VIRTUAL

TOUR EXPERTS

Stunning, accessible virtual tours powered by industry-leading technology

Watch Video ▶

WHAT DIFFERENCE DOES IT MAKE?

Our accessible virtual tours provide vital travel planning information to reduce stress and improve effeciency - especially for customers with disabilities.

- 40+ railway station virtual tours created to date

- Over 180,000 views / over 4.5 minutes on tour / average 14 scenes interacted

- Over 30,000 active users

- 72% said they would use the tour when planning

- 92% found the tour easy to navigate

- 82% said the tour would increase their confidence to travel

THE WORLD'S MOST ACCESSIBLE & ADVANCED RAIL STATION VIRTUAL TOURS.
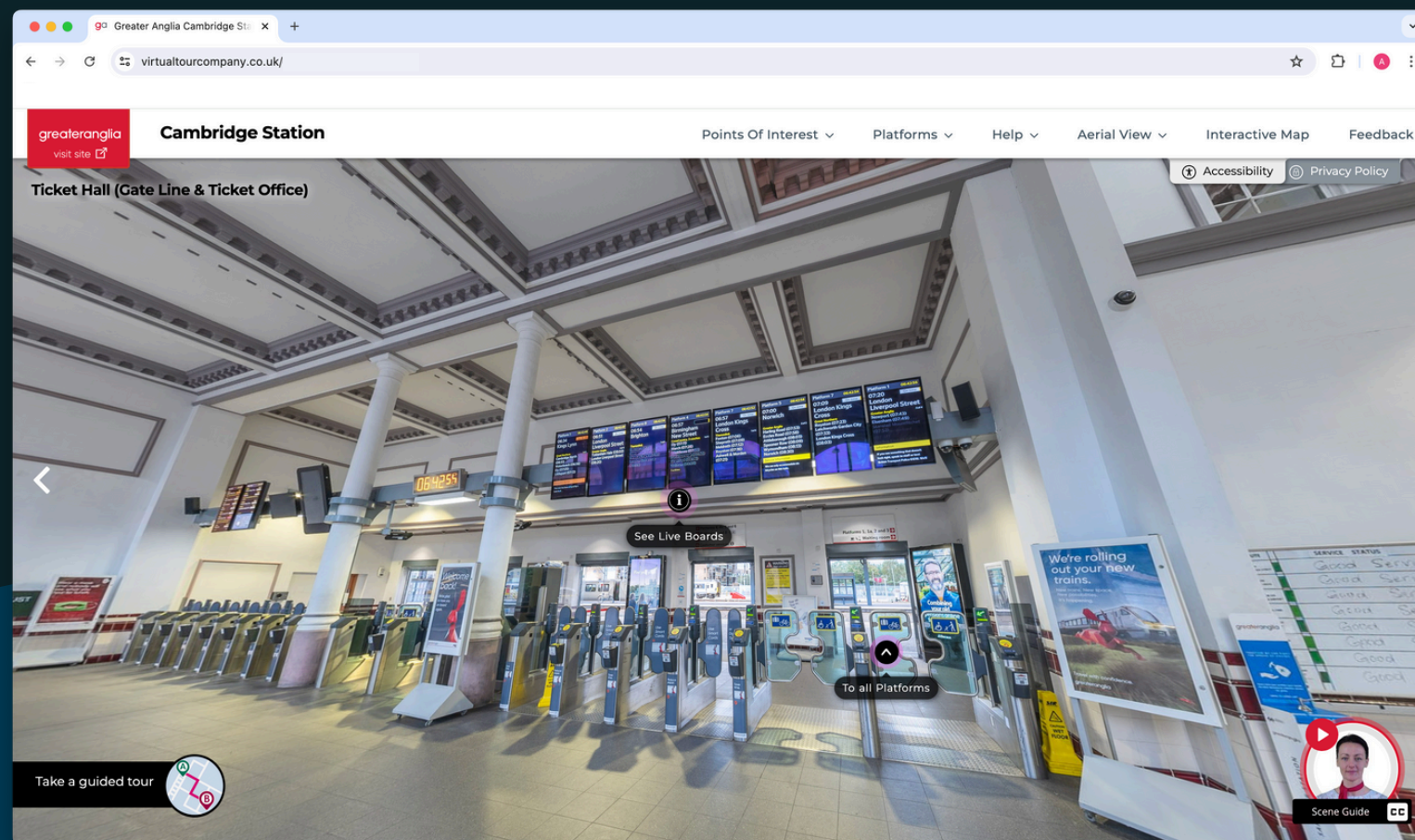
Greater Anglia Train Stations

Our unique platform provides the following functions:

- Choose route from any area of the station to any platform

- Facility information presented in clear and concise snippets

- User-specific routes, including walking or step-free access

- Integrations with third-party travel apps for multi modal travel

- Interactive maps to assist with wayfinding

A PLETHORA OF
FEATURES

All our virtual tours are custom built to your exact requirements. We carefully match branding guidelines with your marketing needs. Once built, our bespoke content management system allows you to make ongoing changes at no additional cost.

Accessibility Widget
British Sign Language (BSL) and accessible tools for a broad range of user disabilities

Info Hot Spots
Highlight points of interest with text, video or audio information

Route Planner
User-specific routes with time estimate and walking/step-free options

Extra Accessibility Options
Display day/night view, add ambient sounds and show tour with/without people.

