



VR Tourism News is the 1<sup>st</sup> (and the only) newsletter exclusively for the travel industry. We'll focus on the research, the pioneers and the incredible advances that VR is making to bring travel promotion and experience to a whole new level.

Specifically, we aim to bring you content that is relevant and actionable answering the questions:

- What exactly is VR? AR? How is it different from 360 photography?
- What tech companies (and production companies) are targeting tourism applications?
- What hardware and software do you need to access, and create VR?
- How does VR apply to the various Tourism sectors industry and do you need a \$million dollars to use it in YOUR business?
- Who are the VR Travel pioneers that are already using VR for promotion and sales?
- What's coming next?

Let's start with a definition and go from there together:

**“vir·tu·al re·al·i·ty“**

*The computer-generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors.*

Keep up with VR Tourism News to stay on top of the most exciting development for the travel industry in, well, generations!

Your editor exploring the VR world at the recent Silicon Valley VR conference in San Jose [www.SVVR.com](http://www.SVVR.com)

