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CONTACT INFORMATION:

virsitour
Debbie Garcia, CMP
+1 615 306 4875
press@virsitour.com

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MEETING AND EVENT PLANNERS HAVE NO RESERVATIONS ABOUT NEW VIRTUAL TOUR SERVICE

NASHVILLE, TN – Founder and CEO, Debbie Garcia, created and launched virsitour in response to the COVID-19 pandemic. Virsitour provides meeting and event planners with a secure platform to safely scout venues when travel is not possible. This solution saves time by allowing planners to visually tour hotels and venues prior to sending a request for proposal. It also reduces hotel and venue staffing needs that are usually required in order to vet leads. "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," said Garcia. The website launched on January 31, 2021 and the planner dashboard expected release is in early March.

The subscription-based service provides a listing of hotels and venues that planners can access complimentary. Venue profiles are created that provide the answers to most commonly-asked questions such as dimensions and capacity, and video tours are an

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option as well with visuals being at the forefront of the listing. Planners can also request for a specific venue to be added to the directory.

Clients receive real time analytic reports that track the number of Requests for Proposals (RFP) sent, as well as measure click counts and conversions to website traffic. Real-time analytics are viewed on a user dashboard that is available 24/7, and recommendations are made as appropriate. In addition, the platform also allows for clients to update their listing and add time-sensitive information.

Although her idea for Virsitour was born out of necessity, Garcia anticipates that with the gradual return to live events that planners worldwide will continue to appreciate the ease-of-use, cost, and time savings that the tool affords. “Virtual site tours are now the way to secure meetings and support the hotels, venues, restaurants, and virtual meeting platforms to thrive in this new marketplace,” adds Garcia. There will be free online information sessions to learn more about Virsitour. Visit www.virsitour.com for more information.

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Virsitour is a B2B site that provides sourcing and a Request for Proposal (RFP) management tool for group meetings and events. Virsitour’s online directory of hotels, venues and virtual services worldwide is a resource for meeting and event planners utilizing virtual site tours.