

# THE CITY BY THE NORTH CAPE





# WELCOME TO NORTH CAPE

## WHERE IS NORDKAPP?

- Located at the northernmost point of mainland Europe, on Magerøya island
- A remote yet accessible Arctic destination known for spectacular landscapes and rich cultural heritage

## FISHING VILLAGES AND LOCAL LIFE

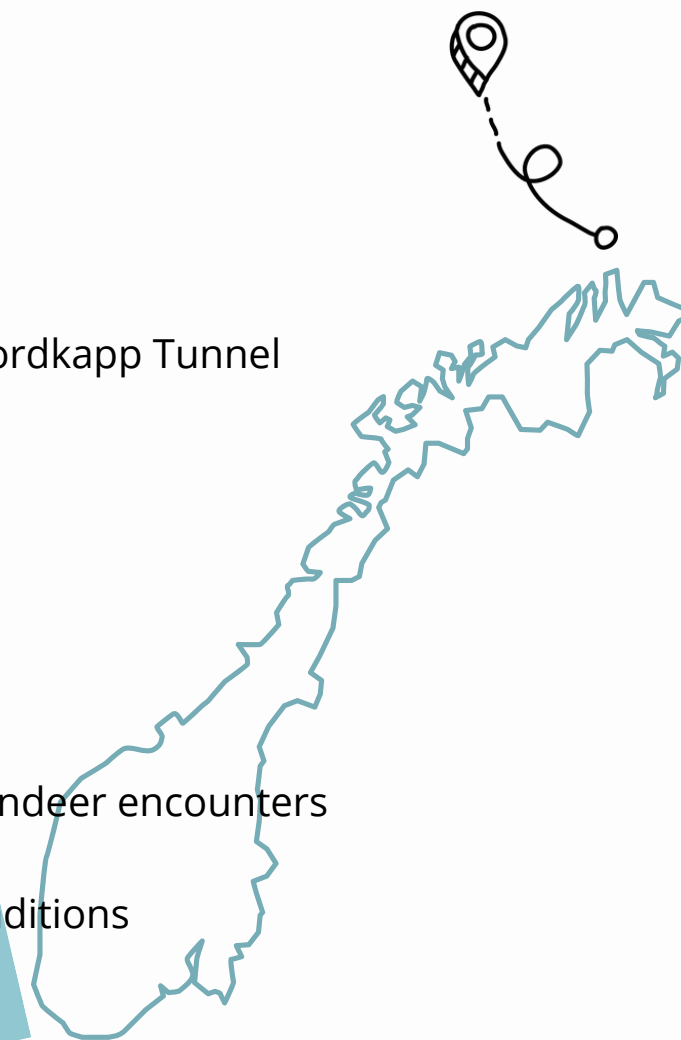
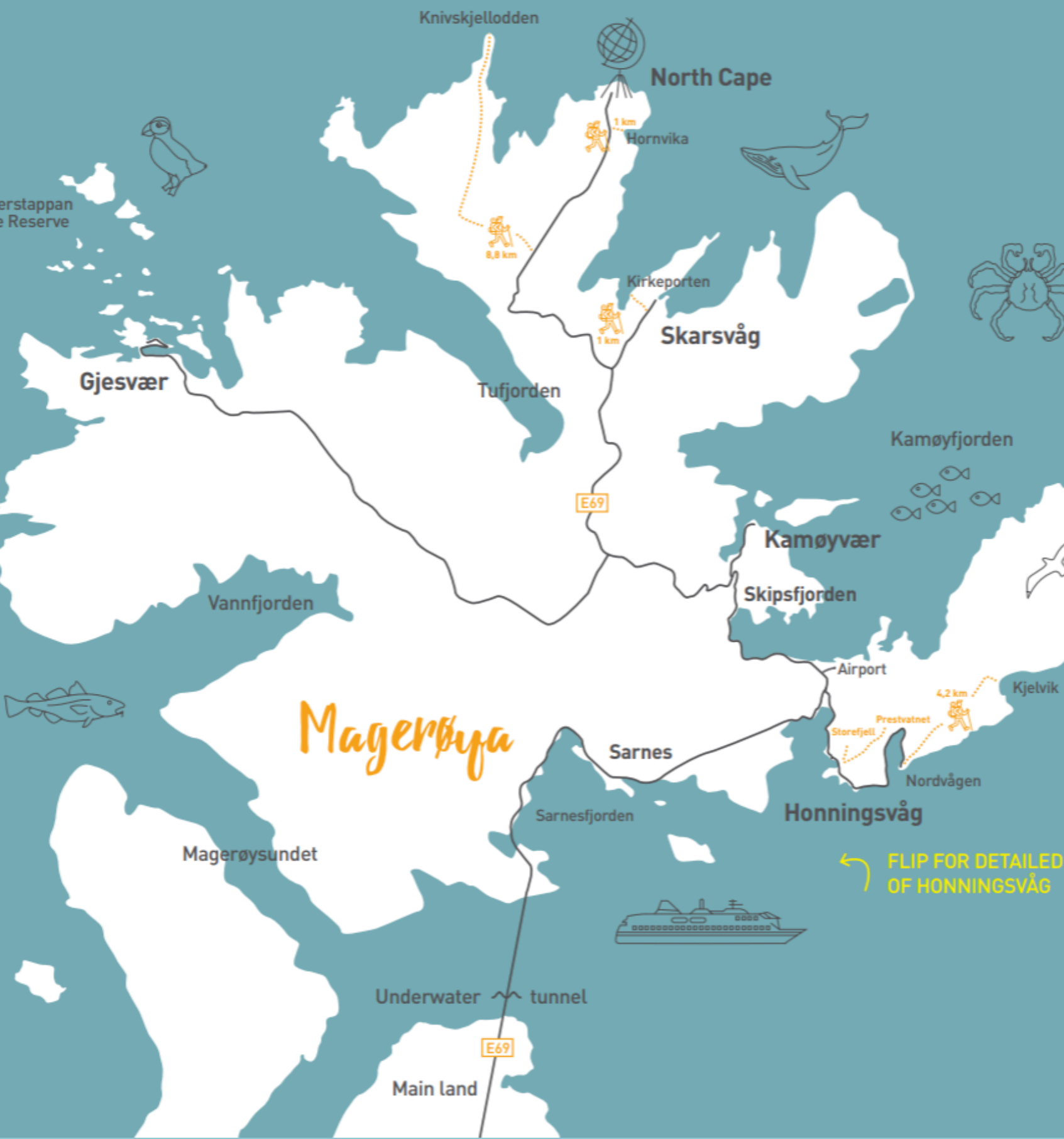
- Honningsvåg – The city by the North Cape, gateway to Nordkapp
- Gjesvær – Famous for Gjesværstappan Nature Reserve, a paradise for birdwatchers
- Skarsvåg – One of the world's northernmost fishing villages, close to Kirkeporten rock formation
- Kamøyvær – A small fishing village with a local art gallery
- Nordvågen – A traditional fishing hub with breathtaking Arctic scenery

