Matterport™

How Digital Twins Are Winning Customers and Improving Labor Efficiencies in the Travel Industry



The past few years have seen the travel industry experience a number of dramatic changes

Hotels and other businesses have proved resilient, however, and a general recovery is already underway. Gross hotel bookings have been regaining momentum since 2021, with the expectation that by 2023 revenues will have recovered to pre-pandemic levels[1]. But while leisure travel is expected to return to pre-pandemic levels this year, business travel — which includes corporate, group, government, and other commercial categories, and remains the hotel industry's largest source of revenue — will take significantly longer to recover.

Unsurprisingly, some pandemic-related changes are sticking around. For instance, the travel industry has seen a general increase in the short-term rental (STR) market[2], while the bleisure market — a newer segment mixing leisure travel with business — continues to grow. At the same time, consistent labor shortages in the hotel industry[3] have left businesses with fewer employees to aid in the recovery, creating a need for labor- and time-saving ways to manage operations. According to recent labor statistics and the US Travel Association, out of the 1.6 million jobs left to recover, a staggering 1.5 million are in Leisure & Hospitality alone.

Put another way, **the travel industry needs to find ways to improve top-line revenues while increasing operational efficiencies** to help reduce costs and head off the impact of labor shortages. Solutions that can deliver on both of these needs are in high demand.

Digital solutions to real-world problems

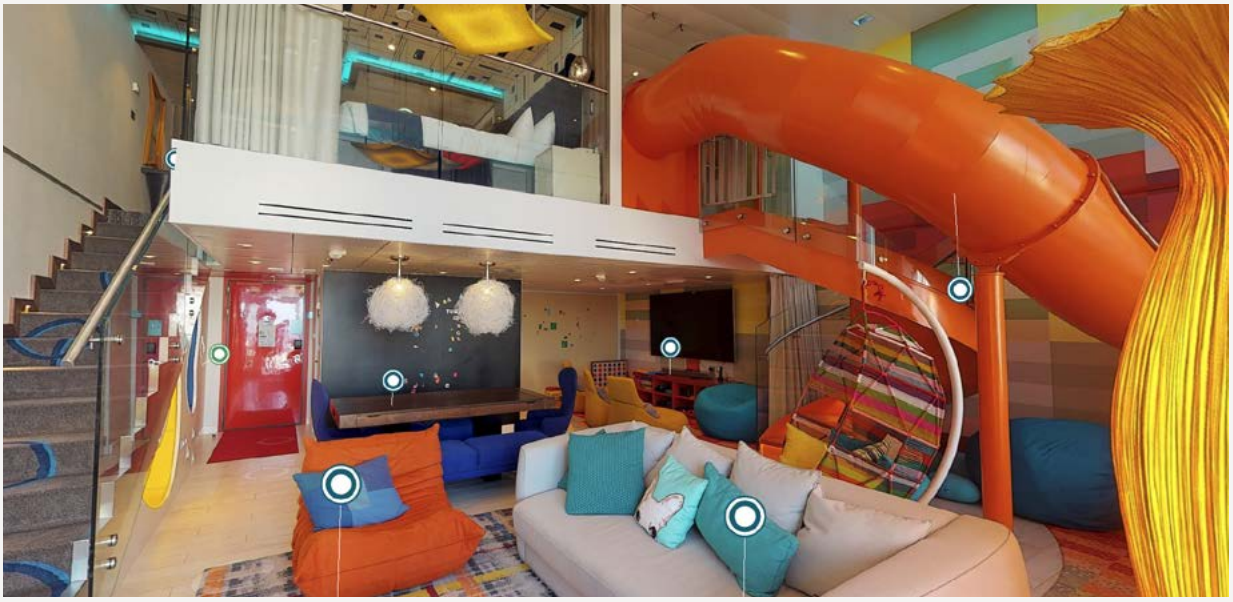
Matterport's scanning technologies provide digital copies of real-world places and assets, known as digital twins, that offer a wide variety of critical benefits to both customer- and business-facing functions.

Whether it's helping consumers obtain firsthand online experiences, which increases their likelihood to book, or streamlining operations by instantly enabling teams to work with spaces collaboratively, Matterport scans boast a depth of utility that could be just the solution your travel business is looking for.

