

Town of Caledon produces virtual reality cycling video for tourists

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The Town of Caledon has organized an online tour targeting cyclists in and around the community to get a feel of the available biking routes in Caledon.

The video idea came as a part of the Town of Caledon's 2020 Tourism Marketing Plan, to immerse the new technology of virtual reality (VR) and to showcase Caledon's trails and outdoor areas.

"We saw virtual reality as a new and unique way to showcase our town to this market. It allows the viewer to have a better feel of how wonderful Caledon is. It's a more immersive experience than regular video. You can stop and look around to really see what the environment is like," said Communications Advisor, Tony Maxwell.

Volunteers from the community participated into the video, their cycling experience varying from beginner to advanced. The video took around two months to put together.

"The Town was ready to start filming when COVID-19 hit. The pandemic delayed filming until film production was able to move forward and patios opened up," said Maxwell. "It took approximately two months to put together, once paperwork was in place and filming was permitted by Public Health."

Virtual reality is a computerized simulation that can be interacted with by using VR equipment, or in videos such as the Town's. The purpose is to provide a real-like experience through three-dimensional imagery.

The Town saw an opportunity to enhance local tourism in the Caledon area for cyclists or others looking to visit, and give a look into what they can expect.

"Our intent is not to encourage cyclists to just travel through Caledon, but to also come and stay for a few nights at our great accommodations and explore our tourism destinations, village shops, on farm experiences, etc.," said Maxwell. "The picture in picture images highlight some of Caledon's great tourism offerings."

The tour shows several different places, known and popular in the Caledon area. Some of these include Horseshoe Hill Road, the Caledon Trailway, a stop at the Spirt Tree Cidery, and the Albion Hills Conservation Area.

"The video provides 360 (degree) views of Caledon and its beautiful attractions. Locations in the video include trailways, eateries and accommodations, unique to Caledon, said Mayor Allan Thompson. "We encourage everyone to experience the virtual reality cycling video from the comfort of your home."

For more information, please visit Caledon.ca or check out the video at Town of Caledon on YouTube.