



Image: Classic Norway Hotels



Image: Christine Baglo/Visit Norway

## Case Study | Visit Norway

# From refresh to redesign: how Visit Norway moved from now to the future with Simpleview's headless CMS

As every traveller knows, even the best-planned journey can suddenly change its course. Back in 2021, Visit Norway began what it had thought would be a simple update of its site's font, logo, and colour palette. But this is a journey that has now ended in a completely different space, with [VisitNorway.com](https://www.visitnorway.com) entirely redesigned using Simpleview's headless CMS technology. This collaboration between Norway's national Destination Marketing Organisation (DMO) and Simpleview would in the end bring about a new site that's not only aesthetically striking, but one built on an architecture of enhanced functionality, a platform that will take Visit Norway from now into the future.

### A Shift Forward

While Visit Norway's initial brief called for a straightforward refresh of its previously existing site, it soon became clear — as the DMO's internal development team began experimenting with updates — that a bolder, more efficient strategy was needed.

As Tech Lead Jørgen Flo explains, "With a compact internal development team, we found that updating, developing, and testing the site was becoming increasingly time-consuming. This inefficiency highlighted the necessity for a shift towards more contemporary, modular technology." Having understood these needs it was clear that the current solution could not support the requirements, and from this Simpleview headless CMS was created to build a new site for Visit Norway — one that not only had a new look and feel, but one that offered the DMO true agility and dynamism.



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Jørgen Flo  
Tech Lead  
Innovation Norway





## Flexibility for Now ... and the Future

“Our ambition was not just to rejuvenate the site's look but to fundamentally enhance its architecture, making it more adaptable and efficient for future developments,” says Jørgen. With this overarching goal in mind, this collaborative project to create a new site for Visit Norway was guided by a well-structured yet flexible approach. Or, as Jørgen succinctly says, “We adapted as the project evolved. This dynamic approach allowed us to respond to new insights and challenges, ensuring that our project remained on track and aligned with our goals.”

Effective communication was key to this agile approach and Jørgen adds that, from the perspective of Visit Norway, regular work sessions and weekly meetings with the Simpleview team were integral in maintaining a strong collaborative effort.

## Simpleview's Headless CMS: Agility Across Multiple Platforms

By creating and implementing Simpleview's headless CMS technology – which separates content creation and management from presentation, all while ensuring that data is stored within Simpleview's global CMS – the DMO would have greater flexibility in terms of how and where content is displayed. The implementation of this agile solution means that content can be viewed across a variety of platforms in multiple languages, allowing Visit Norway to engage with its audience, wherever they may be.

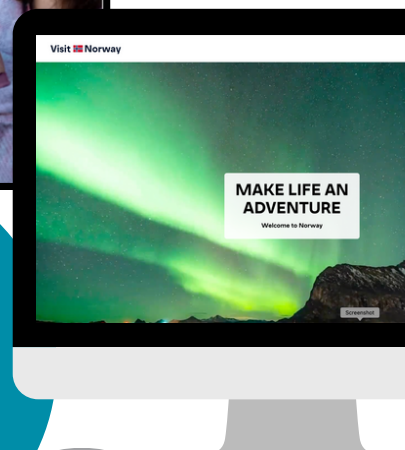
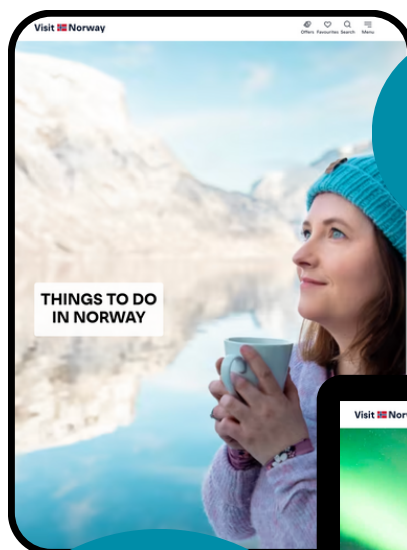




Image: Foap - Visit Norway.com



# The RESULTS

## A Journey Worth the Undertaking

For Visit Norway, the implementation of this functionality has resulted in the ability to truly enhance its content management capabilities, allowing the team to seamlessly centralise its content creation across multiple platforms.

“This flexibility has been instrumental in streamlining our digital presence. We have successfully integrated content from the CMS into our mobile applications, ensuring that our diverse audience enjoys a consistent and engaging experience,” says Jørgen, adding that this approach has also allowed the team at Visit Norway to incorporate translations into different languages via its mobile apps, a point that helps to make its content accessible to users around the world.

Speaking as a back-end user, Jørgen added that, “As a developer, the introduction of a component library has been a game-changer. It has significantly sped up the process of creating prototypes and functionalities. This library not only streamlines development but also empowers our editors by providing them with a clear view of available options and possibilities. Consequently, this visibility fosters innovation, leading to the conception of new and exciting functionalities.”



Image: Christine Baglo/Visit Norway

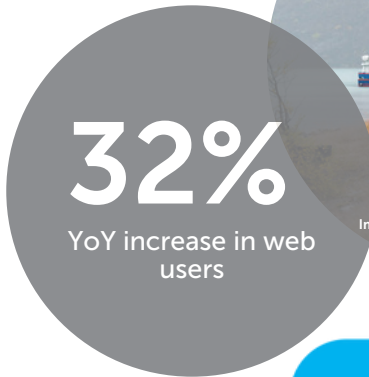


Image: Fredrik Ahlsen - Visit Norway



Image: Geir A Granviken - SJ Norge



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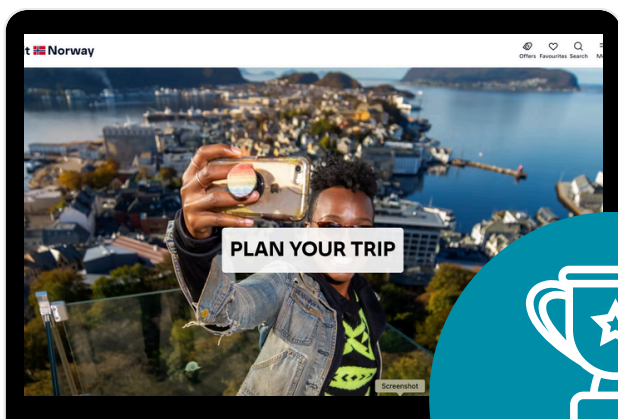
**Jørgen Flo**  
Tech Lead  
Innovation Norway



But from a public perspective, Visit Norway’s new site – unveiled in late August of 2023 – has received an overwhelmingly positive reception. According to feedback received by the DMO, users not only approve of the aesthetics of the new site, but – most importantly – find it easy to use and navigate, with a decrease in page loading time enhancing the visitor experience.

While that is certainly good news, Jørgen adds that, in November 2023, “ ... the redesigned Visitnorway.com actually won the prestigious 'Transformation award' at the Digital Tourism Think Tank's 'X. Awards' in London, something that made us very proud!”

However, it's perhaps the uptick in site statistics that tell the true story of this collaborative effort. “In the five-month period (1 September 2023-31 January 2024) after the redesign launch, the YOY increase in website users was 32% (from 3.395 million to 4.475 million), and the increase in sessions was 24% (from 4.972 million to 6.170 million),” says Jørgen, offering true proof that this was a journey well worth the undertaking.



**Transformation  
Award Winner  
X Awards**