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# VisitOSLO Collaborates with The Trip Boutique, Giving Visitors an Easy Way to Customize Their Oslo Experience

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**VisitOSLO and The Trip Boutique, an award-winning Swiss travel-tech company focused on AI-based personalization of travel experiences, are partnering to provide travelers with free personalized Oslo itineraries.**

**OSLO, Norway and ZURICH, Switzerland:** Today, The Trip Boutique and VisitOSLO, the official marketing organization for Oslo, announce the launch of a partnership by which VisitOSLO will offer custom-made itineraries supplied by The Trip Boutique. The personalized Oslo itineraries matching the visitors' interests, styles, and tastes can be requested free of charge on VisitOSLO's official website [www.visitoslo.com](http://www.visitoslo.com) and on [The Trip Boutique website](#). With this launch, The Trip Boutique adds Oslo to its growing list of destinations like Zurich, Paris, Berlin, London, Lisbon, Copenhagen and Helsinki.

### **Feel Like an Oslo Local**

*"We think long-term and want to test innovative methods such as The Trip Boutique's to prepare for a post-pandemic world, in which travelers will be looking for more guidance and better quality in their travels,"* says Anne-Signe Fagereng, Director of Marketing at VisitOSLO.

*"VisitOSLO is looking forward to offering our visitors a more personalized experience when they come to Oslo, helping them feel like short-term citizens. Oslo has so much to offer and The Trip Boutique was the right partner to help us enhance our visitors' experience in an individualized way while leveraging recommendations from our interconnected and local community",* continues Anne-Signe Fagereng.

Fernanda Barrence Mutz, founder and CEO of The Trip Boutique adds: *"Our unique technology allows for hyper-personalization of the travel offer and this will enable travelers to enjoy Oslo the way that fits them best. By creating itineraries based on travelers' individual interests and preferences, we inspire them with the right reasons to leave the comfort of their homes to go out and discover. At the same time, we help DMOs showcase the destination in a new way and get better visitor insights".*

### **About VisitOSLO:**

VisitOSLO is a limited company with shareholders from the city's travel trade and commerce. Our shareholders and partners are local, regional and national companies operating within travel, tourism and transportation. VisitOSLO is responsible for visitor services such as the official tourist information office Oslo Visitor Centre and the official website [www.visitoslo.com](http://www.visitoslo.com).

### **About The Trip Boutique:**

The Trip Boutique is a modern travel advisory platform, leveraging technology to make travel planning seamless and enhance the in-destination experience. By innovatively combining AI with human expertise, The Trip Boutique cuts through information overload and creates custom-made travel itineraries from scratch, matching the customer's interests, styles, and tastes. Its unique technology allows for hyper-personalization of the travel offer. The Trip Boutique was recognized in 2019 by the Hospitality Technology Forum Switzerland and by World Tourism Forum Lucerne (WTFL) as the Most Promising Swiss Start-up and as the Most Innovative Travel Start-up worldwide under the category "Destination". It also ranked as one of

the Top 3 Startups at the "Best Travel Technology Award by the Travel Industry Club Germany (TIC).

### **Contact Info**

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[The Trip Boutique Media Page](#)

#### **Photos:**

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