

Idaho Launched 3D Virtual Tourism System



In November, the Idaho Division of Tourism launched a new 3D virtual tourism system, the SiteSeer3D, which will enhance tourism websites throughout the state with 3D mapping.

At the heart of this system is an online database that generates content for the state's flagship site, VisitIdaho.org. The site provides information on recreation, lodging and events throughout Idaho to consumers and links to tourism businesses and local chamber websites. With this enhanced technology, visitors to the site will be able to see aerial imagery of the particular tourism attraction or hotel they are searching for.



The virtual tourism system allows the state to leverage its investment in mapping to websites throughout Idaho. This investment includes tourism data as well as underlying aerial imagery. As a result of an economic development grant from Avista Corporation, the system will include very high resolution aerial imagery for areas that have not previously been available.

The system also enables tourism businesses to independently manage map content about their business and add their branding. For instance, businesses can indicate their location, upload their logo,

add a link to their website and draw and label their features and amenities.



“Maps are the most popular feature on VisitIdaho.org,” said Karen Ballard, Administrator for the Division of Tourism. “The SiteSeer3D virtual tourism system gives context to our tourism industry and leverages the state’s investment in tourism-related information.”

This new system has been developed by GeoData Technologies of Sandpoint, Idaho. GeoData Technologies is a recognized leader in geospatial search for the real estate and tourism industries and was recently endorsed by The Leading Real Estate Companies of the World.

“Our SiteSeer3D virtual tourism system allows visitors to our State to visualize its natural beauty and attractions in 3D on every tourism related website,” said Mark Williams, President of GeoData Technologies. “Businesses will have the tools to easily create 3D maps and publish them on other websites including VisitIdaho.org.”



Because of its rich content, this system is expected to drive more visitors to tourism websites throughout Idaho. The content available in 3D includes: 3,000 attractions and events, 30,000 points of interest, 1,600 campgrounds and parks, 17,000 miles of hiking and biking trails, 6,000 miles of snowmobiling trails, and 400 boating sites.

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