**Virtual Reality Is Changing Travel Marketing**

Virtual reality is pushing travel marketing to a whole new level by giving users a real sense of a place. VR is a low-risk way for curious travelers to "try on" a destination and whet their appetites for more.

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[*https://www.thedrum.com/news/2022/01/28/how-technology-powering-new-generation-travel-marketing*](https://www.thedrum.com/news/2022/01/28/how-technology-powering-new-generation-travel-marketing)

*Image credit:*

[*https://yellrobot.com/virtual-reality-in-the-travel-industry-vr/*](https://yellrobot.com/virtual-reality-in-the-travel-industry-vr/)