## HOW TO GET HERE?

- By Air: Flights to Honningsvåg Airport (HVG) via Tromsø or Alta
- By Road: E69 scenic drive from mainland Norway, accessible via the Nordkapp Tunnel
- By Sea: Cruise ships and Hurtigruten and Havila stop in Honningsvåg

## WHY VISIT NORDKAPP?

- Midnight Sun (May – July) & Northern Lights (Sept – March)
- Authentic Arctic experiences – Fishing, hiking, king crab safaris, and reindeer encounters
- Rich history & culture – Discover the Sámi heritage and local fishing traditions





# A SUSTAINABLE NORTH CAPE

## Commitment to Sustainability

- Environmental Certification: In 2021, Visit Nordkapp achieved the Environmental Lighthouse certification, reflecting our dedication to environmental responsibility.
- Ongoing Development: Collaborating with local partners and Innovation Norway, we are enhancing sustainable tourism practices to balance current visitor needs with future environmental preservation.

## Certified Sustainable Partners

- Scandic Hotels: Holds the Eco Swan certification.
- The View Hotel: Awarded the Green Key certification.
- Destinasjon 71° Nord: Certified by Miljøfyrtårn (Environmental Lighthouse).
- Grieg Seafood: Achieved Aquaculture Stewardship Council (ASC) certification and is a signatory to the UN Global Compact, demonstrating a strong commitment to sustainable aquaculture practices.



