



We provide the destinations of choice for tourism in Africa

OFFICE OF THE MANAGING DIRECTOR

Media Release

NWR LAUNCHES LIVE WATERHOLE CAMERA IN ETOSHA

- NWR launches camera in the Etosha National Park

Windhoek, 3 March 2022– The Namibia Wildlife Resorts on the 3rd of March 2022 launched a 24/7 live webcam at the Okaukuejo Resort water hole within the Etosha National Park in what is termed as “virtual tourism”.

The camera that is found at one of the busiest waterholes in the Park, aims to allow Namibians and the world at large to experience nature and wildlife within the comfort of their homes by viewing and experiencing first-hand, animals within their natural habitat.

Virtual tourism presents viewers with an immersive experience of an activity, location, or destination through the use of video technology format to provide an experience of a destination that a user cannot get through images or a website alone.

Viewers can access virtual tourism content using a virtual reality headset for the most immersive experience, but they can also usually view the content on a normal computer or even a mobile device through the NWR social media page on Youtube, of course at no extra cost.

Benefits of this innovation is that viewers can see and experience a destination without traveling to it, which means they aren't limited by available flights, travel logistics, safety concerns, and whether destinations are open.

The other huge benefit for viewers is costs. Virtual tourism makes destinations accessible to millions of people who may otherwise not be able to afford to travel to them. Other water holes within the park will be covered soon.

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