

How Lewis University Leverages a Multi-Tour Strategy to Support Enrollment Growth

Lewis University became an Apply Tour partner (formerly YouVisit) in 2013. Over the years, their virtual tour strategy has evolved to support their unique enrollment goals, including program-specific growth.

In 2017, they added specialty tours for their aviation and nursing programs. Their aviation tour has been particularly effective, helping to drive a 22% increase in program enrollment since its inception.

Their primary virtual tour continues to play a pivotal role in their recruitment strategy, serving as the first point of contact for many students. **For the entering class of 2024, 169 inquiries were first-source from their virtual tour.**

Entering Class 2024

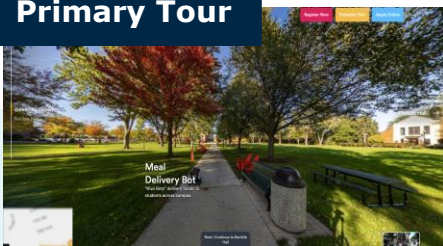
14%

Inquiry rate

11%

Inquiry-to-application rate

Primary Tour



- ✓ Inquiry form seamlessly maps to the university's CRM, allowing leads to be easily attributed to the virtual tour.
- ✓ Tour hotspots point out innovative campus features, such as the "Kiwi Bots" meal delivery system, showcasing how the university caters to students' needs, both in terms of convenience and campus life.

Aviation Tour



- ✓ 360-degree tour stops in-and-out of the classroom showcase aircraft and advanced flight simulators, offering students insight into the hands-on training experience.
- ✓ The tour highlights Lewis' partnerships with major airlines and the FAA, showing students a direct pathway into the aviation workforce.

Nursing Tour

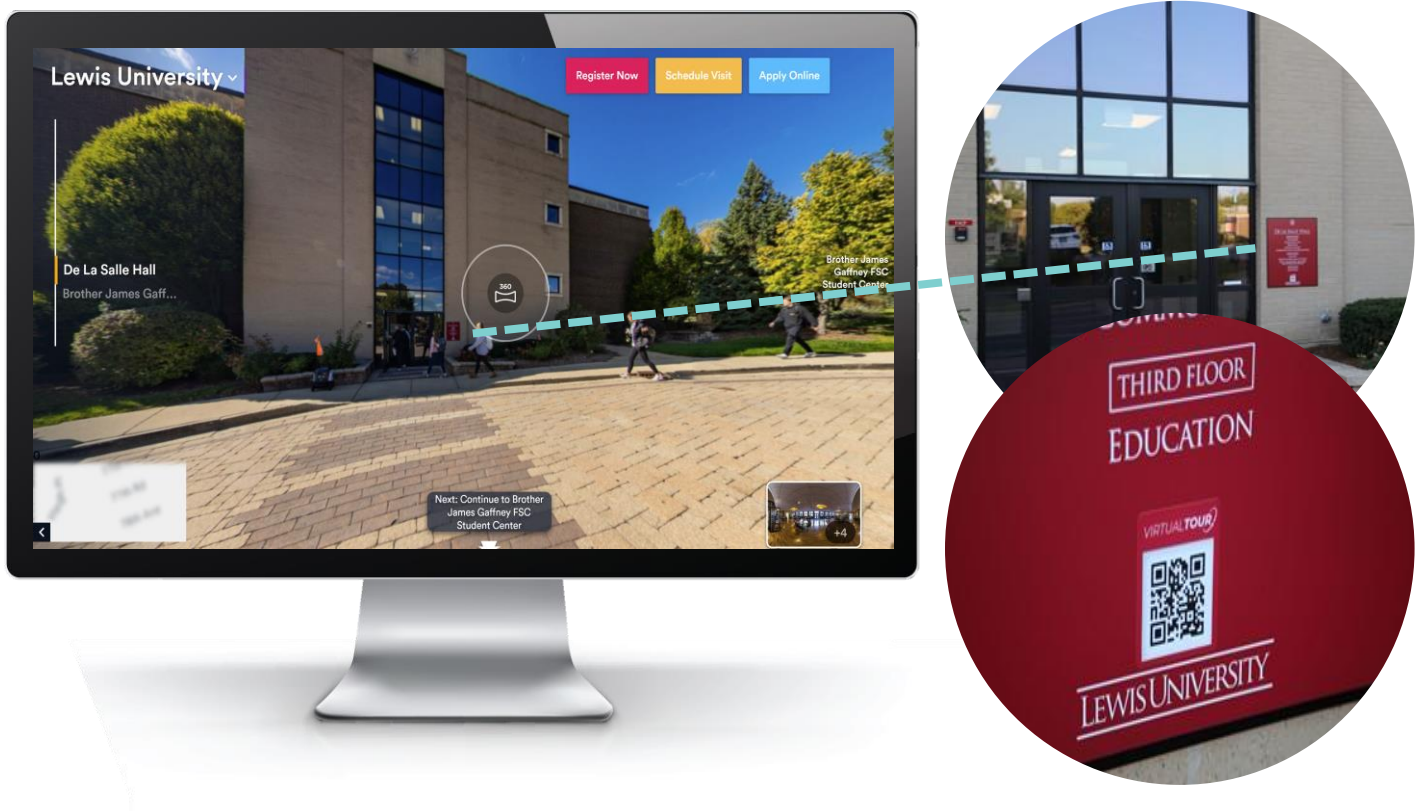


- ✓ The Nursing tour highlights state-of-the-art simulation labs, offering students a glimpse into real-world, practical training.
- ✓ An audio guide emphasizes the program's accreditation and strong reputation, providing students with confidence that they will receive a quality education recognized by top employers.

Lewis University Focuses on Strategic Tour Placement

QR Integration Expands Tour Access and Meets Modern Student Expectations

Strategically placed QR codes offer easy access to interactive maps and detailed building information, enabling a seamless self-guided tour. Combined with the immersive virtual tour, prospective students can explore the campus at their own pace, whether in-person or remotely.



The QR code technology allows visitors to learn more about our campus buildings on their own without the need for a tour guide to be present. We have visitors attending athletic/admission events over the weekends and this offers a nice way for them to get to know what Lewis offers.

Syl Goyette, Executive Director of Web Services, Lewis University

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