

## About Innovation Norway

Innovation Norway is a company created 1 January 2004 working on areas previously served by the Norwegian Tourist Board, the Norwegian Trade Council, the Norwegian Industrial and Development Fund and the Government Consultative Office for Inventors. Innovation Norway is owned by the The Ministry of Trade, Industry and Fisheries and the Norwegian County Councils.

Innovation Norway employs a workforce of 700 and has offices throughout Norway and in more than 30 countries.

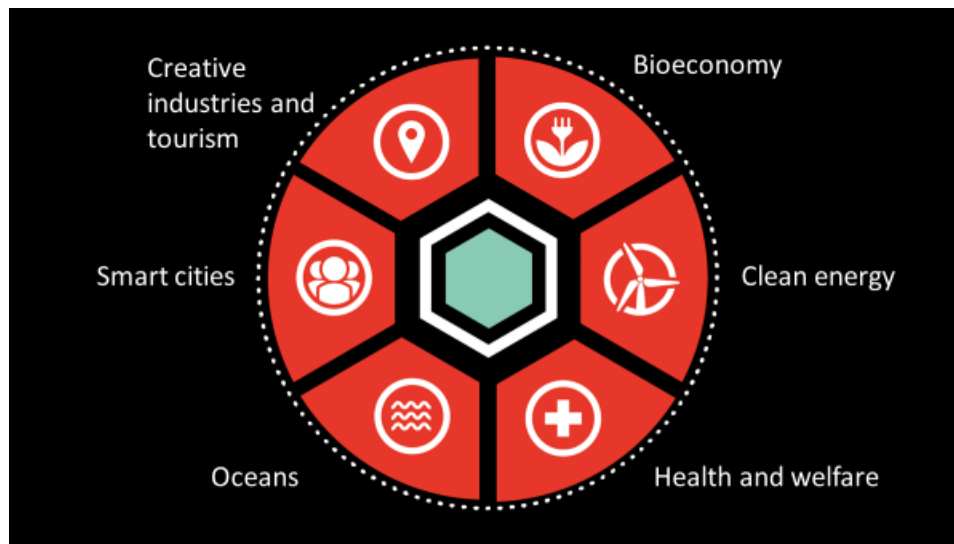
### Mission

Innovation Norway is the Norwegian Government's most important instrument for innovation and development of Norwegian enterprises and industry.

### Main goals

Innovation Norway's programmes and services are intended to create more successful entrepreneurs, more enterprises with capacity for growth, more innovative business clusters and profile Norway as a tourist destination.

Innovation are focusing on 6 areas of opportunities that Norway can have an advantage



## About Visit Norway

Visit Norway is the National Tourist Organisation (NTO) of Norway and is a department in the division Brand Norway within Innovation Norway. Visit Norway's main role is to profile and market Norway as a tourist destination and to contribute to increased value creation and improved profitability in Norwegian tourism. Visit Norway is focusing on the area of opportunities for "Creative industries and tourism".

## Markets

Visit Norway are currently focusing on the following markets in their strategy



## Purpose of the procurement

Visit Norway's digital platform must be delivered as a Destination Management System (DMS) or Content Management System (CMS) – specially designed for the travel industry.

The software, services and associated data must be hosted as a "Software as a Service" and distributed worldwide to ensure high performance and a reliable service all over the world.

Visit Norway seek to be an early adapter when it comes to new technology and wants a partner that looks to enable new technology and services in their digital platform to continuously improve the efficiency, quality, user experience and new areas of opportunities.

## Deliverables

See appendixes:

“Appendix I - Functional requirements”

“Appendix IV - Support and Security”

“Appendix III - Price grid”

## Background details

### Sites

The sites provided by Visit Norway will at all points reflect the market strategy, therefore the sites that we support will be adjusted accordingly to the market strategy for Visit Norway.

