



Just View It!

**Hurtigruten Partners With *TravelWorldVR*
for First-Ever 360 AR/VR Videos**

Hurtigruten Expeditions. Close to 130 years of experience taking explorers to pristine and remote places. From sailings along the west coast of Norway to expeditions worldwide.

Now Hurtigruten is taking their marketing initiatives to the next level by partnering with ***TravelWorld VR*** for state-of-the-art 360 AR/VR videos, featuring one of their spectacular Galapagos Expeditions. Production starts October 14, 2022.

Matt DeWitte, Head of Marketing Americas, states “We are excited to partner with ***TravelWorld VR*** for our first-ever AR/VR video production. We’re thrilled to showcase the vast biodiversity of the Galapagos and to provide a glimpse into what visitors to this destination can expect. This partnership will provide us with an innovative ‘Immersive’ tool that can be utilized by our travel advisors, their clients, and our expedition guests.”

TravelWorld VR has been producing/distributing 360 AR/VR videos since February 2018. 360 AR/VR videos are no longer a luxury for travel suppliers and their clients - the consumer. They are now a **NECESSITY!**

For additional information on how ***TravelWorld VR*** can create a state of the art 360 AR/VR video for your travel organization. Contact John C. Graham. President, johng@travelworldvr.com

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