



An atmosphere of vacations at Star Tour created by Panphonics

When a client enters the Star Tour office in Copenhagen, it's almost as if he's already on a holiday. The atmosphere of relaxing vacations arises from a combination of sounds of waves with seaside images projected on the wall. The directional sound targeted at the customer watching the images is delivered with Sound Shower® by Panphonics.

The business in the sector of tourism is fundamentally based on the images and conceptions created in the minds of the potential customers. Once a person pictures himself lying on the sand, feeling the gentle breeze on his skin and listening to the constant rhythm of the waves hitting on the beach he's suddenly far closer to making his reservation.



The pleasant atmosphere prevailing at the Star Tour office and enabled by Panphonics, is a great example of how a company in this sector can influence its potential customers and appeal to their senses with just a few subtle changes. Using Sound Shower® by Panphonics, Star Tour lures the customers with exactly what they need and want: an atmosphere of sun and relaxation.

Immersion to holiday ambience

The sound atmosphere at Star Tour works at its best when combined with suitable beach side images projected on the wall; the interplay of sound and image creates a powerful sensation of almost being present on the beach. This means that the sound in the Star Tour office has to be directed at a certain area within the office, just where the customers can see the images on the wall.

Directional sound by Panphonics offers the perfect solution. With Sound Shower®, the audio is targeted exactly in the right area, with no disturbance in other parts of the office facilities. While the customers waiting to be attended enjoy the immersion to the holiday atmosphere, the personnel at the office does not have to listen to the same audio content all day long. With Panphonics, Star Tour has created separate sound fields within the office, according to the needs of the customers and the personnel.

Targeted marketing at service points

Directional sound by Panphonics works wonders for creating atmospheres but as Star Tour has discovered, it is just as good for delivering commercial content. In the Copenhagen office of Star Tour, the customers are provided with two interactive customer service points where any potential customer can search information on Star Tour's destinations. Star Tour uses Sound Shower® by Panphonics to deliver targeted marketing messages to the customers at the interactive service points.

As with the sound atmosphere in other areas in the store, the message is delivered exactly in the right area, with no disturbance in the surroundings. In a challenging acoustic environment with wooden floors and hard surfaces, being able to restrict disturbing noise is definitely an advantage.

Star Tour and its parent company, TUI Nordic, seem convinced with the solution; directional sound by Panphonics will also be used in the groups other nordic head offices in Helsinki, Stockholm and Oslo. Sometimes, appealing to the customers senses, awakening their interests and, eventually, encouraging them to purchase is just as simple as it sounds.

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