

## Get a taste of Europe with Contiki VR headsets

Youth and student travel company, STA Travel has teamed up with Contiki to bring Europe to South Africa in virtual reality (VR) with Contiki VR headsets. Whatever it is about Europe that tickles your fancy, all you'll have to do to get a taste of it is head into an STA store, pop on a VR headset, and kick back and enjoy the view. When you're done, you'll be in the ideal setting to book that trip to Europe.



Contiki VR

Anna Smith, marketing manager for STA Travel South Africa, is looking forward to bringing Europe to South Africans in the form of Virtual Reality content with Contiki. “This is something really exciting for us. Contiki is the first travel company to use Virtual Reality to sell travel in South Africa, and it has proven to be incredibly successful. What better way to spread the travel love than having STA travellers experiencing it for themselves?”

Kelly Jackson, general manager for Contiki in SA, notes that the VR element helps the brand bring travel to life and allows the brand further opportunities to speak to millennials in an interesting way. “The headsets help us tell our story and to paint the picture of a destination, the two most important tools to create the desire to travel, and ultimately sell travel to 18-35 year olds. For Contiki, the use of virtual reality has been in the pipeline for some time. In 2014, we identified the technology as a new, exciting and completely immersive way to show product offering at trade shows. That’s where the idea started. And as with any innovative idea, it evolved into something bigger – which now serves potential clients and travellers.”

All the content in the videos has been created by the global Contiki team, and is authentic, awesome and engaging in the way it allows travellers to experience the destinations they can visit before booking an adventure.

*Travellers who head into STA Travel stores on the following dates will be able to step beyond the pages of a brochure and get a true taste of the travel experience: Stellenbosch - 22 August; Tygervally - 23 August; Kloof Street - 24 August; Rondebosch - 25 August; St. Georges Mall - 26 August; Westville on 29 and 30 August; Rosebank - 31 August; Eastgate - 1 September; Morningside - 2 September; Mall of the South - 7 September; 27 Boxes - 8 September; Hatfield - 12 September; Menlyn - 13 September.*

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