

# 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

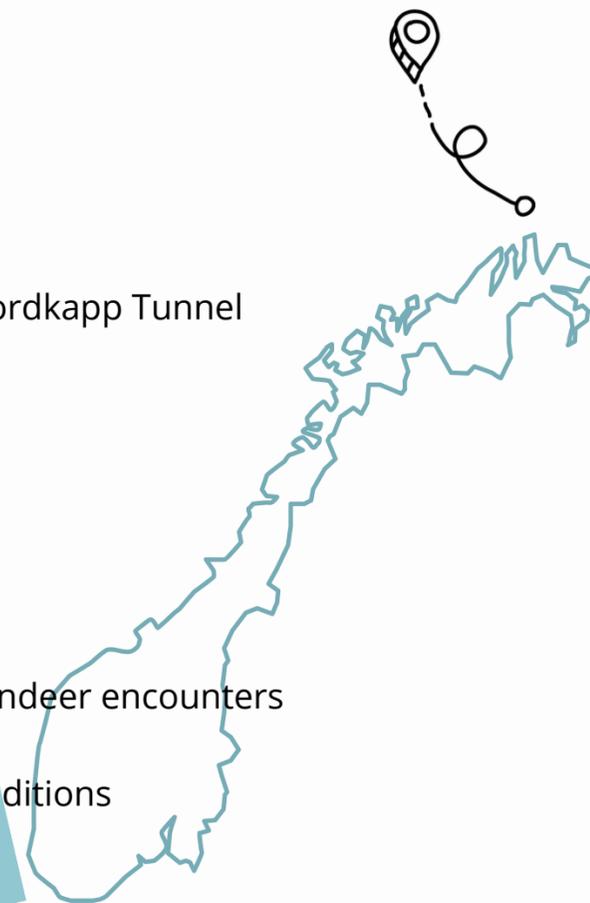
- Honningsvåg – The city by the North Cape, gateway to Nordkapp
- Gjesvær – Famous for Gjesværstappan Nature Reserve, a paradise for birdwatchers
- Skarsvåg – One of the world's northernmost fishing villages, close to Kirkeporten rock formation
- Kamøyvær – A small fishing village with a local art gallery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





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

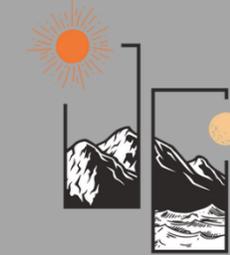
- Scandic Bryggen – A charming harbor hotel with stunning sea views, a delightful breakfast buffet, free Wi-Fi, and a 24-hour lobby shop
- Scandic Honningsvåg – Centrally located near shops, restaurants, and the Hurtigruten port, offering a cozy atmosphere and modern facilities
- Scandic Nordkapp – A 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



# THE VIEW



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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FROZEN SUMMER  
JEWELRY STUDIO



# BRUKET-FISH FACTORY

## COMPANY OVERVIEW

- 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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ARCTIC GUIDE SERVICE



# 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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## SOCIALS

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A wide-angle landscape photograph capturing a sunset at North Cape. The sun is a bright, glowing orb on the horizon, casting a shimmering path of light across the dark, calm sea. The sky is filled with heavy, grey clouds, with some light breaking through near the horizon. In the foreground, two people are seen from behind, standing on a gravel path and looking out over the water. They are wearing dark jackets. To the right, a large, dark metal sculpture of a sphere, composed of a grid of intersecting lines, stands on a tripod base. A metal railing with a chain-link fence runs across the middle ground. The overall mood is serene and majestic.

WELCOME TO NORTH CAPE