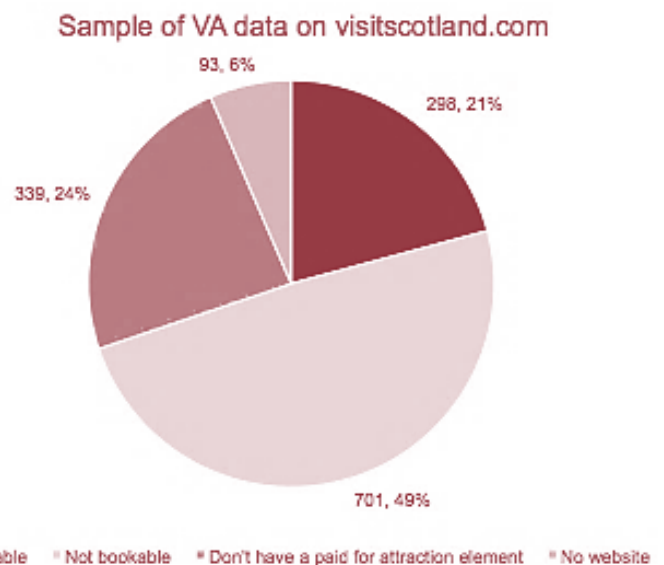
VA listings on visitscotland.com   Scotland | Alba

We have listed a few alternatives over the next few pages:

Rezdy

Rezdy offer all the tools you need to manage and sell your products online.

With Rezdy, you will be able to enable mobile bookings from customers while you're on the go, manage your bookings from any device with their booking app and accept online bookings from around the world while you sleep.

Integrate Google Calendar or use the one that's built into their central dashboard to see all your bookings in an easy calendar view. You can even process bookings through Facebook and Reserve with Google.

Pricing plan: https://www.rezdy.com/pricing/

Contact: grow@rezdy.com

36) Booking online, ticketing options

WooCommerce

WooCommerce is a free tool that helps you build an eCommerce store on WordPress. So if you have a WordPress website, this is a simple plugin.

Multiple WooCommerce extensions allow timed bookings, for example:

• They have introduced an extension called Box Office, which will let you sell tickets, customise email communications, and check in attendees on-site.

• WooCommerce Bookings (annual fee) lets your customers book reservations, appointments or rentals on their own. You can define set options, like fixed time slots for admission or a guided tour.

More information here: https://woocommerce.com/

FooEvents

If you have a WordPress website with a WooCommerce plugin, you can also use FooEvents, which makes it possible to sell an unlimited number of custom branded tickets from your own website without having to pay any ticket fees or commission.

You can either sell tickets or register attendees for free events.

Website: https://www.fooevents.com/

Eventbrite

Eventbrite offer a lot of good functionality:

• Design your own page, with your own branding

• Facebook and Instagram integration - sell tickets on social media

• They never charge fees on free tickets

• Allows you to manage and track your sales with real time reporting and analytics from any device.

• Simple, secure checkout and rapid check-in through mobile apps and a full suite of on-site equipment, staffing and logistics

Website: https://www.eventbrite.co.uk/organizer/overview/

36) Booking online, ticketing options, cont.

ACME ticketing

Ticketing software for museums, zoos, gardens and more.

They typically work with organisations that ticket more than 100k people annually, as they charge a flat annual fee, they are not normally a fit for boutique tour operators and experiences.

Website: https://www.acmeticketing.com/

Ticketure by TixTrack

Ticketure was designed to create a frictionless booking experience for your visitors. So if you would like to remove confusion and are looking to modernize your visitor service approach, Ticketure is a new, and proven system built to enable flexibility for your visitors and staff.

Ticketure is purpose-built for timed entry ticket sales and access control:

• Easily build and manage complex timed-entry sessions

• Online buying experiences tailored for timed entry

• Simple to use Point of Sale for quick sale and entry

• Configure custom capacity for any time session

• Oversell capacity on time sessions to compensate for no shows or ensure your members always can enter

• Contactless payment for simple and intuitive payment

• Simplified contactless Access Control enabling visitors to scan their own tickets

• Comprehensive reporting and data visualisation provides quick views into sales data, heatmap visualisations of time slots as well as zip code overlay of where visitors are attending from

Contact: https://www.ticketure.com/contact

Website: https://www.ticketure.com/

37) Booking online, ticketing options – TrekkSoft

TrekkSoft offers Tour, Activities and Attraction providers a wide range of channels for their sales - from online to in-person ticketing, on direct sales channels or through resellers. Use TrekkSoft to set up bookings by time slots and let your customers pick a time that best suits their schedules. Operators can also set the maximum number of guests per time slot if required.

You can choose to integrate the booking process on your website, which can be embedded as a pop-up or directly on webpages. Alternatively, operators can also redirect users to their own TrekkSoft microsite. All options can be customised to suit your brand.

With TrekkSoft, you get access to multi-channel sales tools and expertise to expand your distribution. Having been in the industry for 10 years, they've not only built extensive sales tools, they've also accumulated a lot of experience and knowledge around the topic and cannot wait to share it with you.

With TrekkConnect, the industry's leading channel manager, connect to over 30 OTAs such as Tiqets, Get Your Guide, Musement, Expedia and more. You'll also get access to their partner network that allows you to share your inventory with other operators locally and globally. Finally, you can use their agent accounts to enable local retailers to sell your experiences too.

Timeline:

Their goal is to get your tickets online and bookable in 7 days. Their team of experts will also work with you to make your top 3 products stand out online on your website and on reseller sites like Viator and Expedia.

Cost:

They are currently waiving their setup fee of €799 for companies that sign up through this website: https://hubs.ly/H0rChMy0

This way, you only pay them when you receive bookings.

• Website booking plus payment gateway fee: 7.5% + €0.25 (this fee can be covered by the operator or charged to the guest as a booking fee)

• Free admission tickets will not be charged

• OTA booking fee: 2%

• In-person, back-office, partner, or agent bookings: €0.50

They are also happy to offer flexible commercial agreements for high volume operators.

Contact details:

Noemi Oreglia - Business Development Manager

Email: noemi@trekksoft.com

Website: www.trekksoft.com

TREKK SOFT

38) Booking online - Bokun

Bokun is a centralized reservation system for day-to-day management of tours, activities and attractions.

Being part of the TripAdvisor family, Bokun shares TripAdvisor's mission to make the best experience possible for the traveller, and in turn, drive bookings from those travellers to you, the supplier.

Bokun seeks to make your product distribution experience easier, more efficient, and timelier, to help you reach and create happy travellers. They provide a fast, scalable, affordable SaaS platform for suppliers within the experiences industry.

Services:

There are many services Bokun can offer to help benefit the travel trade:

• **Global OTA Distribution**: Bokun connects your business to all the major OTAs around the world, getting instant exposure to a wider customer base.

• **Easy-to-use Online Booking Engine**: Generate a booking website in minutes, without any technical know-how.

• **Centralization**: Centralize bookings, inventory, pricing, availability and channel distribution in a single system.

• **Seamless Booking Experience**: A more seamless booking experience for your customers leads to improved conversion.

• **B2B Marketplace:** Promote your products through local sellers you can find on the Bokun Marketplace. Easily search for partners, negotiate contract terms, and manage bookings that come through.

• **Customer Support**: Help signing up and getting started and transitioning from other reservation systems.

• **Currency Management**: Manage multiple rates, currencies and offers across different channels using Bokun's flexible pricing features.

• **Real Time Availability:** Ability to grab last-minute booking opportunities.

• **Powerful Reporting**: Bokun offers powerful reports that measure the health of your business to help you grow.

• **Bundling and Upselling:** Earn new commission income through bundling and upselling. Create combo products by combining your products with partner products. Easily add optional add-ons to upsell and allow travellers to add optional add-ons to upsell and allow travellers to customise your products.

• **Easy and Secure Payments:** With Bokun you can accept card payments online through a secure payment gateway, easily manage refunds and cancellations.

Case study: Brilliant Tours

38) Booking online – Bokun, cont.

USPs:

Many of the features Bokun offers are outlined above, but Bokun helps you reach more customers at a global scale, makes it easy to manage and grow your business, automates your workflow and saves you time, and increases bookings and opens new revenue streams.

