

The Powerful Tool of the Model Unit, In Real Life (IRL) and Virtual Reality (VR)

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The Model Unit Dilemma - Reality or Virtual

Tackling the inevitable task of unit renovations at your Resort with success requires the buy-in and enthusiasm of your owners. The key to achieving this is communication throughout the entire process that creates clear expectations of what is on the other side.



The Model Unit Dilemma - Reality or Virtual?

The most effective means of communication with owners is to both show and tell. A model unit whether IRL or VR does exactly that. Whether real or virtual, model units show and tell what guests can expect from renovations, while creating the means to collect feedback, and boost sales. Which version of the model unit is best for you? Let's compare.

In Real Life

The long-standing tradition of building a model unit or prototype has very clear benefits. There is nothing that lets you see, feel, and experience like the real thing IRL! Building a model unit provides a means of soliciting very specific feedback from your owners. Tours through a model unit give owners a chance to test out the bed firmness, run their fingers across the fabric on the sofa, hunt for the light switch, and approve the water pressure provided by the plumbing fixtures. In a built environment, your team can thoughtfully incorporate technology with the best places for charging stations and the ideal TV size for your room layout and furniture.

Collecting valuable information from owner comments, observations, and criticism during model tours helps your design team dial in the final product for your renovations. At the same time, model review produces lessons learned for the builder and design team before they become costly mistakes on a large scale.

Virtually Reality

The Resort and Vacation Ownership industry can take note on the future of unit tours from Luxury Residential Real Estate. Sales teams are forging a new path with great success by

investing in new technology and seeing a real return using Virtual Reality tours and selling properties before they have been built. VR tours are still a relatively new idea, but if the impression made on high-end buyers is enough to sign on the dotted line, it is surely a tool that will garner the buy-in of your resort owners.

No matter the location of your resort, the power of a VR model is that it can reach every member of ownership. And they won't need to wait through traffic or make a special trip to give their vote of approval on the renovation. Though VR is not site-specific, it can portray a specific site. With Drone footage of your resort location, 3D imaging places your viewer at the place they already know and love. And because your resort is already built with a renovation, the exact rooms you intend to transform can serve as subjects for the specialized 3D imaging cameras used in professional real estate photography.

Is There Really Nothing Better Than the Real Thing?

The bonus of accessibility provided by VR makes a real argument for communicating design intent in this way of the future. Additionally, there is a real-time and cost savings when it comes to building VR models. We spoke with a Realtor working to sell 17 luxury condos in Carlsbad, CA that is still under construction. In just 8 weeks, he will have 3 units completely rendered in 3D and ready for virtual tours. In today's market, we are seeing lead times longer than 12 weeks for chairs and 16 weeks for lighting! To say that going with a VR tour is a time-saver is an understatement!

The timeline and cost of building a traditional IRL prototype model:

- Design and specifications: 6-8 weeks
- Procurement and construction: 10-14 weeks
- FFE installation: 1 week
- Total model build-out: 17-23 weeks (this is without permits)
- Cost: \$55-\$75,000 – inclusive of designer fees

The timeline and cost of developing a Virtual Reality model:

- Design and specifications: 6-8 weeks
- VR development: 6-8 weeks
- Total model VR build out: 12-16 weeks
- Cost: \$40-\$55,000– inclusive of designer fees

In The End

You must decide what it is you hope to gain from producing a model, whether it is Real or Virtual. Are you looking to build excitement and hype? A VR model can easily achieve this. Or, are you concerned with the real user experience? Then the detail of the model unit may be for you. Time and Budget will always be a deciding factor. There is no doubt the Virtual Model beats out the Built model in both regards. When owners are excited for what is to come, they will ride the wave of construction with understanding, despite any inconveniences they might endure while you work to improve their investment and experience.

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