VIRCH VIRTUAL TOURS PVT.LTD

360°VIRTUAL TOUR PROPOSAL

THE FUTURE OF MARKETING

DATE

10 AUGUST 2021

PROPOSED BY

TAPAN KHANAL
CEO, VIRCH VIRTUAL TOURS PVT.LTD

PROPOSED TO

NEPAL TOURISM BOARD

COMPANY BACKGROUND

Virch was established in 2018, we have created tours for more than 60 organizations which include hotels, schools, colleges, restaurants. Since our company focuses on creating Virtual tours we have mastered the way to creating the best of tours to wow our clients.

OUR SERVICES

- VIRTUAL TOUR
- EVENT PHOTOGRAPHY
- DRONE PHOTOGRAPHY

FEW OF OUR CLIENTS

CONTACT

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PROJECT PROPOSAL

PROJECT TITLE

360° INTERACTIVE VIRTUAL TOUR

PROJECT DEFINATION

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a 'virtual' experience of any location. Once created, the viewer is able to experience what it is like to be somewhere they are actually not. This virtual experience could be viewed through their desktop computers, their laptops, their tablets and even mobile devices.Tourists naturally want to get to know a place before spending thousands of dollars booking a vacation there. Virtual tours make this desire a reality by providing travelers with a clear view of notable tourist attractions.

PROJECT DESCRIPTION

Using 360° images, 360° videos, still photo, hd video and drone photography / videography to create an interactive Virtual tour to promote Nepal's tourism venues, historical sites in the most creative and effective way.

ELEMENTS IN THE TOUR

- The main tour will consist of a combination of 360° panoramic images.

- Clickable Infographics in the form of words and pictures within the tour to help visitors to get a good information of what they are viewing.

- Clickable pop up video to make the tour more interesting and informative.

- Background music to captive or voice-over for guiding the visitors through out the tour.

OBJECTIVE

EFFECTIVE MARKETING

Virtual tour has proven to be the gold standard for tourism marketing in many countries. Virtual tours keeps the audience engaged and amazed like no photo or video can do. It is much easier to wow and sell a historic location, museum tickets, hotel rooms with a Virtual tour than a normal picture or a video.

Here is a sample of how effective, engaging, entertaining and informative a Virtual tour can get. Scan the **QR** code to view the Virtual tour of Swayambhunath


- Just place a clickable text to on the already existing design to open the virtual tour

WHY YOU NEED VIRTUAL TOUR

- Customers aged 18 to 34 are 130% more likely to book a place if there is a virtual tour.
- 50% of adult users on the internet rely on virtual tours in their research and decision-making process.
- Customers spend 5 to 10 times more on websites with virtual tours.
- 67% of people want more businesses to offer virtual tours.
- There are more than 5 million visits daily on worldwide virtual tours.
- In 2016, 63% of travel sites posted at least one 360 photo or video.

Welcomenepal.com shows very high bounce rate, Virtual tours have proven to reduce bounce rates by making the website more engaging.
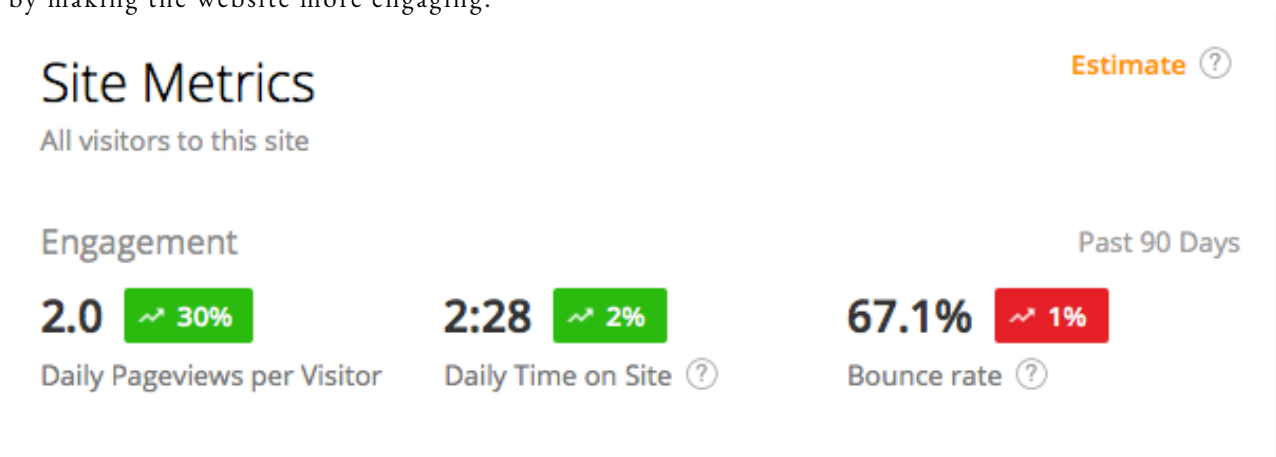
Welcomenepal.com stats according to Alexa (stats gathering website) as of 4th August 2021

PROJECT PROCESS

Once this proposal is approved and the locations decided every project will need some careful planning.

01 **SURVEY & PLANNING**

Visiting the selected venues for planning
(how many panoramas to click, best spot to click, and costing).

*Note (Survey within the valley will not be charged, however locations outside the valley will be time consuming and will add a cost), so survey / planning , shooting will all take place at once to reduce the time and cost.
NTB will have to pay for the transportation & lodging.

02 **SHOOTING & EDITING**

Photo shoot on the discussed day. Depending on the size of the location shooting time may vary, this will be followed by editing and completing the project.

03 **PROJECT DELIVERY**

Once completed the project will be delivered via email for final reviewing, the file wil be a .html compatable file for web hosting.

COST,
& TIMELINE

We charge according the number of panoramas needed to complete the Virtual tour.

COST BREAKDOWN

PRICE PER PANORAMAS / PICTURE   Rs: 2,000

DESIGNING CHARGE FOR EACH TOUR   Rs: 5,000

TDS   15%

We usually charge 30% in advance, and remaining 70% after the project has been handed. The advance will be charged on project basis.

TIMELINE

Depending on the size of the location, distraction created by the public to take a picture, editing, designing it could take anywhere between 4-10 days

For **example** if a project like **Swayambhunath** needs **20 panoramas / photos** and we are **able** to complete the photo shoot in **one day** the delivery time could be around **4 - 5 days**, designing the tour and researching for materials to add to the infographics within the tour (pic, information) takes most of the time.

The price break down would be:

20 panoramas* 2000 per panorama   Rs 40,000

Designing charge   Rs 5,000

TDS   15%

TOTAL   **Rs 51,750**