

# SeekBeak 360 Photo & Virtual Tour Stat Round-Up

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## Statistics from Google Business:

- Virtual tours help double interest in businesses
- Among 18-34 year-olds, prospects are **130% more likely to book** a reservation or visit based on a virtual tour
- 67% of prospects want more businesses to have virtual tours

## Statistics from Social Bakers:

- Organic 360-degree photos performed much better than conventional photos, gaining 45% more interactions
- 63% of travel company pages posted at least one 360 video or photo in 2016.
- The automotive industry wasn't far behind with 54% of company pages publishing 360-degree posts.

## Virtual Tours keep people looking at a website 5 to 10 times longer

*Panomatics*

## Statistics for Real Estate, Hotels and Building Tours:

- More than half of U.S. adults who use the internet have taken a virtual tour<sup>1</sup>
- 54% of buyers will not look at a property unless it has virtual images<sup>1</sup>
- 50% found virtual tours very useful in making their decision<sup>1</sup>
- Listings with a virtual tour get **87% more views** than those with out virtual tours<sup>2</sup>
- Virtual tours reduce the amount of wasted home viewings by 40%<sup>3</sup>
- 75% of potential customers and visitors consider a virtual tour to be a major decision making tool<sup>4</sup>
- Virtual tours on a hotel website increases look-to-book conversion rates by as much as 16% to 67%<sup>5</sup>

1 National Association of Realtors, 2 Realtor.com, 3 Property Week, 4 Planet Home's 'Trend Study', 5 - TIG GLOBAL

*360 Photos and Virtual Tours Can  
Build Your Business*

*SeekBeak.com*

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