

Introducing *virsitour*:

Meet the woman who is changing the game
for event planners worldwide



virsitour

Debbie Garcia has embodied many roles in her life, ranging from video editor, to audio engineer, to writer, as well as a certified Wedding Planner. Now, she has added the title of Founder and CEO to her resumé after starting virsitour, a groundbreaking virtual tour service.

Responding To The Pandemic

When the COVID-19 pandemic hit, Debbie started virsitour to provide meeting and event planners with a secure platform to scout venues when travel was not possible.

Even though virtual site tours are not a new concept to hotels and venues, Debbie found that this service was not made readily available for event planners.

“When it was no longer possible to go on site visits due to the pandemic, I realised that it was impossible to find virtual site tours. This

service was kept under lock and key and it couldn't be accessed online,” says Debbie.

virsitour was founded to create a marketplace that enabled event planners to scout venues in a cost-, and time-efficient manner. Furthermore, virsitour has introduced a way for hotels and venues to attract qualified leads over the web.

“I wanted to create a place where planners can source virtually with all the tools they

need to make confident decisions. Hotels, venues, and virtual services can easily and affordably reach more event planners across the globe,” says Debbie.

Not A Pandemic-Related Service

Despite the fact that virsitour was created and launched in response to the pandemic, Debbie is building a service which solves many of the problems event planners have been



Photography: Debbie Garcia.

facing for decades. Holding a long background in event planning that spans over a decade, Debbie has got a thorough understanding of what challenges needed to be eroded in the events industry.

“virsitour provides multiple solutions. It saves time for event planners and suppliers since our service includes the creation of venue profiles. These profiles provide the answers to the most commonly-asked

questions, such as dimensions and capacity. An event planner can, in this way, tour the site virtually and get the majority of their questions answered before asking for a Request of Proposal. It also reduces the costs of event planning since travel costs will not be incurred for planners in sourcing a venue. It also reduces the costs for suppliers in terms of the removal of the hotel and venue staffing needs that are usually required to vet leads. Finally, virsitour offers a

sustainable option of venue sourcing since the necessity to travel to multiple locations is removed,” says Debbie.

A Desire To Innovate

virsitour is not the first tech startup that Debbie has been involved in. She has previously been involved with two tech startups in the events industry. In 2018, Debbie also started working in a commission-based job, sourcing her own clients for a third-party company. She was



doing very well in her first year and received two company wide awards. When the pandemic hit at the start of 2020, however, her world changed.

Being a mother of two kids, the world quickly came crashing down around her when all of her venue-sourced events and meetings were cancelled or

rescheduled. This is when Debbie started to think about how she could salvage her clients' events for the future.

“I love to innovate. I innovate all the time and I have built virsitour from the ground up. virsitour was born in response to the pandemic in order to give hope to planners and suppliers that we were going to get through this,” says Debbie.

A Different Experience

virsitour is a subscription-based service that provides a listing of hotels and venues that planners can access for free. The easy-to-use directory of hotels and venues from all over the world, planners can search, view virtual site tours and other information about the venues,



create and add to list, create a request for proposal and send directly to suppliers.

“The user experience of virsitour is different from the supplier experience. It was important to me to create a dynamic service that addresses the issues faced at both ends of the events industry. virsitour does exactly that by creating a win-win for both parties,” says Debbie.

How To Use Virtual Tours

virsitour allows you to tour hotels, venues and virtual services all over the world. As the only marketplace allowing meeting and event planners to source hotels and venues virtually, you can check out numerous venues at an interesting location; without leaving your office.

So, how do you get started?

Simply sign up as a planner free of charge at virsitour.com to start viewing the directory of virtual site tours of hotels, venues and virtual services. From your account, you can also access the suppliers calendar to book a meeting for a more in-depth tour or demo of an interesting venue with the supplier. To make your planning process even easier, you

can also manage your favorite locations and platforms by saving them to a list and creating an RFP. As an added bonus, you can also host virtual events using virsitour. Are you a meeting or event planner looking for a seamless, sustainable, and cost-effective way to plan your next event? Try virsitour and sign up free today!

For more information, visit virsitour.com



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