

UFI AWARD ENTRY

VIRTUAL TOUR

Digital innovation



INTRODUCTION

The very first RAI exhibition was organised in 1895, in The Amsterdam Paleis voor Volksvlijt. From 1922 RAI Amsterdam settled, for forty years, in our own building on the Ferdinand Bolstraat in Amsterdam. With a total area of 13,000 m2 we attracted more and more exhibitors and visitors. The RAI building turned out to be too small. In 1961 new halls were built on the Europaplein in Amsterdam. Over the years we have added various halls and meeting rooms in addition to our well-known Europe Hall.

Near future

RAI Amsterdam is very busy preparing for the moment when it can reopen its doors while taking into account social distancing regulations. While already under development long before the coronavirus pandemic, the RAI virtual Tour has been launched at the ideal time. It also includes an extra function: existing organisers, exhibitors and visitors can already make virtual preparations in advance. New organisers will be assisted in their search for the most suitable event location.

WHAT DROVE YOU TO DEVELOP THIS TOOL?

With 12 multi-functional halls on different levels, 1 ballroom, 5 restaurants, and 3 interlinked conference centres we needed a simple online tool to visualise our complex. Working with a floorplan doesn't always work. Questions like "how can our visitors walk easy from the exhibition hall to the main congress room?" or "is the stand of our most important exhibitor on a good spot situated?" can't be easily answered using floorplans showing different levels.

The world is rapidly changing, people and companies are looking at another way to business travel. Unnecessary flight and travel movements have to be reduced to take care of our world and keep it safe and healthy for the next generation. RAI Amsterdam needed a tool that makes a site visit possible without taking a flight or travelling to Amsterdam.

MAIN OBJECTIVES

- Online and measure made location visits and prospects
- Interactive 3D floorplan
- Accessibility RAI Amsterdam
- Analytics and call to action
- Showing our spaces in various layouts
- Connecting physical and virtual world

VALUE ADDED SERVICE

With the RAI Virtual Tour we are able to maximise the customer experience using analytics. It is cost saving as the Virtual Tour prevents many questions organisers have about our venue. Beyond that, we have made the Virtual Tour with the organisers customer experience in mind:

- The Virtual Tour provides a good and easy overview of our venue.
- Organisers can use the Virtual Tour, showing the venue to their exhibitors
- Time and cost saving, using the tool for an online site visit
- Showing all media solutions

WHAT WERE THE SPECIFIC CHALLENGES FACED? HOW WERE THESE OVERCOME?

The main challenge was our complex itself. Compared to other venues or hotels, the RAI is not a square building and therefore we could not find any tool that met the needs of the RAI. Comparing different systems, we concluded an interactive 3D floorplan is the solution.

We contacted Youreka, a Belgian young company and specialised in 360-degree experiences and virtual tours. RAI Amsterdam was in 2020 their first Dutch client and most complex building for a virtual tour. Their solution: a 3D floorplan made by Prompto.com, a software company specialised in the real estate market. Our second challenge was to bundle all information and possibilities about our venue in one tool. Height and width of the rooms and halls, number of entrance doors or fastest route from point A to point B. All this information can be found in the RAI Virtual Tour.

ACTIONS UNDERTAKEN TO REACH OUR OBJECTIVES?