With the travel industry experiencing a general recovery, it's worth taking a look at how digital twins can aid and accelerate that recovery even further.



Winning Customers: Immersive Experiences Stand Out



In a digital-first booking environment, it can be difficult for hotels and other travel businesses to distinguish themselves. **Potential guests can have a hard time seeing and feeling what makes a place truly special when they're viewing it through a screen.** With that lack of confidence comes a drop in conversions.

Matterport's digital twin assets are designed with just this problem in mind. 3D virtual walkthroughs allow potential clients to experience your spaces online, in immersive and accurate representations. Whether it's a hotel, resort, or cruise, consumers can explore your spaces at their leisure in a high-quality, self-navigated tour.

Deeper engagement delivers results

Before you can worry about getting potential guests to make an actual reservation, you'll need to **make sure you're grabbing their attention** in the first place. Web engagement is a critical early metric that can help set the stage for a successful conversion. Matterport 3D tours have been shown to boost web engagement by more than 15%, a vital improvement when it comes to converting bookings.

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LINDNER
HOTELS & RESORTS

When Lindner Hotels & Resorts was looking for a better way to showcase their properties and attract guests, they turned to Matterport

Digital twin assets helped the group futurize their vacation listings, leading to **25% more online engagement** — all while boosting sales efficiency.

"We can showcase our properties better than the big third-party booking sites," explains Oliver Stotz, Corporate Director of Marketing and Distribution. "Those sites might include a lot of photos and general written information, but we want to provide potential guests with even richer details about our property. We want them to experience our hotels long before they set foot in one."



> "We want them to experience our hotels long before they set foot in one."
>
> **— Oliver Stotz**
> Corporate Director of
> Marketing and Distribution
> Lindner Hotels & Resorts

Total transparency increases bookings

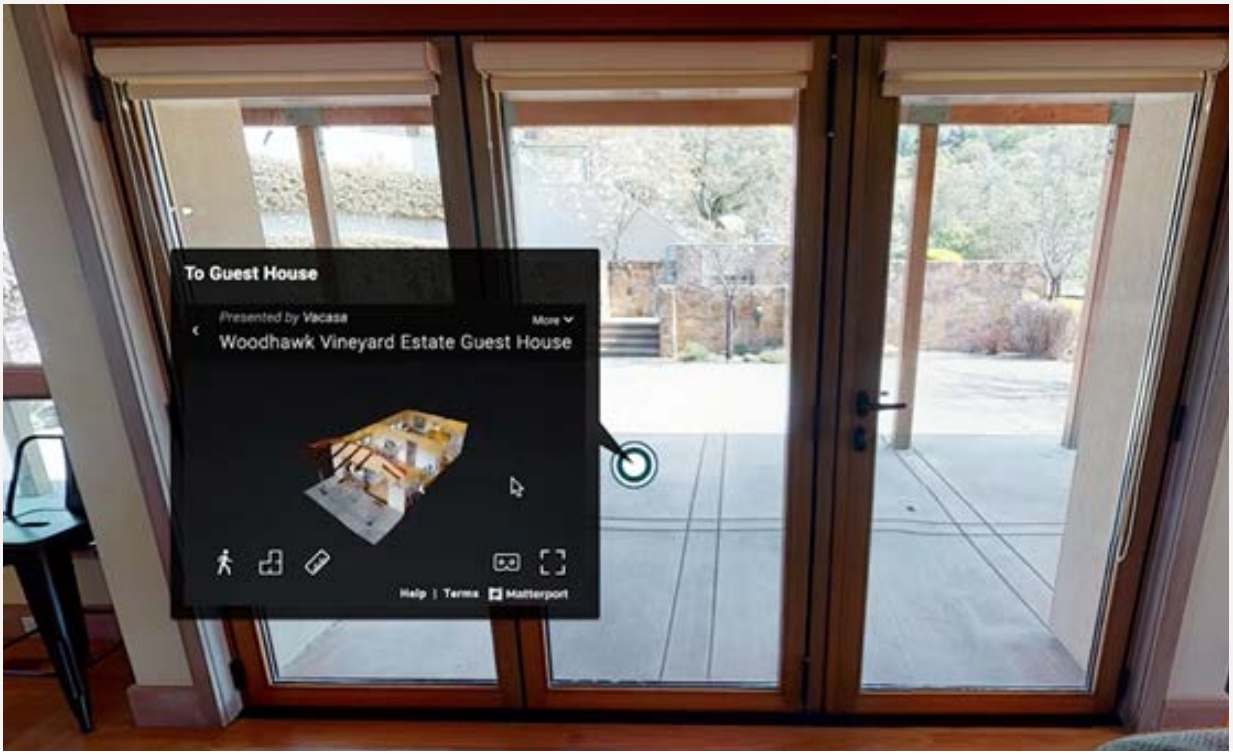
Once you've caught a client's eye, it's time to focus on their journey. With guests conducting more and more online research before making a booking, accuracy and accessibility are critical in the pre-booking phase. **Guests want to know exactly what their space will look like**, why the price is what it is, and how they'll feel while staying there. Images alone don't satisfy this added degree of scrutiny.

