



VisitOSLO

Oslo Visitors and Convention Bureau

Facts



- 24 people permanently employed
- 123 share-holding companies
- Non-profit organization
- Oslo City Council as major partner



Main Functions



- Leisure marketing
- Congress marketing
- Media services
- Tourist information



visitoslo.com



- Virtual tourist information
- 3 languages
- 65% international users
- 50 – 60 000 unique users per month
- 400-600 000 hits per month
- What's On
- Hotel booking
- Packages
- Oslo Pass

The screenshot shows the VisitOSLO.com website in a Microsoft Internet Explorer browser. The browser's address bar displays 'http://www.visitoslo.com/'. The website layout includes a navigation menu on the left with categories like 'Startside', 'Hotellbooking', 'Oslo Pass', and 'Attraksjoner'. The main content area features a large banner for 'OSLO Norges hovedstad' with a 'Hotell booking' section, followed by 'Oslo Pass' and 'Attraksjoner'. A right sidebar contains 'TIPS EN VENN', 'HVA GJØR OSLO', and 'OSLO I DAG'. The browser's taskbar at the bottom shows several open applications, including 'Innboks - Microsoft...', 'Vega SMB', 'VisitOSLO.com', 'TMSN Hotmail - Innb...', 'F:VGW4\Maler Vis...', and 'Microsoft PowerPoi...', along with the system clock at 10:17.

Accessibility info for tourists



- Project initiated 2004 with financial support from The Directorate for Health
- Partners:
 - VisitOSLO
 - Tellus IT
 - DELTA centre
 - The Norwegian Association of the Disabled
 - The Norwegian Blind Association
 - The Norwegian Deaf Association
 - The Norwegian Asthma and Allergy Association

Background & goals



- Checklist from The Directorate for Health of 300 check points..
- How to make this useful to present on www.visitoslo.com?
- How to make this type of information fully integrated with the regular tourist information we had on the web?
- “Oslo for all” not www.iamatouristinawheelchair.com

Challenges



- Too many check points to present on the web
- Difficult to rank the results
Some of the best accessible hotels were ranked “not adapted”
2006: ranking exchanged with neutral info
- Checklists best adapted for hotels and restaurants, insufficient for attractions

Development



- Identify funding partners to develop the project
- Improve the check list
Standardization?
- Improve the system – user-friendly presentation
- Distribution of info. How to spread the word?
- Update and expand the site inspections
- Accessibility-info integrated with map search
- Status report to inspected sites with improvement suggestions
- Transportation?