

The Impact of Extended Reality in Tourism, During the Pre-Travel Stage

Athanasios Poulis

University of West Attica, Department of Business Administration

Efthymia Panoutsopoulou

CE.A.R.S Group

Evi Chatzopoulou

University of Patras

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The Impact of Extended Reality in Tourism, During the Pre-Travel Stage

Abstract:

With the improvement of extended reality technology, new pathways for destination marketing professionals, are discovered. This study examines, the crucial role of extended reality, in shaping travelers' image destination formation and booking intentions. Through immersive experiences such as real-time walkthroughs, virtual maps, and guides, XR enables potential tourists to engage with destinations in a virtual way before making travel decisions.

This research uses a detailed survey measuring reactions to XR-enhanced content, determining whether such experiences influence the intention to book vacations. The results show that different elements related to XR technology have a beneficial impact on visitors' level of involvement and their intentions to make bookings. The study revealed numerous crucial observations and the outcomes provide important insights for tourism marketers, emphasizing this way the XR's potential to improve destination image formation and influence booking decisions.

Keywords: *Extended Reality, Pre Travel, Booking Intention*

Track: *Digital Marketing & Social Media*