Timeline:

For just the booking engine for your website direct, it can really be as quick as you want. All it takes is having a payment provider integrated in a few minutes to collect payment, build out the products within your account, and copy and paste the HTML code to the back end of your website to start receiving reservations off of your site.

Cost:

The price for Bokun is currently 2.9% service fee for all direct online bookings coming from your website. If you choose Bokun to also build out your entire site that is an additional US $49 / month fee.

Contact details:

Email: scotland@bokun.io

Website: https://www.bokun.io/
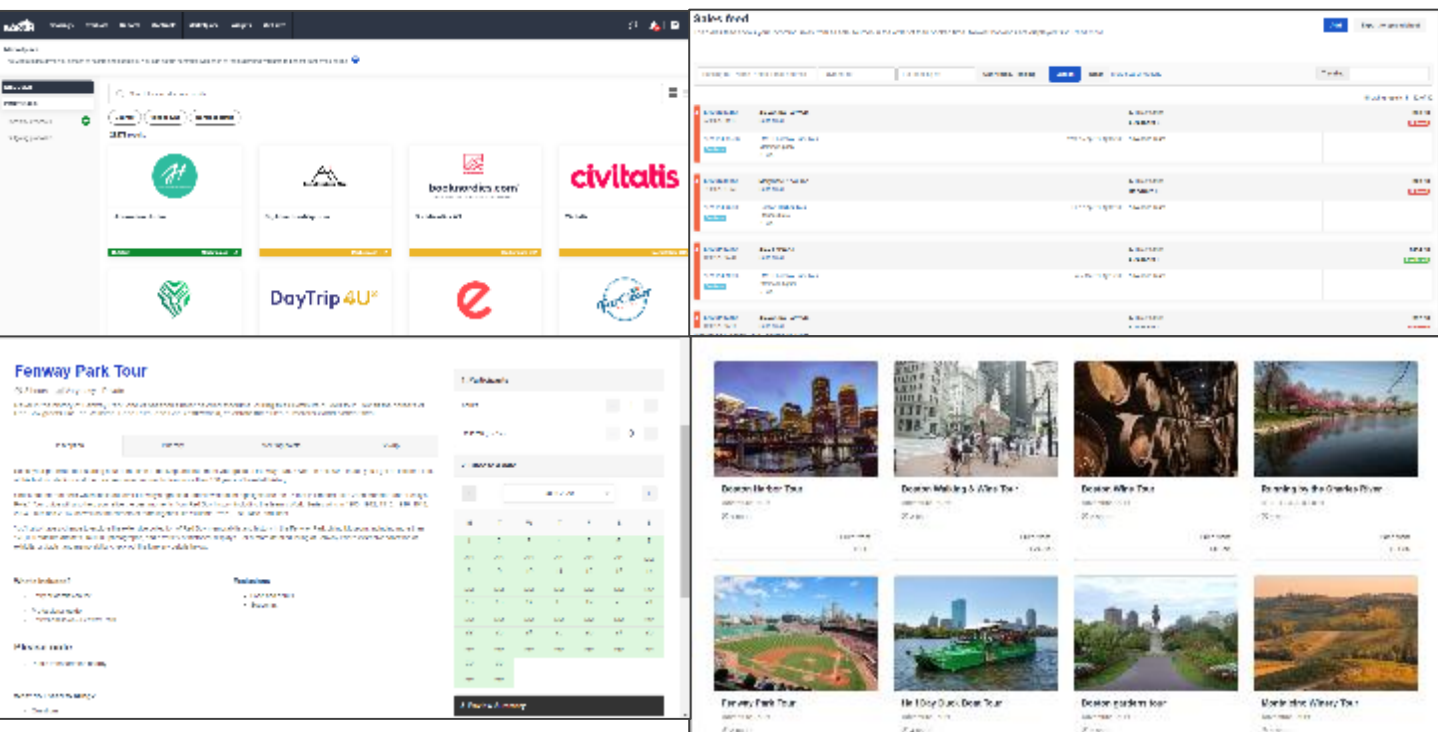
39) Booking online – FareHarbor

FareHarbor provide online booking, reservation management, and channel management software to help your tour, attraction or activity business succeed.

Founded in 2013, FareHarbor is now owned by Booking.com and works with over 12,000 tour, activity, and attraction providers worldwide.

Built specifically for the industry, FareHarbor provides endless flexibility and customisation to meet the unique needs of every business.

Their team includes:

• Support - 24/7 support by phone and email to help any time

• Account Management - a team dedicated to helping you grow your business

• Channel Development - here to ensure you get connected to your API and local partners

• Onboarding - their team of dashboard specialists and trainers to set you up for success

• FareHarbor Sites - dedicated to building high-converting websites

Some of their key features include:

• Conversion rate optimisation to ensure your website visitors turn into paying customers

• Access to over 100 API Connections (Reserve with Google, GetYourGuide, TripAdvisor, and more)

• Inventory management between tours and activities

• Mobile-optimised and fully responsive design

• Ticket scanning from our iOS and Android apps for contactless entry

Working with over 12,000 clients, FareHarbor suits any tour, activity, or attraction offered.

Please note that you need to use FareHarbor as your online booking system in order to also benefit from their channel management capabilities.

Contact details:

To learn more, you can visit their website:

fareharbor.com

Or reach out to Chris Richards (Enterprise Sales Manager):

chris.richards@fareharbor.com

40) Booking online - Touriosity

Touriosity is "an online travel agent (OTA) with a conscience", launching in the summer of 2020.

Touriosity will provide a booking platform that will allow tour operators, activity providers and attractions to grow direct bookings without the need to pay high commission rates to Online Travel Agents (OTAs).

Touriosity is a non-profit with one focus, helping to grow the tour operators who are on the platform. They will never take commission and they only charge a small annual fee where all funds go to marketing the platform and those who have products listed.

They will provide you with the data that your customers provide so you can market to them direct in the future.

Touriosity will follow a similar model to AirBNB. To make sure they are offering outstanding experiences to potential customers, they will only feature:

• Tour and activity providers who have an online review rating of at least 4 out of 5

• 5 products per operator (to maintain quality and provide a level playing). This may increase over time.

• 3 operators from any one destination providing similar products on the platform at any one time. Competition and choice for the customer is good, but it needs to be fair.

Their team of content writers will optimise and rewrite tour content specifically for their platform to negate any duplicate content issues on Google and on your own website.

They will link to your current reservation system, but the plan is to find a solution for operators and attractions who don't have their own reservation system yet.

Timeline:

When they launch, they will handle the content migration so that you as the operator / attraction does minimal work from your side. They can have you up and running in a matter of days once all information is supplied.

Cost:

Currently they are offering the platform for either USD$150 (£120) or USD$100 (£80) per year.

Contact details:

For more details and to register interest, please visit:

https://touriosity.travel

41) Ticketing options – pretix

pretix

Pretix offer all kinds of ticketing solutions: From online-ticketing to in-person sales on site and via reseller distribution points. They offer a complete system, including tickets for free admission, and timeslot bookings – here is some additional information and a demo-shop:

https://pretix.eu/about/en/timeslots

Their USP is that they are big enough to provide a comprehensive suite of services (they also offer online webinar services, seating-plan bookings etc) but still small enough that they don't have a call centre answering questions about the software. When you call them, there is a good chance you will talk to one of the system developers. They are also very open to developing their software if you think they are missing a feature.

They are a 100% self-funded company running out of Germany, with no outside investors so only responsible to themselves and their clients. All of your data is hosted in German datacentres, so 100% GDPR compliant.

Timeline:

They have had customers getting up and running with their ticket sales in as little as 30 minutes. When you create your account on pretix.eu, it is ready to go right away. But if you have never worked with their system it may take you about half a day to get used to it and create a shop. They are available by email and phone to help you throughout.

Cost:

Their default rate is 2.5% of the ticket price excluding taxes, but never more than €15 EUR per ticket (appr. £13 GBP). Free admission tickets do not incur any fees for the first 2,500 free tickets per year.

They offer dedicated pricing for bigger sales quantities, which is available on request.

