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Media effects of the Virtual Reality experience of Ticino Tourism

Main findings of the study:

- The Virtual Reality (VR) experience tends to generate positive reactions in tourists, leveraging feelings such as happiness, excitement, being impressed, and surprise associated with the destination.
- For people who had already visited Ticino, the VR experience appeared to be an effective aid on evoking past good memories, and an occasion to discover new aspects of the destination such as hiking in Ticino.
- For people who had never visited Ticino, the VR experience allowed to form vivid positive images of the places that were virtually visited creating new meanings associated with the destination.
- The most effective scenes remembered of the VR experience were those featuring unusual perspectives, for example a view from a hot air balloon.
- The VR experience created the association of Ticino as an innovative destination, a land of beautiful and relaxed places and landscapes to enjoy for holidays and for short escapes from the city.
- Finally, the VR experience of Ticino Tourism triggered some relevant actions: people tend to positively talk about Ticino and the VR experience generating positive word-of-mouth advertising associated with the destination; people are more likely to want to know more and visit the places they virtually visited, and recommend visiting Ticino and experiencing more Virtual Reality experiences about it to others.

The study has been conducted in June 2016 in collaboration with webatelier.net Lab, the eTourism Lab of the Università della Svizzera italiana (USI).

On behalf of the webatelier.net team we thank Ticino Tourism for this collaboration,

Dr. Elena Marchiori
webatelier.net, Executive Director



For more information on the study: elena.marchiori@usi.ch