



Los Cabos | SKYNAV

Los Cabos spreads tourism love with a virtual aerial tour by SKYNAV

When people think of Los Cabos, located at the southern tip of Mexico’s Baja California Peninsula, they often associate it with its amazing swimmable beaches. From the tranquil cove at Lovers Beach to the opportunities for snorkeling, surfing, kayaking, and paddleboarding — it’s easy to assume that the 18-mile beach is the area’s only attraction. However, Los Cabos has so much more to offer.

Because the team at Visit Los Cabos hoped to encourage visitors to expand their view of the destination and explore beyond the beaches, it enlisted the help of SKYNAV, a Simpleview partner, to create a virtual aerial tour showcasing the other attractions Los Cabos offers. The partner delight and measurable results were so immediate that the destination marketing organization (DMO) is expanding the tour to highlight even more of the area’s wonders.

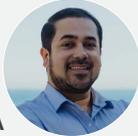
CHALLENGE

The Visit Los Cabos destination website had plenty of aesthetically pleasing content to help tell the destination’s story, but people weren’t immersed in it, and they didn’t linger with it. The DMO was familiar with how engaging virtual tours could be because several local resorts offered them for their properties, and they realized the positive impact

a destination-wide virtual tour could have, especially one that integrated seamlessly with Simpleview CMS.



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MIGUEL GAMBOA
Digital Media Manager,
Los Cabos Tourism Board





"We were facing a challenge in creating engagement on our website, as our static photography and basic landing pages weren't resonating with our visitors," said Miguel Gamboa, digital media manager at the Los Cabos Tourism Board. "Incorporating SKYNAV's technology was like the last piece of the puzzle that was missing in our efforts to showcase the beauty of Los Cabos and to tell our story in the most impactful way."

GOAL

Visit Los Cabos wanted to provide an immersive destination journey and appeal to travelers looking for adventure beyond the beach with foodie experiences, nature-based pursuits, and wellness activities. The DMO also wanted a tool to share with travel agents and to boost trade show and event content.

Additional goals included an increase in:

- Time-on-site
- Website and content engagement rates
- Page views

SOLUTIONS

Simpleview and SKYNAV provided the perfect solution for Los Cabos' immersive marketing initiative. The integration between SKYNAV's virtual tour with Simpleview CMS allowed Los Cabos to showcase its destination with just a few clicks, providing a unique look into its destination that inspires potential visitors and travel agencies. This helps visitors plan longer trips with more details, and Los Cabos' partners are taking advantage of the offering and supporting beacons within the experience.

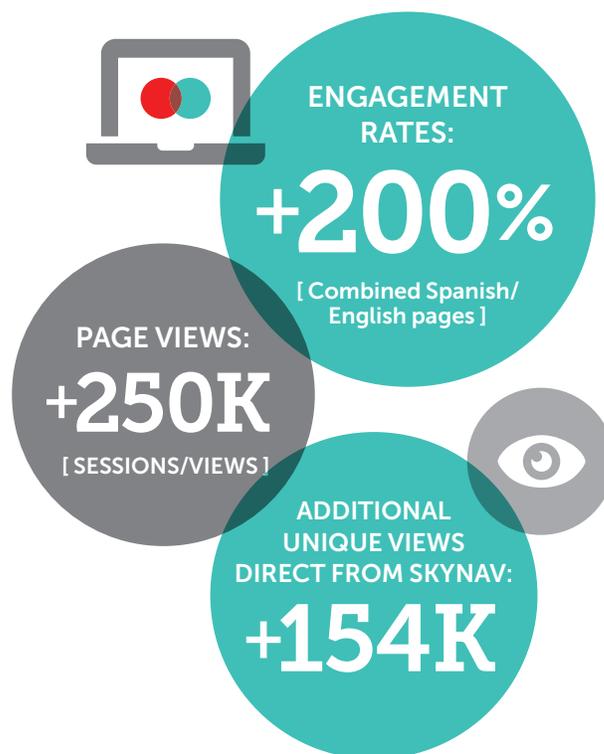
SKYNAV fills a content gap in a way that written content can't always fulfill, offering a visual representation of the city that re-routes perception and uncovers hidden areas and districts.

Moreover, the web-based tour doesn't require a stand-alone app and adapts easily to mobile devices, making it a great tool for promotion at tradeshow, expositions, events, and in-market usage.

RESULTS

The DMO has seen a significant increase in website traffic since implementing the SKYNAV virtual tour. Specifically, the Spanish language site saw a 280% increase in new users and a 300% increase in sessions compared to the same period the previous year. The English site experienced a 60% rise in new users and a 56% increase in sessions. Additionally, site visitors now spend an average of six minutes on the site versus under a minute before.

Since launching SKYNAV, Visit Los Cabos has seen the following improved metrics:



Interested in finding out how SKYNAV can empower your DMO? Email us at info@simpleviewinc.com or call us at 520-575-1151 (US) or +44 7939.241.901 (UK).