Please note that they don't take your customers money and pay it out to you at some point in the future. Instead they have integrated with a variety of different payment providers from which you can choose. You'll have a contract with the payment provider(s) of your choice and your customers' payments will go directly into your bank account. This also gives you the advantage of being able to negotiate the pricing for your online payments with your payment provider.

Contact details:

Email for support: support@pretix.eu

Email for sales: sales@pretix.eu

Tel: +49 6221 32 177 50

Website: https://pretix.eu/about/en/

42) Ticketing options – Gateway Ticketing Systems®

Gateway Ticketing Systems® is the world leader in ticketing, admission control, revenue generation and expert consulting for the attractions industry for over 32 years.

Their Galaxy® software integrates ticketing, admission control, membership and donor management, resource management, group sales, online and kiosk ticketing, retail, food and beverage, CRM and reporting – providing all of the ticketing and revenue needs within one solution.

In today's post-Covid19 landscape, the need for a unified ticketing system has never been greater. Galaxy can sell capacity managed and timed tickets to help attractions and experience providers seamlessly control the number of guests who enter your venue during any specific time-period. With Galaxy's web store component, attractions can sell these tickets online and e-deliver them to their guests for scanning and validation at the gate, providing a contactless solution that reduces lines and social distancing risks at the entrance.

When tickets go back on sale for reopening, or when attractions release more capacity online, there is a surge in online traffic that risks crashing the site. Gateway Ticketing offers load balancing and online queueing solutions to manage this traffic so the ticket sales are saved and the online purchasing guest experience remains positive.

With their Reporting Plus module, all the purchase data collected by Galaxy POS is aggregated, organised and automatically delivered in easy to understand reports. Quickly reference the number of tickets sold for a certain day or time period in the future. Pull entry and exit scans to determine capacity and dwell time on the fly. Run financial reports to analyze the balance between profit and new limited capacity.

With their CRM Plus solution, attractions can also collect all the behavioural data from the Galaxy POS and use it to run targeted marketing campaigns.

• Pre-visit: send auto-generated emails to members / passholders or guests who have purchased admission with updated cleanliness and safety procedures.

• Post-visit: send auto-generated emails with a promotion to encourage repeat visits, or to share an experience via social, or with a survey to gather guest sentiment.

Cost and timeline:

They have worked on short or long timelines for different types of projects. Contact Gateway Ticketing directly to discuss the requirements of the project can develop a scope of work which includes deliverables, timelines and associated costs.

Contact details:

Andy Povey, Managing Director

Tel: 020 3879 4300

Email: apovey@gatewayticketing.co.uk

Website: www.gatewayticketing.co.uk

43) Ticketing options and CRM – Roller Software

Roller Software offer an all-in-one software for attractions, entertainment and leisure venues, comprising of Ticketing, Point-of-Sale, CRM, Waivers, Gift Cards, Email, Checkouts and more.

Roller Software was founded in 2011 in Melbourne, Australia and currently also have offices in the UK and USA whilst operating in over 25 countries. They offer a cloud-based platform, built using the newest technology stack.

The Roller application areas are:

• Online experience - group bookings and ticketing

• Venue manager - CRM, reporting and more

• Point of sales - entry control and in-store sales

In light of Covid19, there is a paradigm shift in guest behaviour unfolding such as:

• Increased preference for online pre-reservations versus walk-in attendance

• Capacity control restrictions enforced and time based bookings as the "new normal"

• Social distancing and peace of mind become most important factors in maintaining a positive guest experience

Thinking about creating a solution that would cover all of the new paradigms mentioned above, Roller have created an "all-in-one" platform that is fully integrated and user friendly which enables businesses to:

• Book visits - Control a dynamic and customisable online booking experience to enable customers to choose the time they would like to visit and confirm their reservation with ease.

• Track capacity - Sophisticated capacity management tools to restrict how many guests can attend the venue and easily view live attendance from the one comprehensive dashboard.

• Manage groups - A complete tool kit to manage group bookings. Pre-book food orders, reserve areas and give guests peace of mind that their experience will be safe and fulfilled.

• Capture data - Easily capture details of every guest that attends, to contact them if a case is reported and build data within their narrative CRM.

• Build retention - Offer flexible pricing, automated promotions, digital gift cards and membership schemes to remain competitive and engage guests in this volatile market.

43) Ticketing options and CRM – Roller Software, cont.

Roller also offers additional tools that should be considered in light of Covid19 such as:

• Digital waivers - All visitors will be providing their contact details which can be used for future engagement and purchasing analytics. If there are reports of a Covid19 case, the company will be able to know all the details of the visitors that were at the venue at the same time which can assist the health department. Any "risk" for attending a venue is thus mitigated and legally safe guarded.

• Self-service kiosk - Allow customers to purchase tickets, check-in and register their details, minimising physical contact with staff. Also enables the organisation to reduce staff overhead required and save operational costs; minimise queues at the entrance and assist with social distancing and enhance guest experience.

Roller offers 24/7 support, full transparency on ticket status and a dedicate account manager function with quarterly reviews.

Timeline and cost:

Roller's "off-the-shelf" solution and scalable infrastructure, combined with a local delivery team, enables them to deliver a live account within a few weeks.

All of this with a simple pricing structure (no set-up fees), only pay for as much as you use with prices starting from £165 per month.

Contact details:

Email: sales@rollerdigital.com

Website: www.roller.software

44) CRM and online rates – TourConnect

TourConnect is an online platform built to help tourism companies manage their B2B relationships.

Their **Partner Management** tool is a little like a CRM which helps you keep track of all your B2B partners. You can send messages, track the opens/clicks, keep up-to-date contact info, make internal notes, and more.

Their **Sales & Marketing** tool allows you to search their network of over 10,000 tourism companies to find new partners you might like to work with. This is a little like an online VisitScotland Expo available every day of the year. They also have a mobile app to automatically add new contacts that you meet at industry events into your Partner List in TourConnect.

Their **Rates & Contracts** tool allows you to send out your annual rates to all of your partners in a standardized, easy to load format. They will notify you as the rates are accepted and loaded, and even keep a full audit trail in case there is a disagreement on an agreed rate.

TourConnect is not a channel manager, so you wouldn't manage your bookings on here. Once a contract is in place on TourConnect, bookings can be made via whichever process / platform the two parties prefer (for example, a channel manager).

Unique Selling Points:

• Ability to keep information for all of your B2B partners in one place

• Ability to find new partners to sell your products to every day of the year.

• Ability to better manage your annual rates - know what partners get what rates, while efficiently sending updates and tracking who is using your rates

Timeline:

Using TourConnect takes about 5 minutes to set up an account. They recommend making your profile look great, so when you connect with new partners, you make a good first impression.

Costs:

TourConnect's cost is £485 GBP ($600 USD) for one year. Due to the current industry challenges, they are happy to offer discounts and flexible pricing.

Contact details:

For more information, please contact their UK / Ireland expert, Andrew Coulter.

Email: andrew@tourconnect.com

45) Contactless payment

5 best card machines for small businesses in the UK

As per the Mobile Transaction website, there's a much wider choice of card machines today than just a few years ago. While before, you had to do with a chunky chip and PIN machine stationed at a counter, small businesses can now take advantage of mobile card readers that work just as well.

Unlike traditional options, these app-based card machines are usually contract-free, affordable and without complicated fees – making it much easier for new or small businesses to start accepting cards.

In the below shortlist, contactless payment machines suitable for businesses with card transactions of less than £20k per month are listed.

All the below options work in conjunction with an app on an iPhone, iPad or Android device connected to the internet through Wi-Fi, 3G or 4G. Although portable, they work well on a counter too.

None of them have fixed monthly fees or require a contract (though some have subscription options). You just purchase the mobile card machine and pay a transaction fee on a pay-as-you-go basis

How it works:

• The portable card machine connects to a mobile phone or tablet via Bluetooth

• An app on the mobile device operates the card machine

• Enter PIN or tap card on the reader just like a normal card machine

Card machine	iZettle Reader	SumUp Air	Square Reader	PayPal Here	Worldpay Reader
Price	£19-59 + VAT	£59 + VAT	£19 + VAT	£45 + VAT	£69 + VAT
Fixed rate	1.75% per transaction	1.69% per transaction	1.75% per transaction	Sliding fees, depending on volume, from 2.75% down to 1% + other charges	Fees depend on turnover and more
Payment links from app	2.5%	2.5%	2.5%	Fees depend on volume and card type	Fees depend on turnover and more
Best for	All-round safe choice for small businesses	Very simple, low fixed card rate	Best free POS and payment features	PayPal integration and online payouts	Round-the-clock phone support

Read more here:

https://www.mobiletransaction.org/card-machine-small-business-uk/

Case study: Brilliant Tours

46) CAD, 3D models and virtual tours - Stageport

Stageport provide digital surveying and modelling services to venues, that create useful CAD, 3D models and virtual tours that help producers plan events.

