

Case Study

Davidson Archelological Park Jerusalem

Transforming Visitor
Engagement at Davidson
Center Archaeological Park



Bringing History to Life

The Davidson Center, a leading archaeological site in Jerusalem, showcases vast ruins of the Second Temple period. Visitors could explore with a basic audio guide or read informational signage, but it was difficult for them to truly visualize and experience the historical significance of the site. The goal was to create a transformational experience that would immerse visitors in the past, allowing them to appreciate the grandeur and drama of the Second Temple era.



Why Davidson Center Chose Us

The Davidson Center needed a flexible, easy-to-operate solution that could be showcased at various locations within and beyond the site. They sought a cost-effective option that wouldn't require major structural changes, expensive installations, or intensive operational resources. Our solution met all these needs while delivering a high-impact visitor experience.

Innovative Digital Solution

- A lightweight VR headset experience that transported users on a 15-minute historical journey, providing rich context before exploring the ruins.
- Highly accessible design: Suitable for ages 6+, can be worn with glasses, and designed for easy operation.
- Breakthrough outdoor VR technology: Overcame the challenge of VR lens exposure to sunlight through a novel protective solution.



Partner with Us

At Yalla, we co-invest in success—no upfront content costs, just aligned long-term objectives.

Contact us today to explore how a custom digital experience can enhance your site's visitor engagement and revenue potential!

Experience Creation

Fast & Seamless Implementation

- 2-month content planning & 3-month production
- 2-week setup at the site
- No major infrastructure changes required, only minor storage for headsets

Measurable Results & ROI

- Tens of thousands of tickets sold as an optional add-on to the regular ticket at \$15 for adults, \$12 for children
- **Full return on investment within 5 months**
- Significant visitor engagement uplift—those who took the VR tour reported higher satisfaction and deeper appreciation of the site
- Boosted B2B opportunities: The site now secures more partnerships and uses the experience in promotions