**Sustainable  
Destination**  
Local engagement  
in a long perspective



**Miljøfyrtårn**





ACCOMMODATION



# SCANDIC HOTELS NORDKAPP

## COMPANY OVERVIEW

- Scandic Hotels offers quality accommodation in Honningsvåg, the perfect stop before visiting the North Cape
- Ideal for adventurers and travelers looking for a relaxing Arctic experience
- Convenient locations near breathtaking nature, local attractions, and key transport links

## HOTELS & EXPERIENCES

- Scandic Bryggen – A charming harbor hotel with stunning sea views, a delightful breakfast buffet, free Wi-Fi, and a 24-hour lobby shop
- Scandic Honningsvåg – Centrally located near shops, restaurants, and the Hurtigruten port, offering a cozy atmosphere and modern facilities
- Scandic Nordkapp – A seasonal summer hotel surrounded by Arctic wilderness, perfect for those seeking a peaceful retreat close to the North Cape

## KEY SELLING POINTS

- Three unique hotels catering to different traveler needs
- Complimentary breakfast buffet, free Wi-Fi, and on-site parking
- 24/7 lobby shop for convenience
- A perfect base for exploring North Cape and Arctic adventures



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# THE VIEW



## ABOUT US

- Opened in 2018 after a complete renovation
- Sustainable independent hotel with stunning fjord views
- Located on Storfjellet hill, just 30 minutes from North Cape
- Open all year round

## ACCOMMODATION

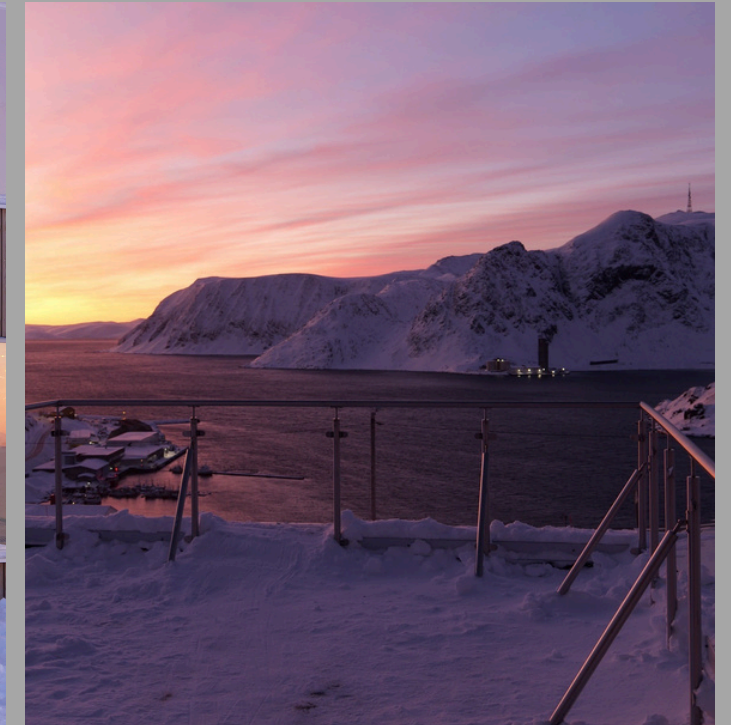
- 50 rooms: Economy, Standard, Superior & Junior Suites
- Options with sea views

## SERVICES AND FACILITIES

- Complimentary breakfast
- Half-board option (buffet dinner available for groups)
- Wellness Area: Cold bath, Finnish sauna, steam room, heated pool
- Gym & Panorama Deck for Midnight Sun & Northern Lights

## SEASONAL ACTIVITIES

- Winter: Snowshoeing adventures right behind the hotel
- Summer: Hiking trails to Storfjellet Cabin, Falkbergbukta, Prestvatnet Lake & Kjelvik



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ATTRACTIONS & CULTURAL EXPERIENCES



# THE NORTHCAPE HALL



## ABOUT

- A modern visitor center built into the cliff at the North Cape Plateau
- Offers panoramic film, historical exhibitions, an exclusive gift shop, post office, Thai Museum, and St. John's Chapel
- Restaurant with breathtaking views over the Arctic Ocean, plus a café and Aurora Borealis Bar

## HISTORY AND ATTRACTIONS

- Built in 1959, expanded in 1988 and 1997 to accommodate thousands of visitors
- The Globe Monument – Iconic symbol marking the northernmost point of Europe
- Children of the Earth Monument – Artwork created by children from different nations, symbolizing unity and hope

## KEY SELLING POINTS

- Unique natural experience at 307 meters above the Arctic Ocean
- Spectacular panoramic film showcasing the four seasons in the Arctic landscape
- Rich historical exhibitions providing insight into North Cape's cultural and historical significance