They also provide support with risk assessment, production management, entertainment licence applications and assist with any other information requirements on behalf of producers and venues.

Stageport often work with clients to assess audience flow during live events – which could help an attraction plan visitor flow - and have recently developed Covid19 risk assessment templates that can be applied to locations who are considering the impact of social distancing and other Covid19 restrictions on their business.

Core products:

• Digital surveying and information modelling: For planning events

• Virtual tours: For audience engagement

• Risk assessment and entertainment licensing: For ensuring compliance during events

Their unique selling point is their experience of managing and producing events, coupled with their knowledge of digital surveying and information modelling.

When they survey a space, they are always thinking of how this information will be used by the production team and how Stageport can help coordinate information between venues, producers, and audiences.

Timeline: Depending on the level of detail in the information you need - they can work with you on a 4 to 8 week project, or you can take as much time as you need to set up the information you require.

Cost: For services that include a digital survey, to capture and generate CAD / 3D or virtual tours, they recommend a budget starting at £5k.

For services that do not include a digital survey, such as planning applications and risk assessments, they recommend a budget starting at £2.5k.

Their daily rate for consultancy is £500 per day.

Recent clients include Edinburgh International Festival, Scottish Futures Trust, Tramway Theatre, Leith Theatre.

Contact details: Stephen Roe

Email: Stephen@stageport.co.uk

Tel: 07586 593682

Website: www.Stageport.co.uk

STAGEPORT

47) Customer insights - MyCustomerLens

With customer needs and expectations changing, MyCustomerLens helps you keep your finger on the pulse.

Their real-time feedback platform goes beyond surveys to automatically gather all the feedback your customers are sharing about you.

This could be reviews, social media, surveys, feedback forms, emails and even verbal comments made to staff.

Most of this feedback is text comments which are a goldmine of testimonials, praise and improvement opportunities. But tourism businesses rarely have staff with the time and skills to be constantly reviewing and analysing this raw text.

MyCustomerLens' customised algorithms instantly make sense of all these text comments for you. Instead of pages of comments, you see simple actionable insights.

With your finger on the pulse and everyone on the same page, managers and staff can make faster and more informed decisions. This leads to more consistent customer experiences and more glowing recommendations.

Timeline:

Getting set-up on MyCustomerLens is fast and simple because they do all the work for you. They've had businesses up and running in just 48 hours.

Cost:

Pricing starts from £99 per location per month, with volume discounts available.

Contact details:

To hear more about how real-time feedback can be a competitive advantage for your business, contact Paul Roberts:

Email: paul@mycustomerlens.com

Website: https://mycustomerlens.com/

48) Touch screen solutions

One of the biggest challenges for visitor attractions with interactive exhibitions is what to do about interactive exhibits, where visitors need to touch an object or the display.

There are no immediate solutions, besides cleaning the exhibit after each use which would be time consuming and draining staff resources.

Two of the attractions we have been in touch with who have reopened – the Swiss National Transport Museum and the Rock & Roll Hall of Fame – have both taken the decision to close off any exhibits that require touching screens or objects for now.

However, there are longer terms solutions, including:

• Make the exhibition information available online, and people can access it on their own mobile phones

• QR codes – people can access exhibits by scanning QR codes instead of touching screens, using their own mobile phones or tablets

As and when we get more ideas and information, we will update the toolkit.

Case study: Rock and Roll Hall of Fame

49) Visitor flow – tracking

One of the challenges facing attractions and experiences – and a somewhat controversial one – is how do you track your visitors to get data on visitor flow.

Most commonly, you would track their mobile devices while the visitor is on site, and from that data you can tell where they went, in which order, dwell time in certain areas etc.

Most solutions utilise Wi-Fi and Bluetooth technology to track individual devices within a space, pinging each device from multiple sensors to identify its precise location and movement.

There are a lot of companies offering this service, and in our case study above (National Gallery in London), they used hardware from a company called Cisco Meraki:

Cisco Meraki

They offer cloud-managed IT solutions that promise to "make life simpler2, such as next generation Wi-Fi, IT security, working from home solutions etc.

"Our devices can be pulled out of the box, plugged in anywhere in the world and be ready to go in minutes.

We protect your network from the latest vulnerabilities and security threats, so you can keep your users safe and secure.

Our intuitive dashboard gives you complete network visibility so you can make smarter, data-driven decisions."

Website: https://meraki.cisco.com/

50) Visitor flow – data analysis

Analytics Engines Ltd

Analytics Engines delivers market-leading data analytics solutions to organisations throughout industry and the public sector. These solutions reduce complexity, optimise performance and build intelligence to enable data driven decision making.

Some key benefits of their data analysis platform 'Perspective' include:

• Improved decision-making processes

• Augmented visitor experience

• Improved visitor flow

Visitor Flow:

Within organisations attracting a substantial annual visitor attendance, (>500,000 annual visitors), data acquired from people counting hardware (Wi-Fi or Bluetooth beacons) can be used to help plan around attendance frequency, dwell time and visitor routing.

As organisations prepare to re-open with the expectation of guidelines or restrictions, exploring historic visitor data trends is the natural starting point for all organisations.

Any organisations who have existing hardware (Wi-Fi / Bluetooth beacons), or historic visitor attendance data, then Analytics Engines would be happy to explore how this could be visualised to enable maximum access and impact across the organisation.

Cost:

The cost depends on the result you are after, and they are happy to recommend hardware providers if you are looking for a way to capture the data as well.

Contact details:

Tel: 028 9066 9022

Email: datajourneys@analyticsengines.com

Website: https://analyticsengines.com/

51) Visitor flow – heat maps

Vox

Vox Group is the leading provider of audio guiding devices and digital tools to tourism and culture.

Vox POPGuide is a cost effective and interactive destination, mapping and audio app that allows you to communicate with your clients throughout their trip, on their smartphones, under your own brand.

Popguide can be used for self-guided multilingual audio tours, walking tours, interior visits, boat tours etc, and it uses the latest GPS and Geo locations tools.

Heat maps:

One of the features of the POPGuide product, due to the GPS within the app, is that you can track the users and create a heat map – enabling you to analysis routes, dwell time etc.

All this is GDPR compliant as Vox don't have customer access, they only have the data feedback from the app and GPS, so its totally secure for the user.

Cost:

Popguide as a digital self-guiding tool or multilingual commentary system is dependent on the size of the project and the amount of content and languages etc. However, in most circumstances the product can be available from around £2 per person per download of content.

Timeline:

Creating a whole new self-guided tour can be done in as little as 6-8 weeks.

Contact details:

Andy Lawrence - Commercial Director Vox Group

Email: andrew.lawrence@voxtours.com
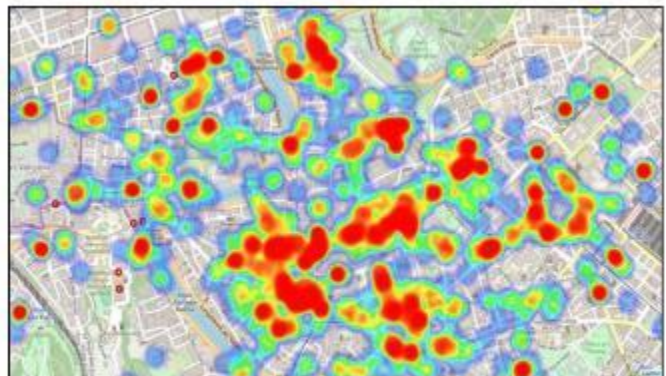
DAYTIME
NIGHTIME

52) Map functionality - Mapbox

Mapbox

Mapbox is a location data platform for mobile and web applications. They provide building blocks to add location features like maps, search, and navigation into any experience you create on your website or on a mobile app.

