

## ARIZONA TOURISM ADDS VR TO AD CAMPAIGN

Mountain biking in Sedona and skydiving at the Grand Canyon now can be experienced through two new virtual reality videos available through the Arizona Office of Tourism.

"This is the next best thing," said Debbie Johnson, director of the tourism office in downtown Phoenix.

This is the first time the tourism office has used virtual reality to entice people to visit the state.

"We love bringing people to Arizona to experience these activities," said Johnson, who added she now wants to sky dive at the Grand Canyon. "This is as close to the experience without actually being there."

The videos recently debuted at a Chicago Cubs convention using the Samsung Gear and action station with a chair and bike to mimic the video activity.

The 360-degree videos will be shown around the Valley at big events, such as the upcoming NCAA Final Four and spring training games.

The virtual reality effort is part of a \$1.6 million advertising campaign.

MacGillivray Freeman Films shot both videos. The company is known for its Oscar-nominated giant-screen IMAX films.

"This is a chance to engage instead of just looking at photos," said Scott Dunn, the senior director of communications for the Arizona Office of Tourism. "We're the first destination marketer to do VR over the Grand



PROVIDED BY ARIZONA OFFICE OF TOURISM

*A Chicago Cubs fan experiences the Arizona Office of Tourism's mountain biking virtual reality video.*

Canyon, which is pretty cool, and the first to use a film producer."

— Hayley Ringle