





Alta - good place to live  
and a good place to visit



# Next to nothing. Close to everything.

## This is Arctic Living.

Alta, Norway

- Small town up north with 21 000 inhabitants only 2 hrs from Oslo
- **Direct flight FRA-ALF from 19.12.24-27.03.25 with Discover Airlines**
- Airport 10 min from city center
- City of the Northern Lights – 1st in the world Observatory from 1899
- Located on intersection between sea and Finnmark plateau
- Close to two climate zones: coastal and inland – short way to the Northern Lights :)
- Very stable and dry climate – stable winter conditions
- Polar night from 26th of November to 17th of January
- Midnight sun from 17th of May to 27th of July
- 3,5 hrs drive to the Top of Europe – Northcape

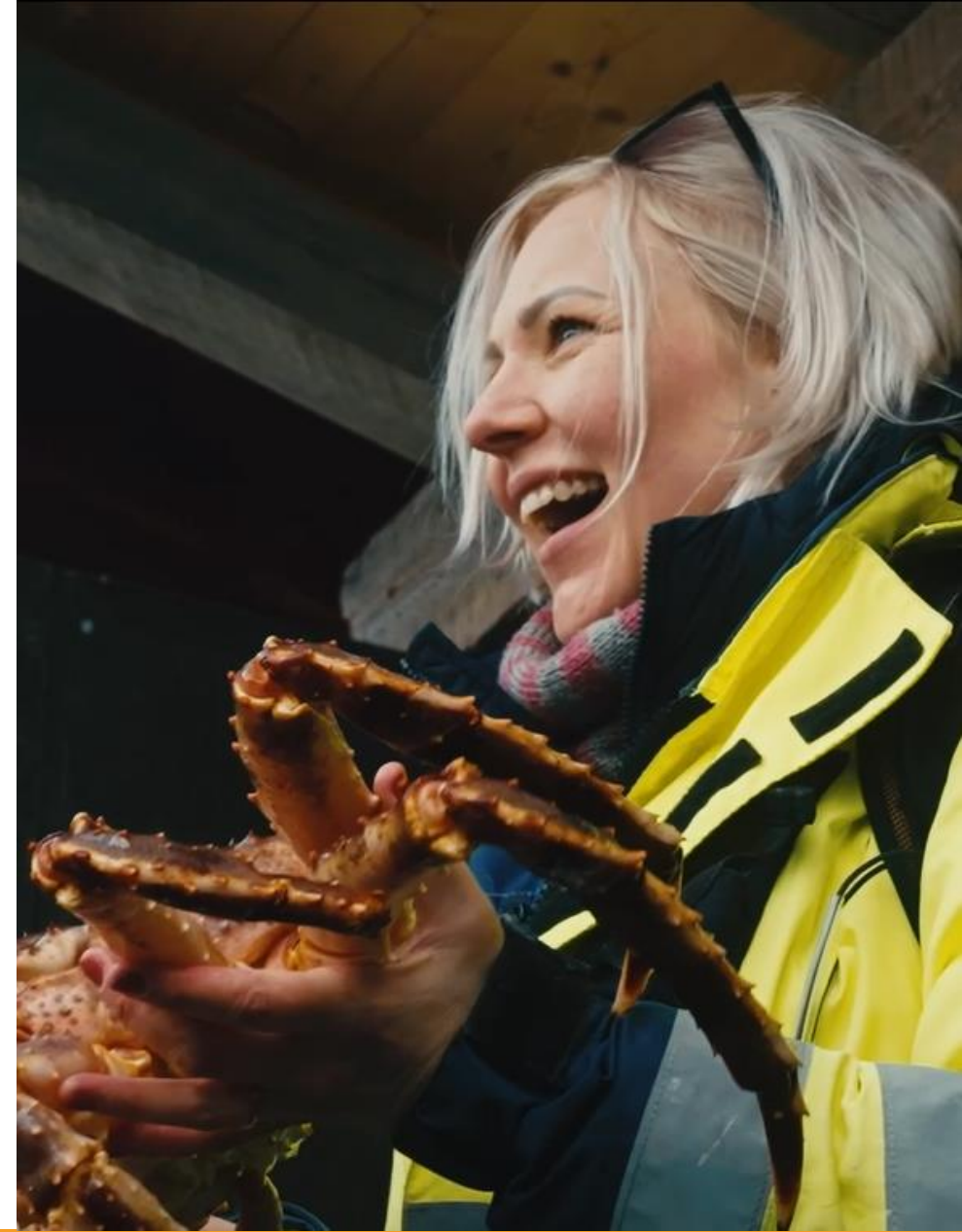




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## This is Arctic Living.