What's needed is an approach that combines personalization, rich media, and an immersive booking experience to maximize transparency. Matterport's 3D models are designed to provide a realistic and engaging experience that allows users to book with absolute confidence, taking any and all guesswork out of the equation. The transparency offered by Matterport's digital twins helps to establish clear client expectations that create a sense of trust and engagement — critical for securing bookings.



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> **— Caleb Donegan**
> Vice President of Digital at Vacasa



Want more conversions? Make it personal

A transparent pre-booking experience allows potential guests to learn as much as they want about your space — in other words, it hands them all the facts. But what if clients need a little more help imagining themselves in your space and guaranteeing it meets their specific needs? That’s where the convenience and accessibility of a digital twin comes into play.

With digital twins, consumers tour the space on their terms, personalizing the online experience by responding to, and learning more about, exactly what they want to see. A multigenerational party might prioritize mobility concerns, for instance, while a younger, solo guest may navigate their tour with other interests in mind entirely, like overall ambiance or access to recreational facilities.

Virtual tours allow for a more personalized, self-guided approach to exploring a space that leads to deep customer engagement — and a higher conversion rate. “Since adding Matterport to our website, we’ve seen incredible returns,” explains Caleb Donegan, Vice President of Digital at Vacasa. “Partnering with Matterport is a simple and cost-effective way to provide a better vacation rental experience for guests and more bookings for our homeowners.“

Make your marketing matter

In our digitally driven world, the borders between marketing and content are constantly being blurred in ways that are both expected and surprising. At the same time Matterport's digital twins create an immersive client experience, they also provide world-class support to your marketing team.

Creative content connects with clients

As we've seen, visitors are far more likely to book a space if they're confident that what they see online is what they'll experience in person. But transparency isn't always enough — dynamic, creative content is just as important when it comes to sealing the deal.

With Matterport's digital twins, you'll empower your marketing team and give them the tools they need to attract customers, increase engagement, and maximize conversions. With travelers increasingly looking to fine-tune their experiences, providing immersive, detailed pre-booking experiences is critical — and Matterport's digital twin technology supplies just that.

In fact, viewers are shown to be three times more engaged with a Matterport 3D virtual tour than they are with 2D imagery, leading to more booking conversions. And with added features such as Mattertags and Notes, other marketing content such as movies, descriptions, and shareable links can be used to further entice guests.



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All your publicity in an all-in-one package

It's not just about offering prospective clients a seamless and satisfying virtual visit experience. After all, potential visitors need to be made aware of your business before they can do their research. Fortunately, **Matterport scans provide businesses with a wealth of built-in marketing materials** perfect for a wide variety of settings and use cases.

On its own, a digital twin asset can be embedded in your company's website, or published to sites like VRBO and Google Street View, ensuring wide access to a valuable and immersive asset. In addition, a standard Matterport scan also delivers print-ready 4K photos in 4K resolution, perfect for use in printed materials, in-person advertising, online, or anywhere else you can think of. Finally, Matterport scans auto-generate short video clips designed with social media in mind. In other words, you'll automatically have access to a top-of-the-line, omnichannel publicity package, all on us.

vacasa

Vacasa Boosts Vacation Rental Bookings and Improves Guest Services with Matterpost

Better Views of Vacation Homes

Vacasa is North America's leading vacation rental management platform. It provides a comprehensive service to homeowners by handling marketing, booking, cleaning, maintenance, and guest support, as well as support for property compliance and permits. It operates in over 400 of the most sought-after vacation destinations in North America, Costa Rica, and Belize.