### CMS

There are 50-100 registered editors in our current system now. Some of these works daily within the CMS but most of them is not so often inside the CMS. But still need the ability to have an account. Since we have so many editors, we need an easy user management system to control user access. Some of the editors should only have access to some of the functionalities and areas in the CMS.

There are around 10 Admins in the CMS that should have access to the whole site and all the functionalities.

We have around 10.000 pages/articles divided on all our sites. This is excluded listing and event pages.

Number of external links: 3.457

Number of redirects: 75.000

### Assets

To inspire visitors to travel to Norway we rely on using images and videos. So, it is important for us to serve the visitors high quality media, but also think about the performance.

#### **Images**

Number of images: 32.602

#### **Videos**

Number of Videos: 1.284

#### **Documents**

Number of Documents: 766

## B2C – Leisure

The site structure of Visit Norway follows the market strategy and currently we are present with a localized site for each market that is a priority for us.

*All Vistinorway sites combined (not including Norway Lights)*

### **Statistics**

Users: 15.577.880

Sessions: 22.871.799

Page views: 45.275.954

Mobile users: 54%

Desktop users: 35%

Tablet users: 11%

Peak month: July

Users: 1.947.820

Sessions: 2.857.326

Page views: 6.190.710

Peak week: 8. July to 14. July

Users: 496.639

Sessions: 652.357

Page views: 1.454.986

Peak day: 9. July

Users: 90.988

Sessions: 104.876

Page views: 232.899

Peak hour: 9. July 21:00 (9 PM)

Users: 8.028

Page views: 18.721

Average month:

Users: 1.430.579

Sessions: 1.905.983

Page views: 3.772.996

Average week:

Users: 348.817

Sessions: 431.543

Page views: 854.263

Average day:

Users: 55.568

Sessions: 62.662

Page views: 124.044

Average hour:

Users: 2.640

Page views: 5.168

<https://www.visitnorway.com>

#### **Statistics International visitors**

Users: 2.332.826

Sessions: 3.383.836

Pages views: 6.789.807

#### **Statistics US visitors**

Users: 1.573.686

Sessions: 2.073.458

Page views: 3.653.118

#### **Statistics UK visitors**

Users: 1.274.891

Sessions: 1.652.990

Page views: 2.697.708

<https://www.visitnorway.no>

**Statistics**

Users: 2.508.065

Sessions: 3.995.974

Page views: 8.303.862

<https://www.visitnorway.de>

**Statistics**

Users: 2.391.775

Sessions: 3.613.759

Page views: 6.989.076

<https://www.visitnorway.es>

**Statistics**

Users: 958.921

Sessions: 1.411.617

Page views: 2.846.724

<https://www.visitnorway.it>

**Statistics**

Users: 647.557

Sessions: 990.084

Page views: 2.090.783

<https://www.visitnorway.fr>

**Statistics**

Users: 763.676

Sessions: 1.120.381

Page views: 2.305.198

<https://www.visitnorway.dk>

**Statistics**

Users: 359.552

Sessions: 513.568

Page views: 1.038.441

<https://www.visitnorway.nl>

**Statistics**

Users: 730.425

Sessions: 1.105.380

Page views: 2.220.727

<https://www.visitnorway.se>

**Statistics**

Users: 927.810

Sessions: 1.387.442

Page views: 2.631.809

<https://www.visitnorway.pl>

**Statistics**

Users: 247.592

Sessions: 341.728

Page views: 700.726

<https://www.visitnorway.ru>

**Statistics**

Users: 405.152

Sessions: 554.366

Page views: 971.646

<https://www.visitnorway.cn>

**Statistics\***

Users: 207.803

Page views: 543.053

<https://www.visitnorway.com.br>

**Statistics**

Users: 138.043

Sessions: 182.029

Page views: 367.868

<https://www.visitnorway.asia>

**Statistics\*\***

Users: 8.706

Sessions: 10.045

Page views: 15.980

B2B – Business

<https://business.visitnorway.com>

**Statistics**

Users: 186.939

Sessions: 250.621

Page views: 285.952

*Statistics for each site is from 1.1.2018 to 31.12.2018.*



*Source: Google Analytics*

*\*Source: Baidu for [www.visitnorway.cn](http://www.visitnorway.cn)*

*\*\* Site was not available for whole of 2018 so statistics for .asia is 1.1.2019 to 30.6.2019*

## Video

Videos is important for us to show how Norway and Norwegians are. Of our 10.000 pages we have videos in around 2.300 of them. And we are always creating new videos so this number will keep rising.

