



## case study | Visit Bergen

# How Simpleview helped Visit Bergen harness the power of Simpleview DMS

**Visit Bergen and Simpleview have a longstanding relationship, a partnership that has spanned 25 years.** It's been a union largely based on continuous collaboration and cooperation but — from Visit Bergen's perspective — it's additionally the unparalleled power of the Simpleview DMS that has provided a solid and lasting foundation for this long-term relationship.

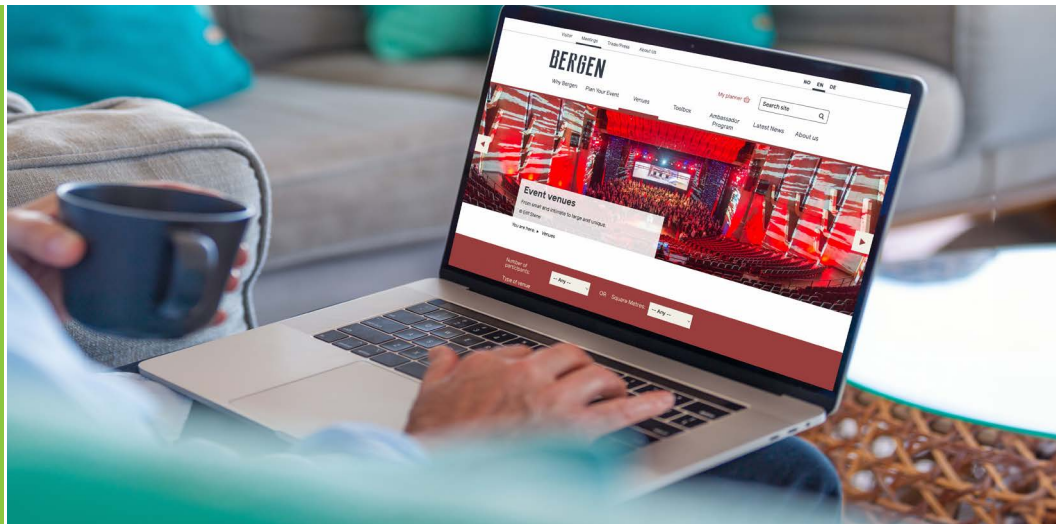
### GOAL

**Visit Bergen's mission to promote the UNESCO-listed city as a destination — a place hailed as Norway's "capital of the fjords" — has remained unchanged, even during the recent years of the COVID-19 pandemic.** As a long-term client, the challenge for Visit Bergen is a collaborative one: for the DMO to use its deep knowledge of Simpleview systems and its relationship with the company to provide the kind of constructive feedback to enable others to benefit from the further development of Simpleview products and services. In this regard, Webmaster Gjertrud Coutinho explains that Visit Bergen — as the DMO for Norway's second biggest city — has all the resources needed to offer a beneficial level of insight. This collaboration has enriched the DMO's reach in a very tangible way via the recent development of one particular feature.

### CHALLENGES

During the course of its day-to-day operations as a DMO, Visit Bergen found itself to be continuously fielding enquiries from conference organisers, each of whom wanted to bring their events to the city. The DMO, however, lacked a facility that enabled organisers to easily find suitable conference venues. This, as Coutinho explains, was the impetus behind Visit Bergen's most recent goal: the development of a venue planner to allow organisers to efficiently search for appropriate venues for their events. Though today only a small feature on the Visit Bergen website, the development of the project was a complex collaborative effort between the DMO and Simpleview.





## SOLUTION

“It was very involved because of the amount of data that needed to go into this ... we wanted everything to go into the solution, with the DMS containing all the data,” said Coutinho. “So first, we had to input into the DMS and then also to get that right output. It was a big technical job,” she explained.

With Simpleview working to the specifications set out by Visit Bergen, the venue planner was created and incorporated into the DMO’s website. While the planner itself is, as Coutinho describes, “just a search box,” it is backed up by the power of the data held within the DMS and now serves as a tool that enables the DMO to showcase the city to organisers as a perfect destination for conferences and events.

## RESULTS

The result of this long-standing relationship is that — thanks to the system’s stability and functional diversity — Visit Bergen has been able to utilise the DMS to enhance its own activities as a DMO. Due to this and a tight integration with the eCMS, Coutinho explains that there is no need to go anywhere else when it comes to adding additional data into the system.



There is no other DMS out there that is as good as this is ... I can do everything within the DMS because it’s got all the categories and the facilities I need.



— GJERTRUD COUTINHO  
Webmaster | Visit Bergen



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