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# PERLEPORTEN KULTURHUS

## COMPANY OVERVIEW

- A vibrant cultural center located in a historic 1950s building in Honningsvåg
- Established in 2012
- A hub for music, theater, art, and local storytelling
- Home to Sjøgata Pub, No.17 shop & Perleporten Kulturbryggeri

## SIGNATURE SHOW - OUR NORTHERNMOST LIFE

- A heartfelt and humorous musical performance about Arctic life
- Performed by local actors, capturing the culture, history & resilience of Magerøya
- A 45-minute production with storytelling, songs, and local humor
- Language: Performed in English, perfect for international visitors

## FESTIVALS

Oggasjakka Festival (July 30 – August 2, 2025)

- A vibrant music festival bringing together local and national artists
- Energetic atmosphere filled with great music and community spirit
- Always held the first weekend of August

Sunshine Winter Festival (January 23 – 26, 2025)

- A cultural celebration marking the return of the sun in the Arctic
- Live performances, art exhibitions, and community events
- Festival takes place around January 21, when the sun returns



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# OCEAN STORIES



## COMPANY OVERVIEW

- A new attraction in the heart of North Cape Harbour
- Opening in August 2025
- A visiting center for aquaculture, climate awareness & ocean sustainability
- Operated by Grieg Seafood, a leader in sustainable seafood production

## EXHIBITION AND EXPERIENCES

- The Elevator – Immersive start that sparks curiosity about the ocean
- 3rd Floor – The Wild & Wonderful Ocean – Stunning visual storytelling
- 3rd Floor – The Past – Discovering the End of the World & Life by the Sea
- 2nd Floor – The Laboratory at 71° North – Explore Arctic marine science
- 2nd Floor – The Food Tray of the Future – The evolution of sustainable seafood
- Doubleheight Room – Under the Net – Focus on climate, aquaculture & ocean health

## KEY SELLING POINTS

- Learn about aquaculture, climate change & Arctic marine life
- Experience sustainable seafood production & innovative food solutions
- Engaging exhibits & interactive storytelling
- Connect with the local history & community of North Cape



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# FROZEN SUMMER DESIGN

## COMPANY OVERVIEW

- A unique jewelry studio in the heart of Honningsvåg
- Open all year round, offering handcrafted pieces made with real flowers
- Specializing in jewelry inspired by the nature of North Cape, combining creativity and sustainability
- Founded by Jeanette Rognli-Lavring in June 2022

## EXPERIENCE & COLLECTIONS

- The Story Behind the Jewelry – Learn how Arctic flowers are preserved in beautiful jewelry
- Nature-Inspired Keepsakes – Each piece is unique, carrying the essence of the North
- Handcrafted in North Cape – Made with love in our cozy studio, right in the town center
- The Studio Experience – Visitors can explore, try on jewelry, and find their perfect piece

## KEY SELLING POINTS

- One-of-a-kind jewelry made with real flowers from North Cape
- Perfect keepsakes for travelers looking for something local and meaningful
- Experience authentic craftsmanship and Arctic nature combined
- Conveniently located in Honningsvåg, just a short walk from cruise ships



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# BRUKET-FISH FACTORY

## COMPANY OVERWEIV

- A leading sustainable fish processing facility in Nordvågen & Honningsvåg
- Part of Nordvågen AS & the Norfra group, exporting 70 million meals in 2022
- Supplies local restaurants, hotels, and homes with premium seafood
- Founded in 2024, focused on authenticity, sustainability & innovation

## GUIDED FACTORY VISIT

- Experience seafood processing up close – Not a museum, but a hands-on tour!
- See King Crabs & Stockfish displays – Learn about Norway's oldest seafood traditions
- Taste authentic seafood samples – Smoked roe & stockfish
- Learn about global seafood trade – How fish from Nordvågen reaches top restaurants worldwide

## KEY SELLING POINTS

- Immersive & educational experience with expert guides
- Small & large groups welcome (2-50 guests)
- Year-round availability – Drop-ins possible in summer
- Tours available in English, German upon request.
- Translations available in German, French, Spanish and Italian.