- Small place – off the beaten path, located at 70°North
- Very compact destination with wide range of activities
- Small family-run businesses
- Small unique accommodation, in addition to chain hotels
- Professional and experienced service providers that cooperate with each other
- Fantastic arctic food and even local chocolatier ☺
- This is Arctic living! – Great nature based experiences in the great outdoors – the way the locals do it!



# Why Alta in winter?

- Chasing Northern Lights (from September to the end of March)
- Overnight or visit Igloo Hotel
- Get closer to nature by
  - mushing the dogs,
  - trying snow shoes,
  - driving snowmobile,
- Discover Sami Culture
- King Crab safari and fjordrafting
- Whales!
- Cross-country skiing, alpine skiing and skitouring
- Splendid Arctic cuisine



# Why Alta in summer?

- World Heritage site – The Rock Art in Hjemmeluft
- Alta Canyon – Northern Europe's largest Canyon (hiking)
- Boat trips along Alta River and on the fjord
- Deep-sea fishing
- King-crab safari
- Cycling, hiking and climbing
- Canoeing
- Sami Culture and Food experiences
- Local culture – visitor centers (Alta slate at Pæskatun, House of Salmon, Alta Museum..)
- AUTUMN – new undiscovered season

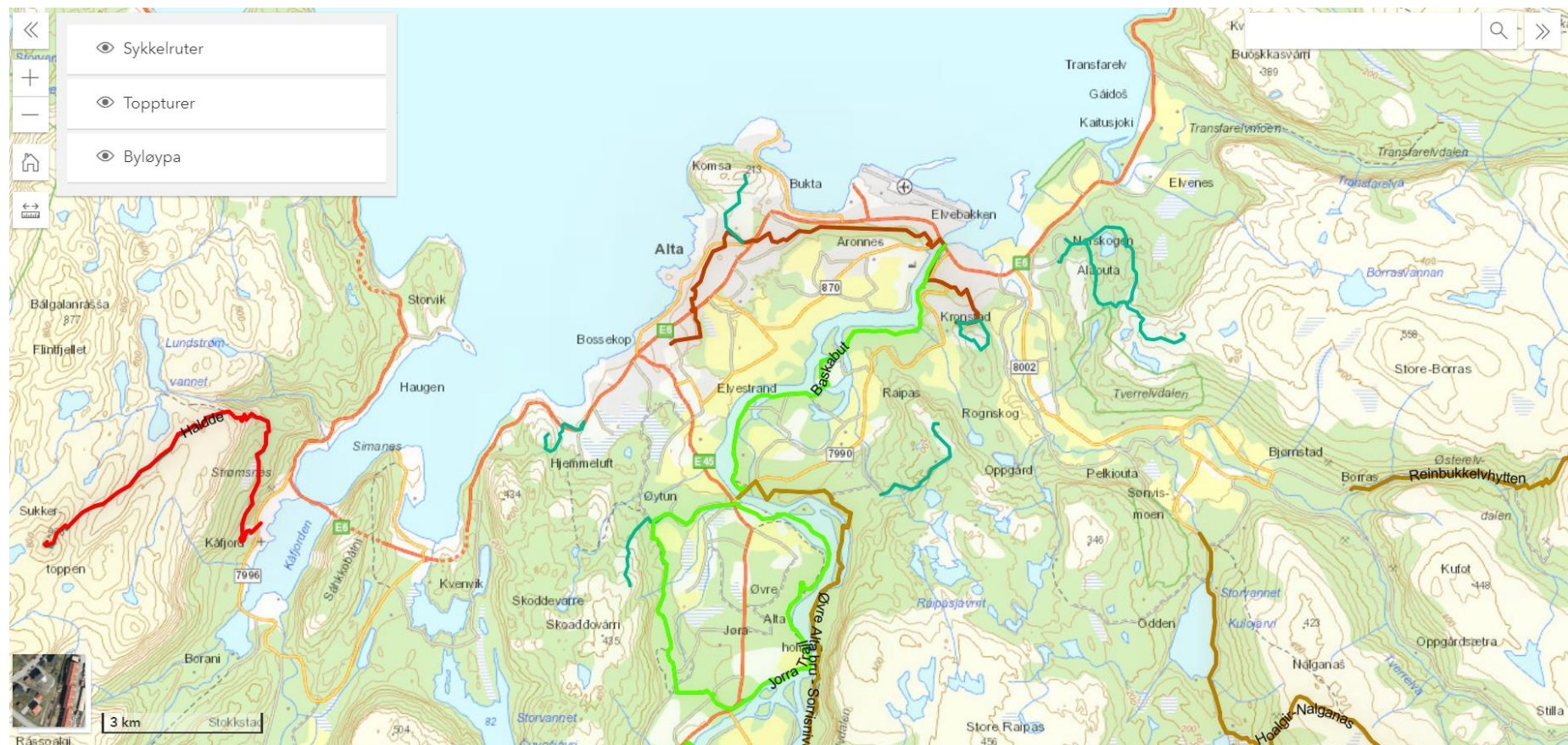




# Skiing tracks – digital source



# Hiking/ cycling tracks





## Winter Films

- [Alta for Naturelovers](#)
- [Alta for Slow Travellers and Culture lovers](#)
- [Alta for Families](#)
- [Alta for Outdoor adventurers](#)
- [Alta for Business companies and friends](#)

## What is Arctic Living? – video portraits of Alta people

<https://visitalta.no/en/meet-the-locals/>

## All films from Visit Alta:

[https://www.youtube.com/playlist?list=PLSzCz5bXuG9relwHAiOSQO\\_EP7zrSgmFa](https://www.youtube.com/playlist?list=PLSzCz5bXuG9relwHAiOSQO_EP7zrSgmFa)