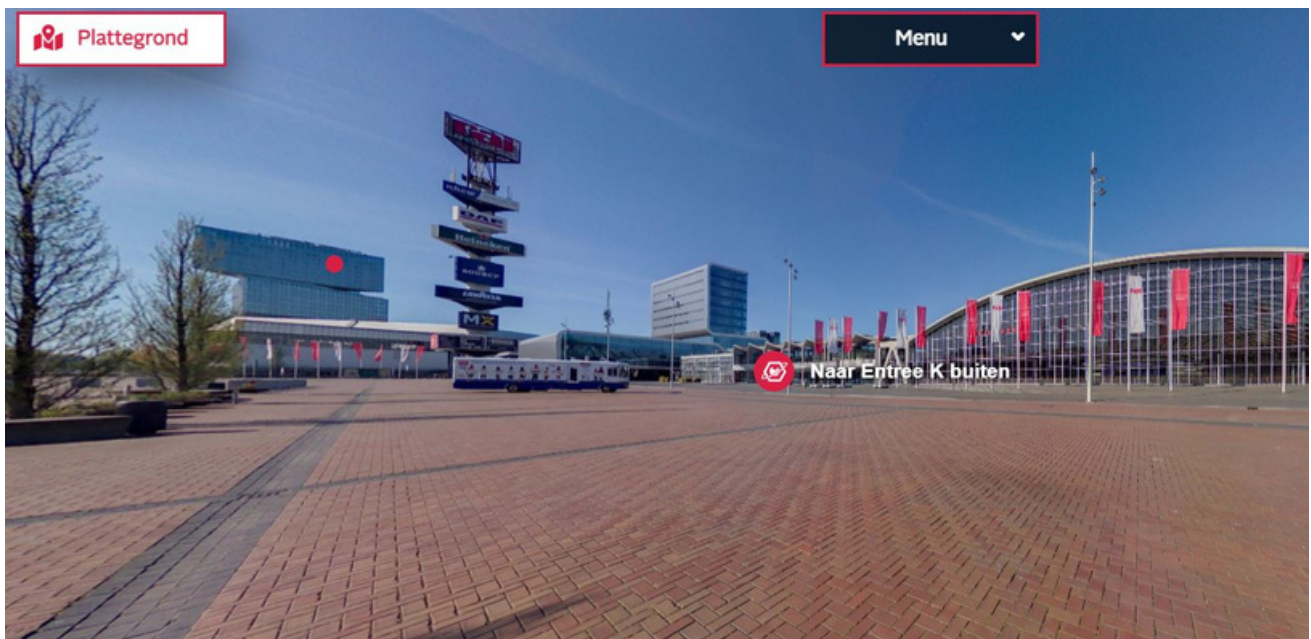
- Checking wishes from new and repeat customers via our Business Development Team and Account managers.
- Using the learnings from our customer journey organisers, made with the help of the Amsterdam company Makerstreet.
- Which tool needs our sales team and Account Management to help their customers even better
- Is there an existing tool or which parties can help the RAI developing a tool that meets our requirements



OBJECTIVES REACHED

Launching the RAI Virtual Tour, we definitely reached our objectives. More than that! Using and discovering the RAI Virtual Tour inspired and we found out there were a lot more functions we could benefit of. The tool is a valuable addition due to the rapidly changing circumstances during COVID-19. This tool offers a replacement to the location visit during the time unnecessary travel must be avoided.

The Virtual Tour worked not only as Google Maps for our complex, it added much more value with the interactive 3D maps, factsheets and the ability to showcase spaces with a range of different layouts.



RESULTS

- 69.23% desktop view
- 29.23% mobile view
- Average session duration 10 minutes
- Instead of 10 website pages, one Virtual Tour on our website RAI.nl
- Client XX was not able visiting the RAI due to COVID-19. The Virtual Tour helped them discovering our venue without travelling to The Netherlands
- Demo for Cisco Live and their exhibitors.
- Demo for EASL. The organisation decided to use the virtual tour showing the RAI and the stand possibilities to their exhibitors.
- Using the custom experience enabled the RAI to show the government (minister Grapperhuis) the Covid-19 proof settings and measurements in the RAI



[expore our virtual tour](#)

CONCLUSION

The RAI Virtual Tour includes some 250 360-degree photographs, 210 other photos, 140 factsheets and 178 descriptive texts explaining the options for the different spaces in various layouts. It supports organisers who are looking for the most suitable location for their event and offers a chance to make a virtual visit to the RAI from a device all over the world while also receiving practical information.

Using a link, personally made for our client, we can give an online personal tour through our building, showing the important routes and opportunities for particularly his event.

This virtual tour is more than just a 360 tour with an information layer. It has become a huge database, a digital twin of the RAI Complex. This has great potential to be more than a sales tool. Together with Youreka, we are taking further steps to expand the possibilities and functionalities of the tool such as wayfinding for visitors and flex workers, webinar options and a tool for our Real Estate department to help them manage damage reports.

This Virtual Tour connects the physical and online world, bringing people together. That's RAI Amsterdam has been doing for the past 125 years and we are proud being part of both worlds.