Explainer Videos
Embed videos at any stage of the tour to help users better understand various elements

Real-time updates
Identify facilities as open or closed via CMS

Stunning Imagery
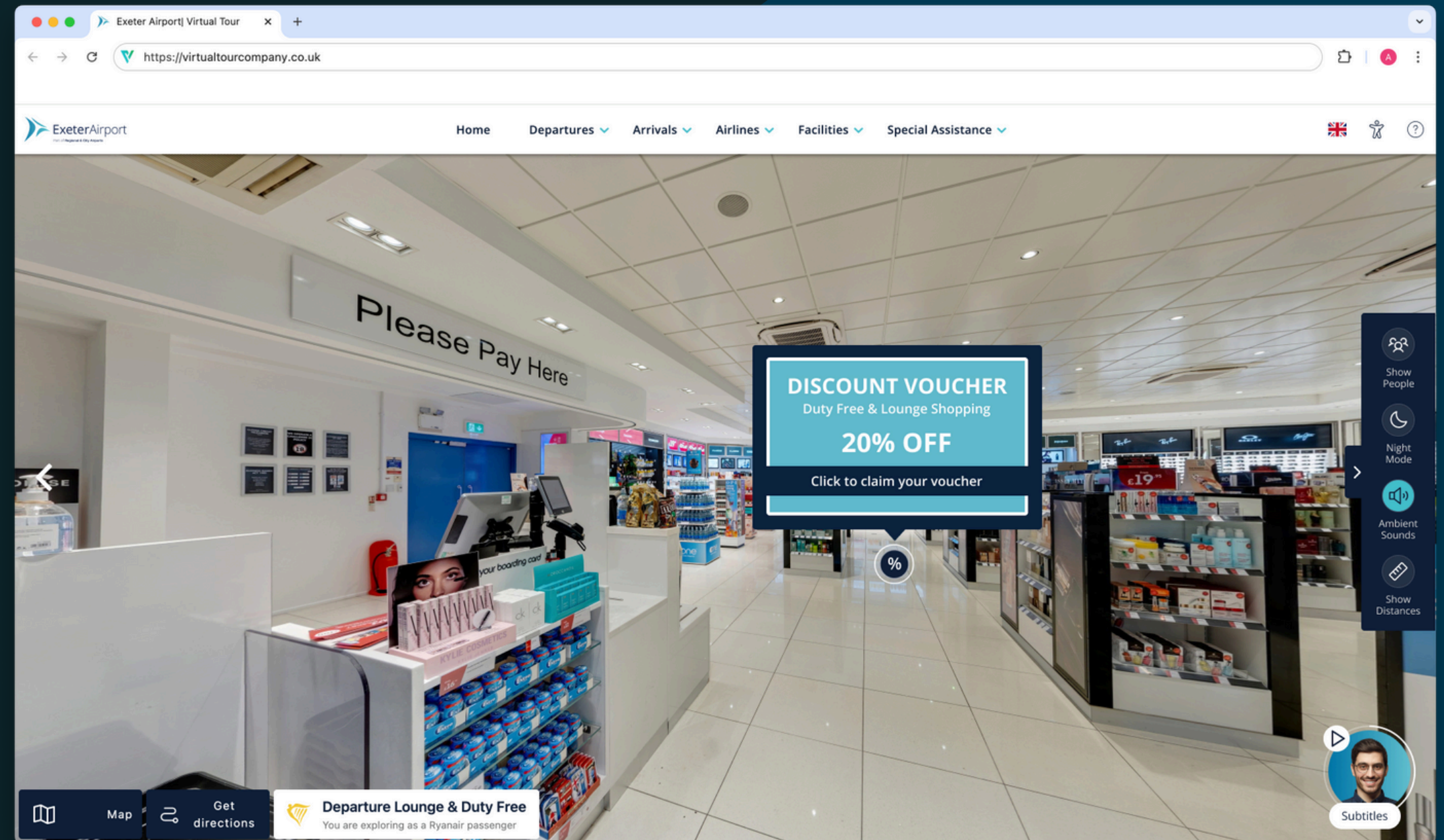Unique techniques to remove obstacles for perfect environment perspective

Integration
In-station QRs and integrations possible with travel apps

MONETISE
OR ADD VALUE

Option to monetise or provide added value for in-station brands and retail outlets via interactive Hot Spots.

THE NEED IS HERE
THE TIME IS NOW

- An estimated 16 million people in the UK had a disability in 2021/2 (24% of the population)- It is estimated 1 in 7 people in the UK (over 15%) are neurodivergent- Of all transport modes, rail passengers experience the most problems, with 23% of disabled passengers reporting having had a bad experience

- Two thirds of disabled passengers reported experiencing at least one problem during their rail journey

- Over half of disabled passengers who reported a problem at planning stage reported a lack of confidence and not being able to find enough information

- The top three inaccessible or challenging aspects of train travel are: getting on/off the train (60.4%), getting to/from the station (43.5%), and navigating the train station (39.9%) *Research from Innovate UK's Accessible and Inclusive Transport Report, 2023

- The new Labour UK government has stated a priority is to ensure public transport is affordable, accessible and reliable - 'so our railways are available for everyone to use'.

100% CLIENT SATISFACTION

> "Thanks to the Virtual Tour Company, we have been able to provide our customers with the opportunity to familiarise themselves with our stations ahead of travelling, helping to ease anxiety and build confidence in rail."

ARIANE
EAST MIDLANDS RAILWAY

★★★★★

> "With their friendly, professional and flexible mindset, it has been, and continues to be a pleasure to work with the team. Top notch photography, bespoke accessibility features, and a solid content management system put them above and ahead of other companies tendering for this contract."

FRAN
GREATER ANGLIA TRAIN STATIONS

★★★★★