You can set up an account with them for free, and their services are free of charge until you reach a certain volume. For example, each month the first 25,000 users on a mobile app map are free, and after that you would pay $4 per 1000 additional users each month.

Their website has a handy pricing table and price calculator:

https://www.mapbox.com/pricing/

They have many different types of services, and it's worth contacting them to figure out which service suits your project the best.

Timeline depends on how much customisation you need, and the skill set of the person developing your app or website. You will receive very detailed documentation and easy to follow instructions. A simple static map could be set up within hours.

Worth mentioning is that they are fully GDPR compliant, and they don't collect any data from your users – they value privacy.

Contact details:

Fill in a form on their website and they will allocate your enquiry to the appropriate team who will get in touch:

https://www.mapbox.com/contact/sales/

Website: https://www.mapbox.com/

53) Map functionality - SplashMaps

SplashMaps

SplashMaps are award winning fabric outdoor maps designed for clarity and accuracy.

Like all the best ideas, SplashMaps was born of frustration. Failing GPS devices and trying to use wet paper maps outdoors are not great user experiences.

SplashMaps have taken their knowledge of mapping, gained from years of experience with mapping agencies, added open map data from the world's Mapping Agencies and OpenStreetMap to make a product that is entirely designed around you.

Their washable, wearable range of maps include:

• Virtually indestructible weatherproof SplashMaps on their Pro material

• "Toob" neck warmers

• Unique accessories and apparel

• Beautiful satin maps

• Fabric face masks with maps or flags

Contact details:

Website: https://www.splash-maps.com/

54) Hygiene, PPE and social distancing

Solutions for businesses

In this new normal, a lot of businesses need to find solutions for queueing, health screening, restaurant partitions, sanitation etc. Some things to consider:

• You may want to offer touch less hand sanitizers around your site.

• You may want to offer face masks to visitors.

• Visors or face masks with plastic panels may be better for staff, so your visitors can see their faces / smiles. Especially important for the hard of hearing.

• Use signage and stickers to clearly show distances – but keep in mind that the current 2 metre rule could change quickly, so don't order stickers with 2 metres written one them. It's better to have blank signs, that are flexible.

Here are some suppliers to consider:

Mastertent

Mastertent have a range of solution for businesses, such as partitions, face masks etc:

Website: https://www.mastertent.com/en/covid-19/solutions-for-business-people

54) Hygiene, PPE and social distancing, cont.

Blue Parrot Events Group Ltd

BP also offer PPE solutions – including hand sanitizers, thermal scanning, face masks, floor and wall stickers etc:

Email: sales@blueparroteventsgroup.com

Website not updated yet – PDF list of products available on request.

Supagard

Glasgow-based Supagard supply car cleaning and protection products – this includes an "ozone generator" vehicle cleaning unit which completely sanitises the interior of a vehicle in just 15 minutes, as well as other products such as surface sanitiser, trigger bottle, air freshener and 70% alcohol hand sanitising gel.

Video: https://vimeo.com/421581293/c2d8d9de56

Website: https://www.supagard.com/

The Safety Screens

The Safety Screens offer bespoke safety screens and dividers for restaurants, offices etc. They are affordable and fully customisable.

Website: https://www.thesafetyscreens.co.uk/

Case study: Glasgow Taxis

55) Social distancing – Deblur

As an Edinburgh-based technology company, Deblur is keen to help Scottish tourism bounce back.

Deblur offers vision and leadership when developing new technology products and services. They know how to plan, find, integrate and code technology to create both prototypes and working software. With in-house graphics and usability expertise, they can create your solutions at a reasonable cost within tight timescales.

Currently, they are working on several projects to help Scottish businesses get back to business, including a social distancing aid for employees, and a website for bringing tourists back to Scotland's many attractions (see).

Social distancing aid

• Employees wearing these wristwatch-like devices are alerted when they get too close to each other

• Reduce the need for multiple staff members to go into 14 days isolation if one person is exposed to the virus

• Reassure employees that their safety is a priority

• User is warned by sound and/or vibration

• Device logs close contacts in case problems arise

• Available early July

• Costs less than £50 per unit

Contact details:

Deblur offer a free one-hour consultation to discuss technical solutions for Coronavirus-related problems.

Email: info@deblur.co.uk

Visit https://www.deblur.co.uk/alarm/ for more details.

56) Social distancing – Studio Souffle

"*Unprecedented times calls for unprecedented measures*". Yes, we've all heard that line a million times over the course of this pandemic. But as we start to come to terms with the fact that the virus will be with us a little longer than we would like, we need to start thinking about how we can adapt our businesses and venues while returning to some sort of 'new normal' and keeping everyone safe at the same time.

Here's where Studio Soufflé can help. Below are just a few examples of how their range of inflatable structures and bespoke solutions can be used to help with social distancing.

Additional spaces for conferences and talks:

Studio Souffle offer a range of medium to large inflatable structures are an easy and quick way to add extra capacity to any event while still maintaining social distancing. These can be popped up in the carpark when needed for instance. The inflatable structures are quick and easy to set up and also pack down to a fraction of its inflated size so can be stored easily when not in use.

Additional space for café's and restaurants:

Additional spaces can also be added for cafés and restaurants where extra outdoor space is available for example, in parks and attractions or even a parking lot. For example their Canapé structure from their Regular Fries range which comes with optional clear screens. The Canapé comes in a range of sizes and is open and airy while still providing protection from the elements.

Pop-up covers for longer queuing times:

With extra measures being implemented before entering a venue, park or building such as temperature checks, form filling, etc; the queues and waiting times are expected to get longer. And from what we can see outside of supermarkets already with the 1-2m gap between patrons, the queues are much longer than normal. Keep your patrons comfortable and protected while they wait with their modular Canapé structures which can be zipped together to create longer tunnels. The sides are open to keep it cool inside.

Break-out spaces in large exhibition settings:

Break up large spaces and limit the number of people in each break-out space at any one time. Create a flow of movement map for visitors to follow to minimise bottlenecks and overcrowding. Their pop-up structures such as the Airspace and the Octagon Office from their Bitesize range are perfect for this.

Hand sanitising stations:

As much as parks and attractions are well equipped with toilets and washrooms, it is still not ideal for the amount of times and frequency we are advised to wash and sanitize our hands. Their pop-up Airspaces are perfect for popping up hand sanitizing stations around the area.

56) Social distancing – Studio Soufle, cont.

Pop-up drive thru extensions:

Create temporary Drive-Thru extensions for your shop, restaurant or café to provide click and collect services and minimize walk-in customers. Work with the team at Studio Soufflé to design a custom structure to suit your needs.

Why inflatables?

Below are a few good reasons why you should choose inflatables:

• Quick and easy to set up

• Packs away small for easy storage and transport

• Doesn't require bulky metalwork

• Can be customised with your logo and brand colours

• Can be made in pretty much any shape to best represent your brand

These are only a few examples of how the inflatable structures can be used. They are essentially versatile shells that can be adapted to various scenarios.

Timeline:

Studio Soufflé generally take 6-8 weeks to develop and produce a bespoke product.

Cost:

Cost will depend on the size and complexity of the project. A smaller structure like a wall can cost under £1000, a pod costs around £1000 (based on a small structure) or over for a larger structure.

Contact for enquiries:

Email: hello@studiosouffle.com

Phone: 020 7998 4950

Website: www.studiosouffle.com

Have fun while queuing – learn how to waltz!
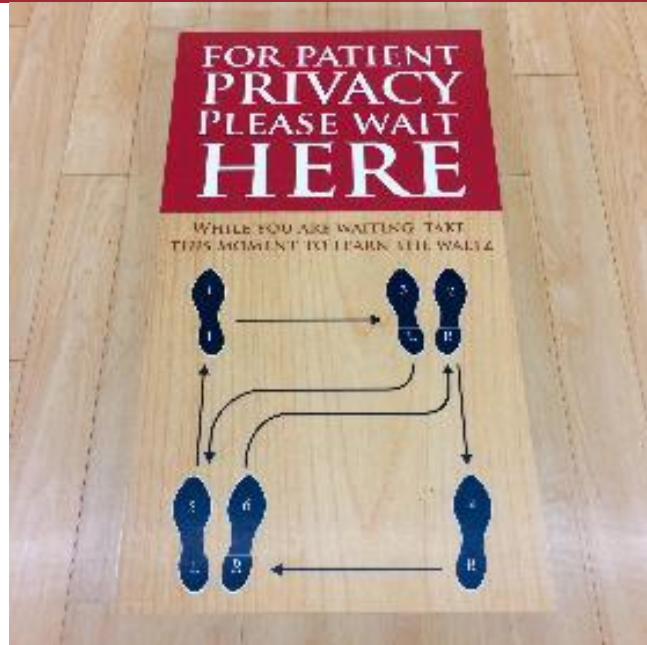
Why not make the plastic partitions a fun feature?

