



Visit
Svalbard



CASE STUDY | VISIT SVALBARD

Visit Svalbard's Approach to Inbound Tourism: **Balance is Everything.**

If ever a phrase could be used to describe Visit Svalbard's approach to inbound tourism, this is it. Located in the High Arctic, this remote Norwegian archipelago is home to a striking ecosystem and a place of dramatic yet delicate beauty. As a DMO, Visit Svalbard works to sustain and preserve its environment while welcoming and accommodating the needs of those who visit its shores. By providing the infrastructure for an unobtrusive yet efficient online presence, Simpleview helps Visit Svalbard to consistently maintain that all-important sense of balance.

Steady and Sustainable Tourism: A Baseline for Preservation

Given the fragility of its natural environment, it's understandable that Visit Svalbard would adopt a considered and forward-thinking approach to all of its activities as a DMO. Håkon Daae Brensholm, Sales and Marketing Coordinator for Visit Svalbard, explains that the challenge faced by the DMO is two-fold. When considering its strategy for inbound tourism, he states that the organisation seeks, "to avoid having very low seasons or very high seasons", but instead aims to keep a steady flow of visitors coming to the archipelago throughout the year. **This concept of balance, as Håkon clarifies, plays a key part in, "...maintaining Svalbard so that we have a place to do business and a nice place for people to live and also for guests to come and visit in the future." This ethos of preservation, says Håkon, serves as, "the baseline for everything that we do."**

This approach also feeds into the challenge faced by Visit Svalbard as it works to incorporate economic sustainability into its long-term strategy. The idea, Håkon explains, is to spread the inbound flow of visitors throughout the year to ensure that the area's, "guides, hotel workers, waiters, chefs, and everyone in the tourism industry can have steady work...". The hope is that this carefully thought-out approach will benefit all who rely upon Svalbard's tourism industry for their livelihoods.

A Less Is More Approach

As a DMO, Visit Svalbard's goal is paradoxically simple: to attract less visitors. And yet — considering the challenge it is facing as a destination to maintain and preserve its environment — a less-is-more ethos makes perfect sense. Håkon clarifies that the organisation is seeking to attract fewer visitors, but to ensure that their economic contribution to Svalbard directly feeds into a solid return on investment and creates a meaningful economic impact for the archipelago's wider community. Speaking of the DMO's strategy directly, he says that the overarching goal, "is to attract fewer guests that have a higher return on investment or higher economic impact when they visit...we don't want to increase the volumes at all past our current capacity. So, we use our marketing and our non-commercial communication towards that."

This aim, explains Håkon, can only be achieved via precision communication with potential visitors and the careful direction of traffic to Visit Svalbard's website and onwards to those of its partners. In particular, the SEO capabilities built into the DMO's site enables it to monitor and analyse the number of unique visitors it receives in any given period. As a platform, Visit Svalbard's site also allows the DMO to drive activity and capture bookings, all while integrating neatly with Visit Norway. Capturing this level of activity, explains Håkon, is especially relevant, "...because any revenue that goes through [VisitSvalbard.com](https://www.visit-svalbard.com) and commissions that we get ultimately go back into the investments in furthering marketing for the destination and development for the destination overall."

Harnessing the Power of the CMS and the DMS

As an organisation, Visit Svalbard deploys the full functionality of both the CMS and the DMS to achieve verifiable results. Commenting on the organisation's use of the CMS, Håkon explains that the system comes into its own as a tool for creating targeted editorial marketing content and, likewise, for gathering insights and data into how this content

has been received by visitors to the DMO's website. Speaking specifically about the DMS, Håkon says it is, "the bread and butter of our day-to-day operations," adding, "The DMS we use mostly for our activity products since Svalbard is very dependent on guided activities due to the risk of polar bears outside the settlements. So pretty much all activities outside...are with guides and that's why the DMS is such a key tool for us because we have over 200 activity products."

While Visit Svalbard takes full benefit of the capabilities of the Simpleview platform, for Håkon, the system's easy-to-use functionality is a tangible advantage. The platform's sleek, pared back features ensure that all users can "hit the ground running" in a very short span of time. Discreet, unobtrusive, and seamlessly efficient, the Simpleview platform works in harmony with Visit Svalbard's specific needs to provide the sense of balance that's so crucial to this unique destination.



The overarching goal is to attract fewer guests that have a higher return on investment or higher economic impact when they visit...we don't want to increase the volumes at all past our current capacity. So, we use our marketing and our non-commercial communication towards that."

– HÅKON DAAE BRENHOLM,
Visit Svalbard

