

Sky100 Hong Kong Observation Deck: Integrating Technology to Enhance Visitor Experience



Source: pixabay (2020)

Background

Developed by Sun Hung Kai Properties, sky100 Hong Kong Observation Deck is located on the 100th floor of International Commerce Centre (ICC), the tallest building in Hong Kong (sky100, n.d.). It is the city's only indoor observation deck that offers a 360-degree panoramic view of Hong Kong, including the iconic Victoria Harbour (Hong Kong Tourism Board, n.d.). Apart from offering a memorable sky-high experience, sky100 aims to introduce diverse aspects of Hong Kong's culture through multimedia exhibits and interactive experiences (sky100, n.d.).

To enhance visitor engagement, sky100 launched a mobile application incorporating augmented reality (AR) technology. The app allows visitors to take fun-filled photos with Hong Kong-themed photo frames and interact with an AR version of the ICC at the Sky High Tech Zone (sky100, n.d.). Once the photo is taken, the app offers free downloads for guests to share on social media or create e-postcards to send to their friends (sky100, n.d.). In addition, the app also includes rewards and coupons for admission, dining, giftshop and photo services.

With support from Hong Kong Tourism Board, sky100 introduced the "VR Time Travel: Step into Old Hong Kong" micro film series/ These virtual reality (VR) experiences transport visitors to 360-degree recreations of historical settings, including Hollywood Road in the 1960s and Kai Tak Airport in the 1980s (sky100, n.d.). Through the use of AR and VR, sky100 advances its mission to blend cultural education with innovative technology.

Challenges

While AR technology has clearly enhanced the observational and interactive aspects of the sky100 experience, the implementation of VR presents a more complex challenge. The attraction's core value lies in offering real, unobstructed views of Hong Kong's skyline—its most distinctive selling point. Introducing immersive VR content, which simulates environments unrelated to the current view, may risk diverting attention away from this central

experience. As a result, some visitors may question the relevance of VR to the overall concept or feel that it dilutes the value of the admission fee if expectations are not managed effectively.

Discussion Questions

1. How does the integration of AR technology enhance the visitor experience at sky100?
2. Do you think the implementation of VR technology complement or detract from the overall visitor experience? Why?
3. How can sky100 effectively promote its AR and VR features to ensure potential visitors are aware of them prior to their visit?
4. What future technology innovations could sky100 explore to further elevate the visitor experience?

References

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Keywords

- Augmented Reality
- Virtual Reality
- Tourism Attraction
- Experience Design
- Technology Integration
- Smart Tourism

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