Use something relevant to your business / exhibition to show how to socially distance.

Social distancing and PPE ideas

Moo-ve everything online...

Washing your hands can be made fun!

A quirky way to keep people at a safe distance...

Messaging should be on brand.

SUMMARY

Content in this section

Next steps

Appendices

Next steps – grants and funding

Museums

Funding for Covid19 response support from Museums Galleries Scotland available.

Read more: https://www.museumsgalleriesscotland.org.uk/funding/funding-overview/

Email: grants@museumsgalleriesscotland.org.uk

Digital development loans

If you want to improve your digital capabilities and processes in areas such as cyber security, data analytics, software engineering and digital skills development, the Scottish Government provides interest free loans to help small to medium enterprises: loans from £5,000 and £100,000, with interest free payments.

Read more here: https://digitaldevelopmentloan.org/

Grant funding for businesses in Scotland

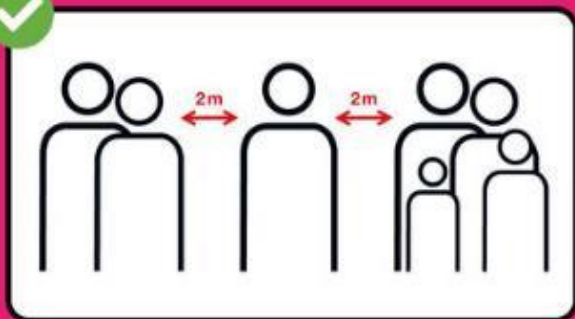'Grants' are a type of funding provided by the government, local councils and some private organisations. You don't normally have to repay them, but you might have to meet some terms, for example, a job creation target or deadline.

Grants are usually available to help ideas or businesses that will create jobs or develop new products, services or markets. Check this link out for more information

https://www.mygov.scot/grant-funding/

Management Knowledge Transfer Partnership

Requires £30-£50k annual investment across 2 years for small and medium sized enterprises. Involves collaboration with academic partner.

Website: www.ktp-uk.org

Other funding

Other funding may become available in the future in response to the Covid19 crisis. Keep an eye out through VisitScotland, Scottish Enterprise, Highlands and Islands Enterprise, your local DMO or Scottish Tourism Alliance. We will add links on updated versions of this toolkit as we are made aware of any opportunities.

Next steps – academic grants

Impact Grants with Academic Partners

The following funds are available through various universities, so could potentially apply to tourism businesses.

The application for funding would be handled by an academic partner. These partnerships could be fostered through Interface and the academic you are assigned, if applicable (see next page), pre-existing networks with academic partners, or by reaching out directly to academic staff in business schools to establish new relationships.

Read more here:

https://esrc.ukri.org/collaboration/collaboration-oportunities/impact-acceleration-accounts/

ESRC Business Booster Funding

£1k and £5k available. Involves working with an academic partner - the purpose of the Business Boost scheme is to provide small seed funding for social science researchers to engage with private sector organisations. This includes private companies, social enterprises, co-operatives, trade and regulatory bodies. Open call.

ESRC Accelerating Business Collaborations Funding

Launching September 2020. Funding in collaboration with early career researchers employed as lecturers at universities.

ESRC Impact Acceleration Grant Funding

Deadline for this £20,000 grant is in October 2020. The purpose of this grant is to accelerate impact of research of academics. The maximum award is £20,000. Projects are undertaken in active partnership with research users in the public, private, or civil society sectors. We expect projects to have the potential for significant impact both within the partner organisations and beyond. We expect research user partner organisations to match the cash value of the grant with contributions in kind or cash. Projects should normally not last more than one calendar year.

Next steps – staff resources

Interface

Interface works with businesses to connect them to Scotland's world leading universities and colleges, and they have developed a service which will offer your **tourism business the chance to collaborate with academics and students with expertise in tourism and marketing** to help develop and support your business going forward in this very difficult time.

This list is not exhaustive but suggested projects include subjects such as:

• Research and development of individual marketing and digital strategies

• Diversification, especially into new markets such as staycation and family reunions

• Research into developing in-destinations and attracting new visitors

• Business planning, financial planning, and procurement

• Enhancing visitor experience – perhaps through application of Augmented / Virtual Reality

• Review of current websites with recommended improvements

• Development of new products and services and involving visitors in the co-creation of new products and services

• Ways in which to embrace the circular economy / sustainability / improve green credentials

• How to encourage visitor engagement e.g. post online positive experiences and memories

• Online webinars to stimulate "out of the box" thinking etc.

Some of these projects will be short term desk-based projects and others will be longer more in-depth projects. The support offered from the academics and students is on a **goodwill basis** and will fit in around other demands on their time and commitments so flexibility will be required. It is envisaged this support will help you to be prepared and ready to push the button so to say, when the time is right, and you can start trading again.

Please note that we hope to accommodate all requests for support, but there is no guarantee that your project will be accepted, it is dependent on the quality and quantity of requests we receive. If we cannot accommodate your request immediately, we will look to support you in the next academic semester in September / October 2020.

If you are interested and would like to participate, please request a template to fill in from:

Email: Mari.Findlay@interface-online.org.uk

Next steps - development resources

Scottish Tech Army

The Scottish Tech Army offers technical responses to challenges arising from the Covid19 Pandemic for Scottish businesses.

They are working to help the Scottish Government, Local Authorities and third sector organisations across the country with rapid development projects to address current Covid19 related challenges and post-pandemic economic recovery.

The projects that they are undertaking will address short and midterm recovery phase responses to the issues arising from the pandemic.

All of the projects require a clear focus and have an urgent requirement, as such one of their project selection criteria is the ability to deliver within 4-6 weeks.

They offer a collaborative approach to analysing the problem and being able to identify the best solution for the organisation.

The Scottish Tech Army is a not for profit company, limited by guarantee and run by its founders purely on a voluntary basis with all solutions being pro-bono and any solutions that are developed being offered under an open-source licence.

The plan of action will be designed based on the individual challenges and are analysed carefully on a case by case scenario in order to find the best solution to each organisation, which may include:

• Implementing new digital technologies

• Creating solutions to make information more easily available

• Streamlining processes

• Focusing on core activities

• Improving efficiencies

Contact details:

Contact them to find out if you qualify for their support:

Email: info@scottishtecharmy.org

Website: https://www.scottishtecharmy.org

SCOTTISH TECH ARMY

Next steps – development resources and funding

Creative Informatics - Challenge Projects

Challenge Projects offer an opportunity for creative and cultural organisations to bring forward challenges relating to their work that require innovative, data-driven solutions.

Applications for Round 3 Challenge Holders are now open.

Please note this is a rolling call for which you can apply at anytime until the final closing date of Monday July 6, 2020.

Website: https://creativeinformatics.org/challenge-projects/

Potential applicants can come with unformed or semi-formed challenges that can be co-designed with the Creative Informatics team.

Applications should respond to one of the following R&D priorities:

• Developing access to and engagement with new audiences and markets

• Developing new modalities of experience

• Unlocking the value of archives and data sets

• Exploring new business models for the creative industries

Once challenges have been set, applications will open for Challenge Respondents.

Up to £20,000 is available to support successful research and development proposals that answer the Challenge.

Respondents can be SME's, teams or individuals that have the skills to answer one of the selected challenges, using data (from the Challenge Holder and/or from other sources) and data driven approaches and technologies.

CREATIVE INFORMATICS

Next steps – training and support

Business Gateway

Business Gateway is a publicly funded service, providing access to free business support services. This includes training, online resources, tailored advice and much more.

