

PRESS RELEASE

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virsitour™ and Threshold 360 Partner to Bring Virtual Tours to Meeting & Event Planning

TAMPA, FL & NASHVILLE, TN (August 26, 2021) – virsitour™, the trusted Hospitality Industry platform for virtually connecting meeting and event planners to hotels, resorts, venues and others, and Threshold 360, the leading platform for 360° virtual tour creation and delivery in the Hospitality & Tourism industries, today announced a strategic partnership to make Threshold Virtual Tours™ available through the virsitour™ platform. virsitour™ will capitalize on Threshold’s virtual tours as part of its online RFP response & event planning, making site selection simpler and more visual for meeting planners. Threshold’s extensive library of more than 15,000 tours will be available on virsitour’s platform.

“Increasing virtual site tours are a critical tool in the event and meeting planner’s arsenal,” said virsitour™ founder & CEO, Debbie Garcia. “Our partnership with Threshold will significantly enhance the visual perspective we can deliver to our customers as part of our comprehensive digital event booking process.”

With virtual tours integrated into the virsitour™ platform, meeting planners will be able to explore venue listings from a narrative, 360° view. Existing Threshold clients will be able to immediately publish their Threshold Virtual Tours onto the virsitour™ platform and virsitour™ venues will have a range of options for integrating Threshold content into their listings and booking pages.

“We’re excited to partner with virsitour™ and invite meeting planners to visually ‘step inside’ and discover each location,” said Daniel Kraus, CEO of Threshold 360. “This will make site selection faster and less expensive, as well as providing a greater breadth of location opportunities for meeting planners to explore.”

For further information about virsitour™, please visit <http://www.virsitour.com>. For further information about Threshold 360, please visit <http://www.threshold360.com>

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About virsitour™:

virsitour™ is a comprehensive, seismic shift solution to how Meeting and Event Hospitality suppliers connect to key industry buyers. virsitour™ provides the only comprehensive platform for locating, virtually viewing site tours, sourcing, sending RFPs, and providing video conference connectivity between buyer and seller. virsitour™ connects key buyers to important sellers easily from around the world. The entire buying process without ever having to leave their desk saving both sides enormous amounts of time, travel, and expense. A B2B, SaaS platform, a marketplace distribution channel, virsitour™ links worldwide suppliers (hotels, venues, activities, etc.) with worldwide meeting managers (corporate, association, non-profits, etc.). It is a marriage of B2B software, virtual site availability, video conferencing and analytics. For further information on virsitour™, please visit www.virsitour.com.

About Threshold 360:

Threshold 360 is changing the way the world discovers. As a leading platform for 360 virtual tour creation & delivery in Hospitality & Tourism, Threshold helps Hotels and Destination Marketing organizations of all sizes significantly increase their digital engagement and conversions by bringing destinations to life online. The Threshold Platform is used by over 100 major hotel chains and Destination Marketing Organizations globally and has proven to increase overall bookings and engagement for customers by over 20%. The Threshold core library contains over 100,000 locations in 19 countries and receives millions of engagements daily. For further information on Threshold360, please visit www.threshold360.com.