Our videos have the last year (29<sup>th</sup> of August 2018 – 29<sup>th</sup> of August 2019) had 3.770.000 plays with with an avg % watched on 56%.

## Map

We are using maps to better showcase Norway as a destination. Our visitors are using maps for many reasons and we believe that using map will give a better experience.

We have attached an image with our current map solution, what features we are using and how much they are used over a period of 1 year (1<sup>st</sup> of July 2018 – 1<sup>st</sup> of July 2019).

We are always looking for other use cases to include maps as well.

SKU ↑	Product	Usage ↓
● Dynamic Maps	Maps API	18,951,973 map loads
● Dynamic Maps	Maps JavaScript API	5,740,529 map loads
● Static Maps	Maps Static API	4,469,940 requests
● Atmosphere Data	Places API	876,432 count
● Basic Data	Places API	876,413 count
● Contact Data	Places API	876,294 count
● Places - Nearby Search	Places API	824,342 requests
● Dynamic Street View	Maps API	57,488 views
● Places Details	Places API	52,145 requests
● Directions	Directions API	42,722 requests
● Autocomplete (included with Places Details) - Per Session	Places API	15,476 sessions
● Autocomplete without Places Details - Per Session	Places API	2,190 sessions
● Autocomplete - Per Request	Places API	1,622 requests

## Listings and Events

We cooperate with the regional and destination companies in Norway to provide the tourists with detailed information about the listings and events throughout the country. Listings can be anything from hotels to experiences like “Northern Lights safari”. Events can be for example concert, festival, food course, and so on.

Example listing: <https://www.visitnorway.com/places-to-go/fjord-norway/the-hardangerfjord-region/listings-hardanger-fjord/trolltunga/8625/>

Example event: <https://www.visitnorway.com/places-to-go/fjord-norway/bergen/event-bergen/bergen-international-festival/1/>

We currently have over 50.000 listings in our database sent from destinations in Norway either through CBIS, TellUs or a custom import API. It is important to notice that listings are getting updated daily from other destination companies and we require to update these a least daily (TellUs = Hourly, CBIS = daily, Import API = realtime).

Our listings had over 11.500.000 views between January 1<sup>st</sup> 2018 and January 1<sup>st</sup> 2019.

Here is an overview over how many listings and events from each source

- CBIS
  - Listings: 6.137

- 2.189 listings in English
  - 2.472 listings in Norwegian
  - 1.304 listings in Deutsch
  - 149 listings in Chinese
  - 15 listings in Swedish
  - 6 listings in French
  - 1 listing in Spanish
  - 1 listing in Danish
  - 0 listings in Italian, Russian, Dutch and Polish
- Events: 724
- TellUs
  - Listings: 42.121
    - 11.800 listings in English
    - 13.034 listings in Norwegian
    - 8.985 listings in Deutsch
    - 2.265 listings in Dutch
    - 14 listings in Chinese
    - 717 listings in Swedish
    - 1.317 listings in French
    - 1.871 listings in Spanish
    - 711 listings in Danish
    - 1.005 listings in Italian
    - 109 listings in Russian
    - 293 listings in Polish
  - Events: 13.834
- Import API:
  - Listings: 886
    - 351 listings in English
    - 503 listings in Norwegian
    - 15 listings in Deutsch
    - 17 listings in Dutch
    - 0 listings in Chinese, Swedish, French, Spanish, Danish, Italian, Russian and Polish
  - Events: 13.573