Eyemmersive® - A VR-based inclusive eco-system for tourism economy

Democratise Tourism

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Eyemmersive® is a VR-based tourism product.

- **Enabling inclusive tourism** - making travel experience available for everyone thus democratising tourism through emerging technologies.

- **Enhanced inclusion at destinations** (e.g. Provision of VR-based tour, where people with mobility issues can not cover all the wider area – Beamish)

- **Enabling an additional revenue stream** platform for tourist guides/tourism operators to provide VR-based tourism leveraging on VR-technologies.
1.4 billion international journeys were made for tourism purposes.

(Pre COVID)

• 1 in 10 in the UK never travelled outside of UK

- Post COVID - A ‘show case tool’ needed for tourism businesses to revive tourism
- Catalysing the interest to travel

New paradigm
Resistance to travel
Travel restrictions
Eyemmersive® – Enabler of Tourism

K lives in India and wants to go to Northeast

K enjoys immersive experience in Switzerland

K enrolls on Eyemmersive

Eyemmersive connects to 360 degree video content providers in northeast

• K understands inclusion and accessibility at the destination
• K gains more confidence
• K perhaps plans for travelling
Eyemmersive® The Platform

Revenue Streams

£

Tourism attractions / Destinations
Promotional subscriptions

£

Cloud Server/ Storage

Order a 360-degree video

Stock Videos

Video

Stock Videos

Eymmersive Help desk

Video processing

Eyemmersive APP

• Standalone VR
• Smartphone based VR/Cardboard

Tourist guide records the video at the destinations

• Uploads to Eyemmersive cloud

£
Team and Advisors
Partners and Supporters

- Pico
- Newcastle Gateshead
- Draw Code
- University of Sunderland
- Teeny Weeny VR
- MEMBER OF ENAT European Network for Accessible Tourism
Business/Revenue model

1. Transaction charge

- A transaction user charge or commission for every order of VR tour. This is supplemented by advertising and ‘click through’ income, particularly on the initial free content.

Example Scenario: James commissioning a 30 minutes video tailored to his interest to a Professional guide in Athens. The guide offers it for £200. James pays for it. Our platform takes a commission 10%.

This compares with the model used by a platform such as “JustEat” who take a 14% commission + 50p service charge per order.

2. Freemium

- VR-tourism experience seekers; individual consumers and groups of users such as schools and education establishments (£15 – premium)

3. Subscription

- Provider of promotional 360-degree video content such as tourism boards (£10,000), hotels (£1000), small leisure businesses and tourism agencies (£2000) that service and promote their destinations.

4. Platform Advertisements

These advertisements are non-tourism advertisements, example retailer advertisements of the destinations. An appropriate augmented reality would be add-ed in the video generated. These advertisements will be targeted free users.
Thank you

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