

## CampusTours Celebrates Twenty-Five Years of Virtual Tours

Auburn, ME [April 23, 2022] **CampusTours Inc.** ([www.CampusTours.com](http://www.CampusTours.com)) turns twenty-five years old today! Created in April 1997, before Google or Facebook, CampusTours has served more than thirty million tours and developed presentations for more than four hundred organizations.

When CampusTours first debuted in April 1997:

- **Internet Adoption:** In 1997, 36% of adults went online. Today more than 95% of adults use the Internet.
- **Internet Speeds:** "High Speed" 56kbps modems were released in 1997. Today cable modems deliver speeds between 25 Mbps and 1,000 Mbps.
- **Monitor Resolutions:** In 1997, most people were beginning to switch from 640x480 pixel to 800x600 screens. Today many monitors achieve 3,840x2160 pixel resolution.
- **Top Search Engines:** Top Internet search engines in 1997 included Yahoo, Excite, Infoseek, Lycos & WebCrawler. Google, launched in 1998, is now the primary search engine for more than 90% of the planet.
- **Virtual College Tours:** In 1997, less than 15% of high school students took virtual college tours. In 2022, more than 75% of high school students viewed virtual college tours.

"We started CampusTours in 1997 as a way to help students find and explore colleges and universities visually," said Chris Carson, president of CampusTours Inc. "The Internet has changed substantially in the intervening twenty-five years, but we are extremely proud to have remained an essential part of the Web. And today you can enjoy looking at CampusTours, as it was twenty-five years ago, in the [WayBackMachine](#)."

### About CampusTours Inc.

CampusTours Inc. is an interactive media and software company specializing in meeting the marketing, Web and multimedia needs of academic, non-profit and government organizations. CampusTours specializes in developing virtual tours, video tours, and interactive maps that entice visitors and facilitate direct and meaningful contacts with audiences. CampusTours Inc. is the owner and operator of CampusTours.com, the Internet's virtual college tour directory, CampusMaps.com, the Internet's university campus map directory.

CampusTours Inc. is based in Maine. To learn more, visit [CampusTours.com](http://CampusTours.com) or call 207.753.0136.

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