



London

A remote view of the Faroe Islands from London | Photo source [Kirstin Vang / Visit Faroe Islands](#)

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A VIRTUAL TOUR OF THE FAROE ISLANDS WITH REMOTE-CONTROLLED GUIDES

 TRAVEL & TOURISM

Camera-wearing locals will respond to sight-seeing commands from people at home, allowing virtual tourists to control their own route

Spotted: Going a bit stir crazy from the lockdown? Missing your travel fix? The Faroe Islands, a Denmark territory, have come up with a way to allow people around the world to go on a self-guided tour of the archipelago. Camera-wearing locals will respond to sight-seeing commands from people at home, allowing virtual tourists to control their own route.

Virtual visitors control their tour guide using a free app and have two minutes of control over the guide, who also provides a commentary. After their two minutes are up it is someone else's turn, although virtual tourists can rejoin the queue for another two minutes any number of times. The tours are available for an hour twice each day, at 2 pm and 5 pm (BST). Guides may be in kayaks, on horseback or hiking around the mountain villages.

The remote North Atlantic islands depend heavily on tourism to augment traditional trades such as fishing and sheep-herding, and this year the Faroe Islands had planned to ramp up tourism with two new 200-room hotels in the capital, Tórshavn. Although the coronavirus pandemic has ended that ambition for this year, the Faroese hope the virtual tourism app will encourage people to come to visit in the future.

According to [Visit Faroe Islands](#), the hope is that seeing the islands through a remotely-operated guide will “bring you joy and inspiration during these challenging times – and we, of course, hope to welcome you in person once you are free to travel again.”

As COVID-19 keeps people at home, businesses have had to rely on innovative marketing to get the word out and encourage sales. Some of the creative marketing strategies we have seen recently

include a restaurant chain that offers [live-streaming](#) with celebrity guests and a hockey league this is finishing its season as an [e-sport](#).

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Website: remote-tourism.com

Takeaway:

The live-streamed remote tourism scheme is possible because of the Faroe Islands' super-fast broadband connections. These give the islands faster internet download speeds than in London; indeed, they are the second-fastest internet speeds in the world, second only to South Korea. This is also not the first time the Faroe's have turned to innovative marketing. In 2017, the tourism board attached cameras to some of the islands' 80,000 sheep to create Sheep View, a spoof version of Google Street View. Last year, the country announced that for one weekend it was [Closed for Maintenance](#), allowing just 100 foreign volunteers in to help maintain paths and erect signposts at some of the island's beauty spots.