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Shangri-La embraces virtual reality, sees its sales potential

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Shangri-La guest using its virtual reality headset

By STAFF REPORTS

Hotel chain Shangri-La is rolling out virtual reality headsets to transport potential guests to properties across its global portfolio.

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Shangri-La's Samsung Gear virtual reality headsets, along with 360-degree view YouTube videos, will bring the hotel chain's properties to life to allow guests to travel to far reaching destinations. According to Shangri-La, it is the first luxury hotel chain to implement fully integrated virtual reality technology into its sales process, a tactic often used by automakers.

No plane necessary

Shangri-La's virtual reality effort will be available within its global sales offices in more than a quarter of its 94 properties. The hotel chain plans to introduce the technology in half of its properties by January and the full portfolio during 2016.

The virtual reality experience will be powered by Oculus and will enable those interested in booking a stay at a Shangri-La property to gain an understanding of that particular hotel. This will be ideal for travel advisors, meeting planners and corporate clients in visualizing how a property will work for them.

In addition, the videos shown through the Samsung Gear will be used as promotional materials for tradeshow, industry events and sales meeting, thus showing virtual reality's potential for B2B and B2C interactions.



Guests with virtual reality headsets

"Shangri-La is investing significantly in technology and the future of travel content, which is why we are embracing virtual reality on this scale," said Steven Taylor, chief marketing officer of Shangri-La International Hotel Management Ltd., in a statement. "Virtual reality is a revolutionary sales tool. The technology has evolved so that it is now affordable, light and portable; virtual reality is on the cusp of becoming more mainstream."

Virtual reality is becoming less sci-fi and more commonplace across sectors.

In June, French fashion house Christian Dior began exploring the parallels between technology and couture with the introduction of in-store virtual reality headsets.

The LVMH-owned house worked with DigitaLBi Labs France using a 3D printer to develop its Dior Eyes experience. By placing Dior Eyes in a number of its boutiques, Dior will maintain its relevance as the retail landscape acclimates to the changes in consumer behavior and mobile readiness ([see story](#)).

1 thought on “Shangri-La embraces virtual reality, sees its sales potential”

1. Someone says:

November 8, 2016 at 11:58 am

Are you aware that Steven Taylor from shangrila hotel group has been asked to leave the company on 24 hours notice and officially left the group on 8/11 6.30pm?

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