# Unique accommodation









# Arctic Living





# Arctic cuisine



# Accommodation capacity in Alta

	2023	2024	2025	2027
Number of rooms	590	600	890	1010
Number of beds	1213	1233	1813	2053

- Numbers do not include campings and AirB&B
- Two chain hotels now – Thon and Scandic
- New 250 rooms hotel is coming up – local owner, but will be operated by a chain (not confirmed which yet)
- Another locally owned hotel with appr. 120 rooms will be built within 2027
- Several suppliers are expanding (smaller scale)



Foto: Trasti og Trine



# Alta – great alone, but also in combination with other destinations

- Alta – Kautokeino

(Arctic Living in combination with core Sami experiences )

- Alta – Ivalo (The best of Finnish Lapland and Norwegian Coast)
- Alta – North Cape
- Alta – Hammerfest – Hurtigruten/Havila (Land and sea)
- Alta – Lyngen - Tromsø

Complementary experiences 😊



## Distances from Alta 📍

Kautokeino 130 km

Karasjok 198 km

Lakselv (Porsanger) 172 km

Honningsvåg 208 km

Northcape, 237 km

Hammerfest, 140 km

Tromsø 385 km

Ivalo 362 km

Kittilä 361 km







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## Visit Alta – DMMO for Alta region

Our Web: <https://visitalta.no/en/>

Landing page for Travel Trade, where you can find our Product Manual and access our mediabank with images and films.

<https://visitalta.no/traveltrade/>

Digital Fam Trip Alta and Sapmi

<https://prezi.com/view/RIZX0M6RHF7xCvpmhKdv/>

Direct link to the Product Manual is here :

[https://issuu.com/visitalta/docs/visit\\_alta\\_manual\\_2023\\_final](https://issuu.com/visitalta/docs/visit_alta_manual_2023_final)

Direct link to the image bank: <https://media.nordnorge.com/partners/visit-alta>

[Films on Youtube](#)

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