**ACTIVITIES & ADVENTURE TOURS**



# DESTINASJON 71° NORD



## COMPANY OVERVIEW

- Leading outdoor adventure company in Finnmark since 2005
- 16 full-time employees delivering premium Arctic experiences
- Specialized in customized adventure tourism for individuals & groups
- Core values: Trust, quality service & unforgettable experiences

## SIGNATURE TOURS AND ACTIVITIES

- Winter Experiences:
  - Snowshoe Adventure – Guided trek through Arctic landscapes
  - Snowshoeing Under the Northern Lights – Aurora Borealis experience
  - Ice Fishing at 71° North – Traditional fishing in a frozen lake
- ATV Expeditions:
  - Island Seasideing by ATV – Scenic drives through Arctic terrain
  - Hunting the Northern Lights by ATV – Chase the Aurora by quad
  - North Cape ATV Expedition – Ride to the northernmost point of Europe
- King Crab & Seafood Experiences:
  - King Crab Bite & Insight – Learn about & taste the Arctic delicacy
  - King Crab RIB Safari – Adventure cruise & fresh king crab feast
  - The Fish Factory Tour – Explore Norway's wild fish industry

## KEY SELLING POINTS

- Unmatched Arctic experiences led by expert guides
- All-inclusive tours with top-quality equipment & comfort
- Year-round adventures – Winter & summer activities available
- Personalized service – Tailored trips for all group sizes





# NORTH CAPE EXPERIENCE

## COMPANY OVERVIEW

- Premium guided Arctic Tours
- Focus on nature, culture and wildlife
- VIP and adventure experiences

## SIGNATURE TOURS

- VIP Experience (Fishing village, King Crab, Sami Camp, North Cape visit, VIP celebration)
- North Cape & Sami Camp (Wildlife spotting, viewpoints, Sami cultural visit)
- King Crab Tour (North Cape visit + King Crab encounter)
- Coastal Treasures (RIB boat adventure, wildlife, fish factory visit)
- Fish Factory & Arctic Village (Fish processing, seafood tasting, King Crab)
- Private Fishing Tours (Exclusive angling experience)

## KEY SELLING POINTS

- Small - group and VIP service
- Expert local guides
- Seasonal cultural encounters
- Available in English and German
- February - September tours



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# ARCTIC GUIDE SERVICE

## COMPANY OVERVIEW

- Established in 2001, expanded to North Cape in 2009
- Offers guided tours for individuals, groups, and cruise guests
- Expert local guides with deep Arctic knowledge

## SIGNATURE TOURS AND ACTIVITIES

- North Cape Adventure – Guided visit to the northernmost point of Europe
- Sámi Experience – Visit a Sámi Siida camp, storytelling, reindeer meet & greet
- Fishing Villages Tour – Explore Skarsvåg & Kamøyvær, local art & culture
- Bird Reserve of Gjesværstappan – Puffins, sea eagles, and Arctic wildlife
- Hiking to Kirkeporten & Kamøyvær – Scenic views & cultural insights
- Photo Safari – Capture Arctic landscapes, reindeer & unique nature
- North Cape by Night & Aurora Hunt – Northern Lights & Arctic winter scenery
- Honningsvåg – Walk in Town– Guided cultural tour of the northernmost city in Europe

## KEY SELLING POINTS

- Experienced guides with local knowledge
- Customized experiences for all group sizes
- Year-round tours – Midnight Sun & Northern Lights experiences
- Multi-language guiding – Norwegian, English, and more



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# BIRDSAFARI

## COMPANY OVERVIEW

- A premier wildlife safari operator offering daily boat tours to Gjesværstappan Nature Reserve
- Based in Gjesvær fishing village, 36 km from Honningsvåg
- Expert-guided tours showcasing one of Norway's largest seabird colonies
- Comfortable boats with onboard facilities, souvenirs, and refreshments available
- Operating season: May 1 – September 1

## BIRD SAFARI TO GJESVÆRSTAPPAN

- A two-hour boat tour departing from Gjesvær to Gjesværstappan Nature Reserve, 15 km west of Nordkapp
- 10-minute boat ride from the pier to the nature reserve
- Onboard amenities: Arctic suits for warmth, coffee, biscuits, souvenirs, and restrooms
- Up-close wildlife encounters with:
  - Puffins – Easily recognizable by their colorful beaks, nesting in grassy hills
  - Kittiwakes, Guillemots, Razorbills, Cormorants, Arctic Skuas, Fulmars, and Gannets
- Ethical wildlife experience – Visitors observe the birds from the boat as stepping onto the islands is not allowed
- Guides & crew available to answer questions throughout the journey



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## GENERAL INQUIRIES

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