

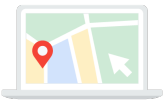
Empowering local communities in Zanzibar with Street View



1,700 km
photographed



980 thousand
images published



33 million
views



105 hotels
listed

“ Tourism contributes more than 30% to our GDP. As a result, we are able to train our youth, and those who already work in the tourism industry. (...) Having more Zanzibaris engaging in the industry will be a big benefit for the government, and for the economy of the country. ”

- Simai Mohammed Said, Minister of Tourism and Heritage of Zanzibar.

The challenge

Tourism is one of the largest contributors to Zanzibar's economy. So, in their efforts to attract more visitors and grow their archipelago, the government set out to showcase the country on Street View. Through 360 imagery, the goal was to welcome new people, create more jobs, and empower local communities.

The solution

The Zanzibar government teamed up with professional photographers from World Travel 360 and twelve student volunteers from the State University of Zanzibar to map the main island of Unguja. They also created the [National Global Tour of Zanzibar](#), a 360 imagery platform that promotes the country worldwide.

To achieve this, the team is using [Insta360 Titan](#) and [Street View Studio](#), which has made the publishing process easier and faster. Photographers can now upload multiple 360 videos at the same time and monitor their progress.

The results

Having already reached 33 million people, Street View is taking Zanzibar to new heights. Two students from the project went on to become professional photographers, and now work full-time mapping Zanzibar and keeping its Street View up to date. As the country evolves, the number of routes, businesses and hotels listed on the platform continues to grow.

To see how Street View could help you boost your business, visit g.co/streetviewbusinesses.