Results

- **Improved differentation among its properties and from competition**
- **Listings with Matterport 3D tour browsed 3x longer**
- **Nearly 12% increase in rental bookings**
- **More tailored guest services**
- **Reduced marketing costs**

"Partnering with Matterport is a simple and cost-effective way to provide a better vacation rental experience for guests and more bookings for our homeowners."

— Caleb Donegan,
Vice President of Digital at Vacasa



Improving Labor Efficiencies

Because of their high degree of accuracy, Matterport scans open up the possibility of powerful new forms of virtual collaboration and remote management, which can help mitigate the impact of staffing shortages and improve top-line revenues through added efficiency.

Manage remotely with less cost and greater ease

For property owners, this means expediting workflows and improving asset management, **allowing remote team members to engage with, and collaborate through, immersive virtual tours.** For instance, your maintenance staff might inspect a space virtually and plan ahead, minimizing the time they need to be in the actual physical space. Compliance with brand standards and operating procedures is also easily monitored with a quick scan instead of the extensive time and expense involved with in-person inspections.

With a Matterport scan, you'll also have access to detailed information on your properties' current conditions, allowing you to make better-informed decisions about how you use your spaces and allocate your operational resources. And when it comes to business development, streamlined asset management workflows can be critical, allowing you to grow your business without losing sight of your ground-level operations.

Put simply, digital twins provide a radical new solution to the travel industry's dynamic operational needs. You'll spend less time and fewer resources sending your operations team to each location — and more time focusing on what matters to your business, your property, and your guests.



"[Virtual tours] bring teams together without the need of added time associated with traveling to review a property in person."

— Gary Sims
COO
Hay Creek Hotels

Streamline operations and onboard faster

As we've seen, digital twins empower facility management to **access 3D replicas of their buildings and spaces, including data and schematics, from anywhere.** And while this can help travel companies combat staffing shortages by optimizing their current workforce, it can also help with onboarding.

Matterport scans can easily be used to create scalable and immersive training programs, guaranteeing a faster and more efficient onboarding experience for maintenance employees. And that's not the only area where speed is a factor.

Accurate 3D scans can also accelerate Property Improvement Plans (PIPs) by capturing information that wouldn't translate in traditional 2D formats. Digital twins enable instant collaboration, enrich documentation, and provide an automation that streamlines property evaluations and compliance reviews.

Gary Sims, COO of Hay Creek Hotels, has seen the benefits of Matterport scans. "Having virtual tours with the ability to annotate and work collaboratively not only streamlines operations," Sims explains, "it brings teams together without the need of added time associated with traveling to review a property in person."

Conclusion

Matterport technologies are uniquely tailored to help businesses confront these challenges, streamlining operations and guaranteeing deeper engagement with potential visitors.

About Matterport

Matterport is the industry leader in 3D capture and spatial data with a mission to digitize and index the built world and advance the way people interact with the places they inhabit and explore. Matterport's all-in-one 3D data platform enables anyone to turn a physical space into an immersive digital twin and share it with others to connect and collaborate in 3D. The Matterport platform helps thousands of customers in 130+ countries realize the full potential of a space at every stage of its lifecycle including planning, construction, appraisal, marketing, and operations. The company has been serving the real estate and photography industry since its inception and is also being adopted by major brands in architecture, engineering, construction, facilities management, insurance, restoration, retail, travel, and hospitality.

Interested in learning more about the application of digital twins across the travel and hospitality industry?

Contact our team today at matterport.com/contact-us.

Learn more at matterport.com.

Matterport™

Sources:

[1] U.S. Hotel & Lodging Market Report 2021-2025

[2] Through the Roof: U.S. Short-Term Rentals 2021

[3] Hotel CEOs Concede a Lasting Labor Shortage May Reshape Guest Experience