

## Elegant Resorts Reveals Original 360-degree Virtual Tour of Italy

One of the UK's leading luxury tour operators, Elegant Resorts is excited to announce its latest venture into 360-degree photography with a completely original and immersive online tour of some of Italy's best city holiday spots.



With unique images created first-hand by Senior Product Manager, Paul Britchford, during his travels around the country, the tour is designed to inspire clients to delve into the history and culture of cities such as Bologna, Florence, Venice and Rome on their next luxury holiday to Italy. A result of extensive research and meticulous technical know-how by the in-house marketing team, features include interactive pop-ups with helpful snippets of information,

embedded videos from Elegant Resorts' travels and links to related hotel portfolios on the website, providing a fully-rounded resource for anyone considering Italy for their next luxury holiday. Ensuring Elegant Resorts continues to stand out from competitors, the tour will sit on Elegant Traveller, the innovative online magazine that hosts an array of luxury travel content and stories, which was launched in 2017.

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**"This is an epic piece of inspirational marketing for Italy. It has come a long way from standing in snowy Italy receiving strange looks as I take 360-degree pictures and I am blown away by the results. The plan next is for further images to be added from additional trips to Italy later this year."**

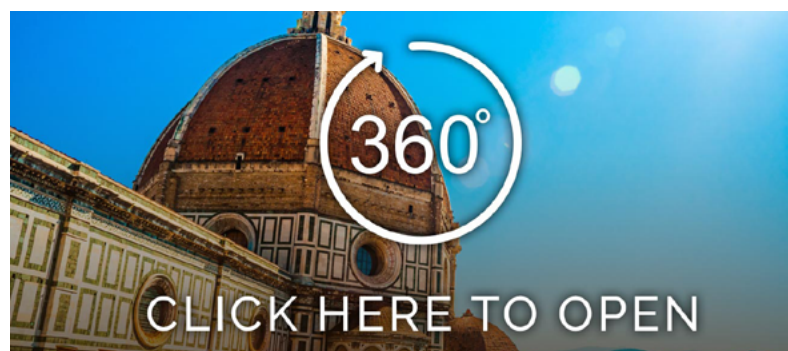
Paul Britchford, Senior Product Manager of Elegant Resorts

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The tour comes hot on the heels of Elegant Resorts' expansion of its Italy product, which now features Bologna, Cinque Terre and Sanremo among a number of other recently added luxury hotels across long-standing Italian regions featured by the tour operator. An extensive content campaign has also been pushed out, including videos, blogs and social media posts to bring luxury travel to Italy to the forefront in a new light.

**For more information and to view the tour, please visit:**

<https://eleganttraveller.co.uk/italy-from-all-angles-a-360-tour/>



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