

Inclusive Tourism With VR
Reimagining Inclusive Travel in Denmark

VR Accessibility Solution



Vrex Immersive

Introduction

Denmark, Accessible to All. Connection through Immersion.

In Denmark, travel is more than just movement — it's about connection to nature, heritage, and each other. But for many elderly, disabled, or geographically isolated people, these experiences remain out of reach. Our vision is to bridge these gaps with immersive technology. By reimagining how people access Danish landscapes, traditions, and history through VR, we create inclusive, enriching experiences for everyone — no matter where they are or what challenges they face. "Det vigtigste i livet er mennesker."

For many in Denmark, physical access still limits cultural and natural experiences.

Disconnected by Distance

While Denmark is compact, rural areas and islands can still feel remote. Travel can be difficult for many elderly, disabled, or geographically isolated individuals.

Incomplete Accessibility

From cobblestone streets in historic towns to natural sites without adapted paths, much of Denmark's cultural and natural heritage remains inaccessible to many.

Unequal Inclusion

Without inclusive technologies, some elderly, people with disabilities, and marginalized communities remain excluded from shared national experiences.

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Key Components

Why VR and Why now?



Real-World Immersion

VR offers true presence. Users can stand by the windswept shores of Skagen, walk through a Viking longhouse, or experience a royal ceremony at Amalienborg — all without leaving their home. Immersive content delivers over 50% more emotional engagement than traditional video.

Inclusive by Design

Whether in a care home, a rural village, or a wheelchair, users can explore Denmark's landscapes and culture — from forests to fjords — no matter their circumstances.

Cost-Effective, Scalable

Once developed, VR content can be shared across schools, museums, libraries, and cultural centers — accessible, reusable, and easy to distribute.

Emotionally Transformative

Virtual journeys rekindle joy, spark memories, and strengthen identity — especially for elders and communities with limited physical mobility.

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Our Turn-Key VR Solution



One partner. All the tools you need to bring immersive inclusion to tourism.

Component 1 – Culturally-Tailored Content
We produce high-quality 360° VR content that reflects Denmark's rich cultural and natural heritage — from Viking landmarks and royal history to modern community life. With over 10 years of experience in 360° video production, we deliver top-tier content for unforgettable VR experiences.

Component 2 – App Access with Vrex GO
Our mobile app and headset kits allow users to explore from care homes, classrooms, libraries, or cultural centers — fully intuitive, accessible, and regularly updated.

Component 3 – On-Site Installations (Vrex BOX)
Interactive VR stations designed for museums, folk high schools (højskoler), libraries, or municipal buildings. Compact, self-contained, and easy for staff to manage.

Component 4 – Management & Support
A web portal for seamless content updates, analytics, and training — backed by full local support and onboarding from the Vrex team.

100% Turn-Key: Content, App, Hardware, Training, Support

In 2018 we created accessible VR solutions for the Ministry of Cultural Heritage of Georgia. Bringing ancient history within reach



Accessible Georgia

- Together with the ministry of culture we installed VR stands at a cultural heritage site of Uplistsikhe for tourists with disabilities so they too can get the fullest possible experience of climbing an archeological site.

VRex created a special interactive VR experience of the site and loaded it into the VR stand. The experience uses the same audio guide and waypoint system as the site in reality so that beneficiaries get the experience very close to the real one.

- We have witnessed the excitement that the folks were expressing about the opportunity to get a first-person view of the location that had been inaccessible to them before.

Now we are determined to scale this joyful experience to the wider audience of people with disabilities. Since then another cultural heritage site has been added to the network of accessible VR!

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We are trusted by
governments, educators, and
tourism professionals

Use Case 1 – National Parks (Georgia)
We partnered with the Agency of Protected Areas to create interactive VR journeys through semi-desert landscapes, subtropical rainforests, and river canyons — showcased at international expos and awarded “Most Creative Stand.”

Use Case 2 – Higher Education
Our immersive educational modules helped Batumi State University and Tbilisi State

Medical University train future tour guides and doctors, bringing real-world destinations and complex operations into the classroom.

Use Case 3 – In-Flight Entertainment
VREX GO allowed passengers to preview destinations mid-flight, transforming travel time into immersive marketing and memory-making — all on lightweight, portable hardware.

Use Case 4 – Travel Agencies & Resorts
Resorts and agencies use VREX GO kits to wow clients at expos and sales offices. From virtual room tours to full destination previews, they bring the destination directly to the buyer — anytime, anywhere.

VREx: Proven, Scalable, Global



150+ locations across Europe and Georgia are already powered by VREx

A Vision for Immersive Inclusion in Denmark



Strategies for a Better Future

Remote Nature Access with Audio Guides

Enable people to virtually explore Denmark's national parks, coastal paths, and remote islands — from care facilities, homes, or schools.

Virtual Access to Danish Heritage

Capture historical sites, castles, churches, and folk traditions with guidance from local experts — offering respectful, enriching access for everyone.

Community Events & Storytelling in VR

Record and share local festivals, folk dancing, school plays, and personal histories — strengthening intergenerational and cultural connection.

Care Homes & Hospitals

Deliver calming, immersive experiences to elderly residents and patients — supporting mental well-being and reducing isolation through virtual travel.

hase 1

PCommunity Consultation & Site Scoping
Collaborate with municipalities, heritage organizations, care networks, and tourism bodies to identify impactful locations and ensure cultural relevance and accessibility.

Phase 2

Locally Guided Content Creation
Capture 360° video and spatial audio in partnership with historians, local communities, and storytellers. Ensure authentic representation of Danish heritage, nature, and traditions.

Phase 3

Platform Setup & Deployment
Install VRex units in care homes, museums, libraries, and regional cultural centers. Fully localized interface and seamless setup included.

From Idea to Impact

hase 4

Training & Local Empowerment
Train facilitators, educators, and staff in VR usage, cultural interpretation, and technical support — with a strong focus on long-term local ownership and sustainability.

hase 5

Pilot Launch & Insights Gathering
Launch pilot experiences in 3–5 regions across Denmark. Gather user feedback, track emotional and cognitive impact, and refine the approach for national rollout.



Thank You

Get In Touch

Partnering to bring immersive inclusion to every corner of Denmark



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