Website: https://www.bgateway.com/

DigitalBoost

DigitalBoost, which is part of Business Gateway, can show you how your business could benefit from digital upskilling, through training, guides, tutorials, webinars, and consultancy. They also offer a review of businesses digital needs and abilities, and one-to-one support to help scope and get digital projects moving. All for free.

Their current (May 2020) list of training webinar topics is below.

https://www.bgateway.com/resources/digitalboost

Coverage	Webinar Titles Summary			Rationale
National Webinars	'Should you get your business online in a COVID-19 world?'			Topics are wider in scope, larger audiences, less participative, more on 'what to do ......'
	'An overview of digital marketing in a COVID-19 world'			
	'Webinars, live streams, and video conferences'			
	'How to avoid getting hacked in an increasingly 'online' world'			
	'How to get your business found in an increasingly 'online' world'			
	'Should you start trading online?'			
	'How to produce engaging online content'			
	'Enhancing your user's online experience'			
Local Webinars	'What to think about when creating a new website'			More focused topics, smaller audiences, more participative, more on 'how to do ......'
	'Improving your search engine ranking'			
	'Cloud for business'			
	'Video for business online'			
	'Photography for business online'			
	'How to build your digital marketing plan'			
	'Web and social media analytics'			
	'Paid for Advertising'	'Facebook for business'	'Getting to grips with trading online'	
		'Linkedin for business'		
		'Twitter and Hootsuite'		
		'Instagram for business'		
		'Pinterest for business'		

Next steps - training and support, cont.

VisitScotland

VisitScotland are here to help Scottish tourism businesses brush up on their online marketing skills, without the jargon. You'll find a wealth of general business advice and support plus guidance on digital technologies and marketing. Outside of their online information, they also offer face-to-face advice and learning.

Digital Tourism Scotland information and training now sit on the VisitScotland platform. These can help you with digital skills and capability and adoption of digital technologies: https://www.visitscotland.org/supporting-your-business/digital-skills

Highlands and Islands Enterprise

HIE have launched a series of podcasts, focusing on the "Road to Recovery" for tourism businesses: https://www.hie.co.uk/support/browse-all-support-services/tinto/

YouTube

YouTube is also a great source of free learning and training. It can be used for all sorts of tutorials from doing graphics to building websites.

The Skills Toolkit

The Skills Toolkit offer free digital and numeracy courses to build your skills. You can find free, high quality digital and numeracy courses here:

https://theskillstoolkit.campaign.gov.uk/

Open University

The Open University is a world leader in open and distance learning, and they have produced a series of OpenLearn courses that are free to study. They offer nearly 1000 free courses across 8 different subject areas. Their courses are available to start right away. Some of their courses offer a free Open University digital badge:

https://www.open.edu/openlearn/free-courses/full-catalogue

People 1st

World Host 2020 offer an e-learning programme aimed at any front-line staff who come into contact with and have regular interactions with customers. It explores the key changes that service professionals will encounter on a day to day basis beyond Covid19: the working environment, people's behavioural changes and health, safety and hygiene.

https://www.people1st.co.uk/training-solutions/worldhost-customer-service/worldhost-programmes/worldhost-2020/

Next steps – networking

Travel Massive

Description: Edinburgh Travel Massive aims to bring together passionate local travel and tourism professionals to share ideas and make new connections.

Membership fee: Free

Website: https://travelmassive.com/chapters/edinburgh

MBTAG (Midlothian & Borders Tourism Action Group)

Description: A project created to bring all types of businesses in the tourism sector together in Midlothian and The Scottish Borders to collaborate, create new products and services.

Membership fee: Free

Website: www.mbtag.uk

Women in Tourism (WIT)

Description: Scotland based Women In Tourism want to inspire, motivate, encourage and support women across the tourism sector.

Membership fee: from £40 per year

Website: http://www.womenintourism.co.uk/

The Tourism Society

Description: The Society is the only professional membership organisation of its kind in the UK that represents all of tourism - across all disciplines, geography and career stages. Its regional and special-interest chapters offer networking opportunities throughout the country and in Brussels

Membership fee: from £50 per year

Website:. http://www.tourismsociety.org/

Next steps – networking, cont.

Federation of Small Businesses

Description: A platform to bring small businesses together with support and advice. Also run regular events and networking.

Membership fee: from £147 per year

Website: https://www.fsb.org.uk/event-calendar.html

ETAG (Edinburgh Tourism Action Group)

Description: ETAG's role is to bring together the wide range of businesses which make up Edinburgh's tourism sector, including transport, accommodation, attractions, venues, theatres, shops, bars, restaurants, conferences, events and festivals.

Membership fee: please contact for more information

Contact: theteam@etag.org.uk

Website: https://www.etag.org.uk/

ASVA (Association of Scottish Visitor Attractions)

Description: ASVA is the membership organisation for the best visitor attractions in Scotland.

Membership fee: from £184 per year

Contact: info@asva.co.uk

Website: https://www.asva.co.uk/

Chamber of Commerce in each area

Description: Scottish Chambers of Commerce are a great resource for business to business networking. With a network of 30 local Chambers of Commerce, they represent more than 12,000 companies and over 50% of Scotland's private sector workforce.

Membership fee: varies

Website: https://www.scottishchambers.org.uk/

Find your local chamber here:

https://www.scottishchambers.org.uk/our-network/

Next steps – networking, cont.

STA (The Scottish Tourism Alliance)

Description: The STA is the largest member organisation for tourism businesses in Scotland and the leading representative body for its tourism industry.

Membership fee: from £220 per year

Contact: mail@stalliance.co.uk

Website: https://scottishtourismalliance.co.uk/

Scottish Business Network

Description: Scottish Business Network are an independent international membership organisation for Scottish entrepreneurs and business leaders.

Membership fee: from £480 (including VAT) per year

Website: https://www.sbn.scot/

UKinbound

Description: UKinbound is a trade association representing the interests of the UK's inbound tourism industry. They help over 400 tourism businesses across the country to develop and grow by connecting buyers and suppliers in the travel trade, providing marketing opportunities, delivering the latest industry insights and lobbying Government on key industry issues.

Membership fee: depends on size and type of business, please contact UKinbound for more information

Contact: antonyamos@ukinbound.org

Website: https://www.ukinbound.org/

Appendices

THANK YOUS

This project would not have been possible without the large number of people and organisations contributing to it, so a massive thank you from us to:

Analytics Engines – Garreth Sloan

Antenna International – Laura Szuca

ASVA – Gordon Morrison

Attractions.io - Emma Jones

Beatles Story – Mary

Be More Colorful – Matthew Chaussee

Bespoken Media – Dave Howard

Bokun – Sydney Strout

Brilliant Tours – Neil McDonald

Business Gateway – Sally Clark

Clydeside Distillery – Bridgeen Mullen

Comsteria – Emma Baker

Deblur – Zsolt Husz

DigitalBoost – Brian Currie

DLP – Kenneth Wardrop

Downtown CityMaps – Frank Willoughby

Dunfermline Tours – Mark MacLeod

Edinburgh University - Joshua Ryan-Saha

Edinburgh University – Kirsten Cowan

ETAG – Lesley Wood

Fareharbor – Chris Richards

First Option Software - Owen Jones

Gateway Ticketing - Andy Povey

GeoTourist – Lindsey Wilson

Hidden Trax – Donald Taylor

Historic Royal Palaces – Ann Wilson

Keukenhof – Marlies Goldenberg

Little Bay Trading - Daniel McIntyre

Mapbox – Salim Khene

Master of Malt – Emily

MyCustomerLens – Paul Roberts

Outer Hebrides Tourism - Robert McKinnnon

Pitlochry Dam – Holly Cammidge

pretix – Martin

Reydar - Kaeli Burbidge

Rock & Roll Hall of Fame - Zoe Ingram

Royal Yacht Britannia – Robert Gill

Salisbury Cathedral – Marie Thomas

Scotland Starts Here - MBTAG

Scottish Enterprise – Aileen Lamb

Scottish Tech Army - Alistair Forbes

SENSEcity – Pooja Katara

Smart Tourism - Lesley Judge

Smartify - Anna Lowe

Spinning Globe - Gary Jacobs

Stageport – Stephen Roe

Street Buddha Tours - Igor Vitorino

Studio Souffle - Mahani Baharun

TourConnect – Michael Herrmann

Touriosity – Chris Torres

UKinbound – Cindy Ng

Visit Aberdeenshire – Yvonne Cook

VisitScotland – Vicki Miller

Vox – Andrew Lawrence

Whereverly Ltd – Iain McNeil

YourGB – Gilly Bain

SOURCES

Images and texts have been provided by the featured companies / organisations, or taken from their website, unless stated:

