Matterport™

How Digital Twins Increase Revenue and Decrease Costs in the Travel and Hospitality Industry

From Lodging to Food & Beverage, digital twins can help you give your guests an even warmer welcome and streamline your operations at the same time.
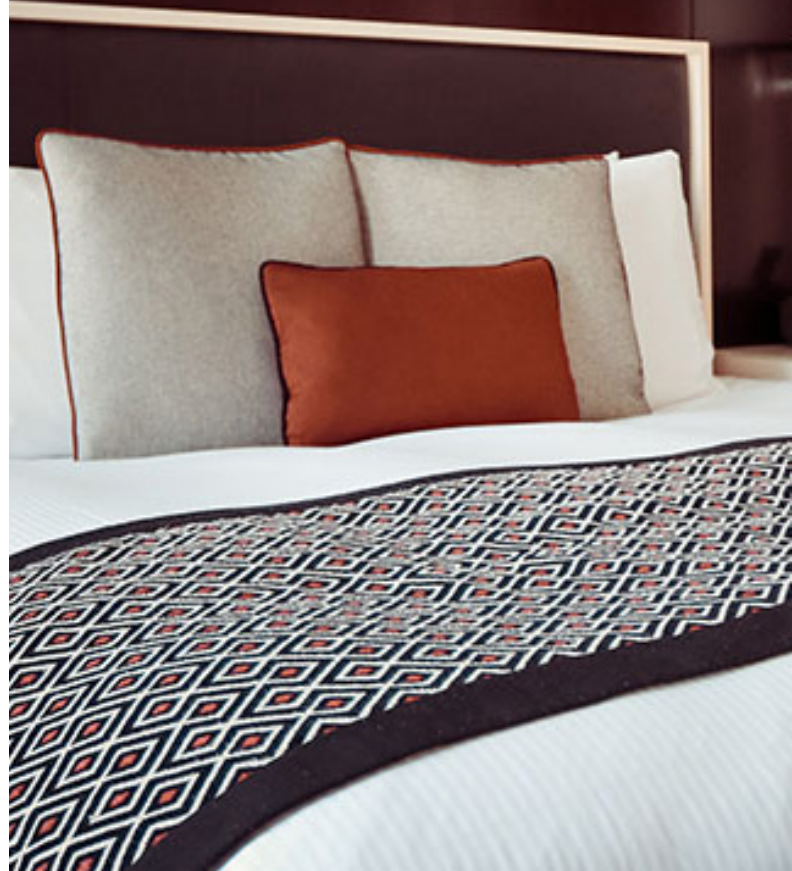
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Applying Digital Twins for lodging and food & beverage markets

# Applying Digital Twins in the Travel and Hospitality Market

Now more than ever, travel and hospitality leaders must learn how to adapt alongside ever-evolving customer expectations, providing a seamless experience every step of the way. As we look toward the future of the industry, digital twins offer an all-in-one solution that can benefit guests and businesses alike.

From vacation rentals to hotels and event spaces, digital twins allow potential clients to experience your property online through 3D virtual walkthroughs. At the same time, these powerful models can help you streamline your own processes across marketing, sales, and operations. Increase bookings and manage costs all while inviting your guests to stay awhile using interactive and immersive digital twins.

Read on to learn how digital twins are already helping travel and hospitality teams give guests an even warmer welcome and capture new efficiencies.

Lodging:
Marketing
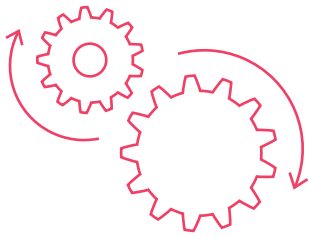
Empower your marketing team with rich media bundles.

Matterport digital twins deliver immersive 3D tours, dimensionally accurate loor plans, 2D 4K photography, and promotional opportunities that enable your business to thrive in a number of ways:

- Enhance customer engagement.

- Facilitate new business through virtual visits.

- Drive traffic to your website and other social channels.

- Gain deeper insights into consumer behavior.

- Attract event planners looking for a unique space.

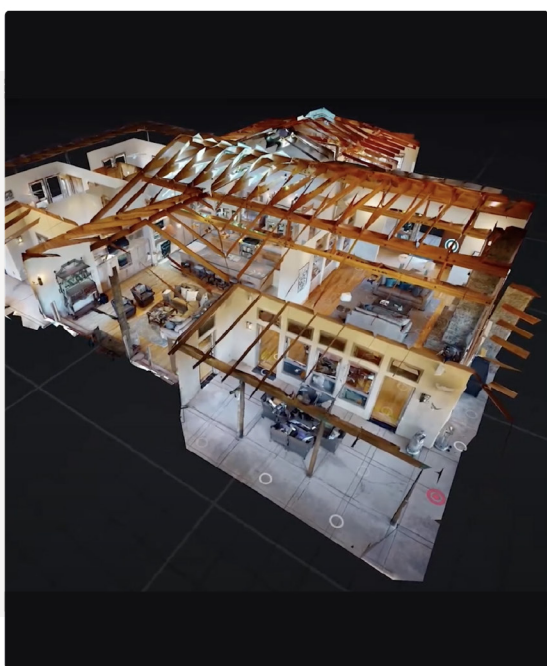- Improve SEO and enrich GoogleMyBusiness listings.

Lodging Case Study:
Vacasa

Since adopting Matterport in 2015, Vacasa has digitized over 64 million square feet of vacation home rentals.