Page 1 – VisitScotland image library

Page 6-7 – feedback taken from an ALVA webinar on May 22, 2020 called "ALVA Recovery Tracker"

Page 19 – far left image – from the Beatles Story

Page 21 – images from VisitScotland

Page 22 – quote and image from Analytics Engines Ltd

Page 23 – text and image from Glasgow Taxis press release

Page 24 – text and image from Fête des Lumières' website and app store page

Page 25 – images provided by YOURgb

Page 27 – image taken from article in Country Living magazine (online edition) dated April 11, 2020

Page 31-32 – images and text from the British Museum website and YouTube channel

Page 37 – quotes and image taken from Brew Dog's apple store page

Page 47 – image from the Beatles Story

Page 56 – image from Shutterstock

Page 56-57 – quotes and stats taken from a Travel + Leisure article published on April 19, 2017 and from the official Cinque Terre Card website

Page 57 – image taken from the Cinque Terre app store page

Page 65 – image from Business Gateway workbook

Page 70 – image from amazon.co.uk

Page 75 – image from Adobe Premiere Pro website

Page 83 – image from the Smartify website

Page 95 – images from the First Option Software website

Page 98 – text and images from the VRdirect website

SOURCES, CONT.

Page 99 – image from Google Street View

Page 100 – images from the AppReal article

Page 104 – text from the iCatcher website

Page 104 – text and image from the Go Pro Fusion website

Page 112 – image from the 6Connex website

Page 113 – logos from the Spinning Globe and VFam websites

Page 117 – image from a VisitScotland webinar

Page 130 – text, costs, functionalities etc taken from the Mobile Transaction article (link on page)

Page 133 – image from the Swiss Museum of Transport (Verkehrshaus) website

Page 134 – image from the Cisco Meraki website

Page 138 – images from the SplashMaps website

Page 139 – image from the Mastertent website

Page 140 – image from a Blue Parrot Events Group's PDF called "BP Social Distancing Solutions – Pricelist"

Page 143 – image from the Studio Souffle website

Page 144 – image 1 from Reddit.com

Page 144 – image 2 from the ASVA webinar on May 19, called "Doing it your way: Don't lose your personality in the chaos"

Page 144 – image 3 from Kyodo News / Nosigner

Page 145 – image 1 from the ASVA webinar on May 19, called "Doing it your way: Don't lose your personality in the chaos"

Page 145 – image 2 from Studio LR website

Page 145 – image 3 from Glamour Magazine website

Page 145 – image 4 from the Verkershaus website (The Swiss Museum of Transport)

Page 164 – image from VisitScotland image library

FURTHER READING

Food tourism

World Food Travel Association article on predictions for the new food tourism:

https://worldfoodtravel.org/news-top-10-predictions-for-the-new-food-tourism/

Sustainable tourism redevelopment starts with local food and drink:

https://worldfoodtravel.org/thought-leadership-sustainable-tourism-redevelopment-starts-with-local-food-drink/

Virtual reality

How to write a VR brief and costing template:

https://interface-online.org.uk/blog/ar-and-vr-attractive-proposition

Global virtual reality tours

Forbes list of the world's 17 best virtual tours:

https://www.forbes.com/sites/laurabegleybloom/2020/04/27/ranked-worlds-15-best-virtual-tours-coronavirus/

Independent's list of the best VR travel experiences to keep you sane during lockdown:

https://www.independent.co.uk/travel/news-and-advice/virtual-travel-experiences-vr-museums-galleries-national-parks-coronavirus-lockdown-a9409776.html

Insights and Trends

56 Degree Insight are conducting monthly surveys with people in Scotland to understand what they are looking for in terms of tourism offerings:

https://www.56degreeinsight.com/

VisitScotland are monitoring the impact of Covi19, and share a lot of insights, feedback and market intelligence here:

https://www.visitscotland.org/research-insights/about-our-industry/impact-covid19

GLOSSARY

360 videos = a simulated virtual environment, also known as immersive videos or 360-degree videos, are video recordings of a real-world panorama, where the view in every direction is recorded at the same time, shot using an omnidirectional camera or a collection of cameras. This form of virtual reality places more control in the hands of the creator rather than the consumer.

AI = artificial intelligence, wide-ranging branch of computer science concerned with building smart machines capable of performing tasks that typically require human intelligence.

AR = augmented reality, a virtual layer, such as images or information, over the real world. The virtual overlay can interact with the physical environment in real time. For example, you view the real world on the screen and see a car. An augmented reality layer could identify the car and digitally write its make and model on the screen to inform the user.

AVE = automated virtual environment is a highly immersive form of VR that blinds individuals to the real world. It can be either CAVEs or HMDs.

BYOD = bring your own device, the concept of using your own mobile phone instead of a handset.

CAD = computer-aided design and drafting (CADD), is technology for design and technical documentation, which replaces manual drafting with an automated process.

CAVEs = Cave Automatic Virtual Environments involve stationary display surfaces from multiple projectors and surround sound from loudspeakers; this design integrates perspectives and manipulation inside a physical room. While the individual consumer does not need to wear a device in the room, this type of VR requires the heaviest investment.

Channel manager = a channel manager is a tool that will allow you to sell all your products on all your connected booking sites at the same time. It will automatically update your availability in real-time on all sites when a booking is made, when you close a date to sale, or when you want to make bulk changes to your products.

CMS = content management system, a software application that can be used to manage the creation and modification of digital content.

CRM = customer relationship management system, helps manage customer data. It supports sales management, delivers actionable insights, and facilitates team communication. They can either be a desktop application or cloud based.

DAMS = digital asset management solution, a business process for organisng, storing and retrieving rich media and managing digital rights and permissions.

DMO = destination management organisation, a local tourist board managing a destination, for example, VisitScotland, MBTAG and Visit Aberdeenshire.

DMMO = destination management and marketing organisation, see DMO above

GLOSSARY, CONT.

Freemium = a portmanteau of the words "free" and "premium", is a pricing strategy by which a product or service is provided free of charge, but money (a premium) is charged for additional features, services, or virtual (online) or physical (offline) goods that expand the functionality of the free version of the software

HMD = head mounted displays, The environment is viewed through goggles that individual consumers wear. Their field of vision changes with their body position.

Livestreaming = broadcasting audio and / or video as it happens with no delay or editing.

Mobile app = a mobile app is a software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers.

OTA = online travel agent, for example, Viator and Expedia. They sell your products in exchange for commission. You would manage the loading and maintenance of your products yourself.

PPE = personal protective equipment, includes anything from face masks made out of cloth, to visors, to full protective body suits.

POS = point of sale, a critical piece of a point of purchase, refers to the place where a customer executes the payment for goods or services.

PWA = progressive web app, a progressive web application takes advantage of the latest technologies to combine the best of web and mobile apps. Think of it as a website built using web technologies but that acts and feels like an app.

QR codes = quick response code, a square with black markings arranged in a unique way containing information. Information is usually a website address which can be 'captured' and placed into browser automatically by a smartphone's camera.

SaaS = a method of software delivery and licensing in which software is accessed online via a subscription, rather than bought and installed on individual computers.

Technology stack = or tech stack, is a combination of software products and programming languages used to create a web or mobile application. Each layer of an application builds on the features of the one below it, creating a stack.

VR = virtual reality is an immersive computing technology that creates perceptions of a 3-dimensional virtual environment from 2-dimensional imagery. This technology enables consumer navigation and interaction within the environment.

WebAR = webAR refers to augmented reality experiences that are accessed through a web browser rather than an app. This means all you need is your smartphone or tablet and an internet connection, without having to download an app directly onto your phone.

For any questions on this project, or to arrange a webinar or presentation on how to make the most of the toolkit, please contact:

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