Now, nearly 90%

of its property listings feature a Matterport digital twin.

Learn how this leading vacation rental platform was able to use virtual tours to unlock the following advantages:

- Listings with Matterport 3D tours are browsed 3x longer.

- 12% increase in rental conversion.

- Highly tailored guest services.

- Reduced marketing costs.

Lodging:
Operations

Spend less time and resources sending your operations team to each location and more time focusing on your property and guests.

- Increase brand standards compliance, minimize risk, and create safer environments with a strong adherence to regulations.

- Create scalable and immersive training programs.

- Accelerate PIPs* by capturing information that wouldn't translate in traditional 2D formats.

- Streamline documentation, reduce costs, and minimize the need for site visits with virtual collaboration.

- Access digital twins and take advantage of CapEx** efficiencies at your fingertips.

* PIPs (Property Improvement Plans) can be automated utilizing Matterport collaboration and workflow features. Traces can be exported to other applications, while complete PIP reports and other templates can be exported as separate files.

**Use Matterport workflow and collaboration features to assist with CapEx (capital expenditure) planning and detailing by uniting teams to remotely focus on project plans.
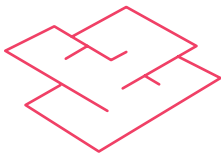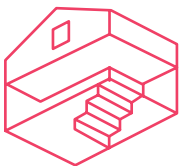
Lodging:
Sales

It's a win-win scenario for you and your guests. Create an enhanced lodging experience for them while adding to your own bottom line:

Improve customer service and experiences via virtual walkthroughs.

Set clear client expectations immediately and accurately through the use of digital twins.

Give consumers additional confidence with a fuller view of their reservation.

Lodging Case Study:

Lindner Hotels & Resorts

The award-winning hotel group, Lindner Hotels & Resorts, is reaping the benefits of using Matterport digital twins to futurize their vacation listings.

Increased qualified sales leads from customer interaction.

25%
25% higher online engagement.

Improved sales efficiency due to the ability to virtually tour hotels and event spaces.

LINDNER
HOTELS & RESORTS

Food & Beverage:

Bring your guests through the kitchens and to the table

From fine dining to pubs and lounges, you can drive more online interest in your location, boosting web engagement rates by

up to 15%

using Matterport 3D tours to increase reservations and covers.

Food & Beverage:

Marketing

Give your marketing team the tools they need to achieve their goals.

Enhance customer online engagement.

Facilitate virtual visits.

Attract event planners.

Food & Beverage Case Study:

Hell's Kitchen

Matterport enables visitors to experience this Dubai-based restaurant in an entirely new way:

- Tourists, expatriates, and locals can virtually walk through this famous restaurant before booking—and can even ask for a specific table.

- Virtual visitors can explore the iconic back-of-the-house kitchens featured on Gordon Ramsay's TV show.

- Guests can access videos of event promotions and understand how the space can be customized for their own special occasions.

Food & Beverage:

Operations

Drive efficiencies with the power of digital twins:

- Improve documentation and project management, reducing service disruptions.

- Provide consistent customer experience across your portfolio of locations.

- Leverage CapEx and asset management capabilities with digital twins.

- Accelerate product improvement plans with immersive 3D tours by capturing information that wouldn't be seen in 2D formats.

Food & Beverage Case Study:

RPM Pizza, the largest Domino's franchise operator

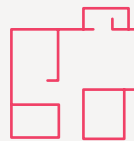RPM Pizza took on the enormous challenge of renovating 30 stores in just six months.
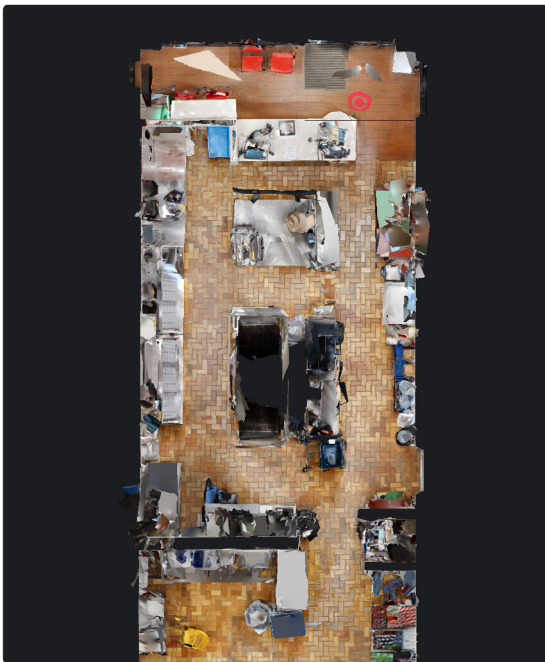
With Matterport, the company was able to:

Streamline the design and remodel of stores, cutting the project time in half from one year to six months.

↓50% Expedite new store remodels by reducing the time to initiate projects by 50%.

Improve food prep efficiency with renovated store layouts.

As industry leaders like Vacasa, Lindner Hotels & Resorts, Gordon Ramsay's Hell's Kitchen, and RPM Pizza have already learned, geographic constraints no longer have to be a burden to guests or your own team. With digital twins, you can streamline key sales, marketing, and operations processes, all while finding new ways to delight customers and redefine their end-to-end experience with your brand.

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

Contact our team today.

Matterport™

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.

Learn more at **matterport.com**. Or contact your regional office today at **matterport.com/contact-us**