

The Lofoten Islands

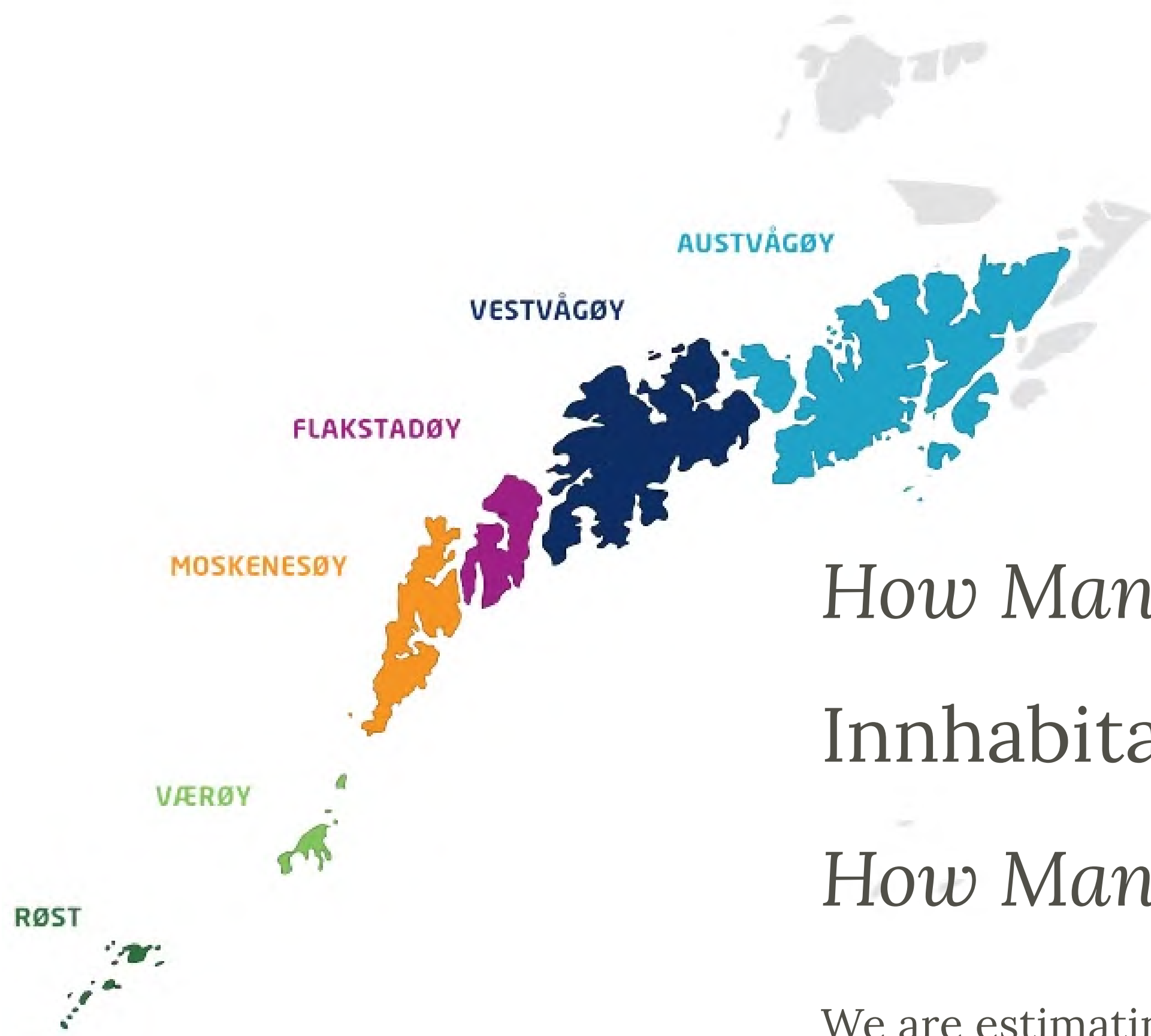
The Lofoten Islands are a **fantastic year-round destination**.

They offer a **range of activities** such as RIB-boat safaris and kayaking that can be done **all year round**, as well as **unique seasonal highlights** like the **Northern Lights** or the **Midnight Sun**. It's a destination that offers a wide range of **activities for all interests**, whether they are searching for Viking history or spending time outdoors hiking, horseback riding, and fishing, whether they prefer **small towns** with a cozy **local vibe** or a beautiful **rorbu** for a **quiet getaway along the water**. It's a destination I offer to my clients to experience a **unique piece of Norway's history and culture**.



Pauline Solheim





Røst, Værøy, Moskenes, Flakstad, Vestvågøy og Vågan

How Many Lives in Lofoten?

Innhabitants 24 000

How Many Visits Lofoten?

We are estimating: 1 000 000



**Bærekraftig
Reisemål**
Lokalt engasjement
i et langt perspektiv

Lofoten, Vesterålen & Narvik

Together, we collaborate for great travel experiences & memories in the region

We compliment each other

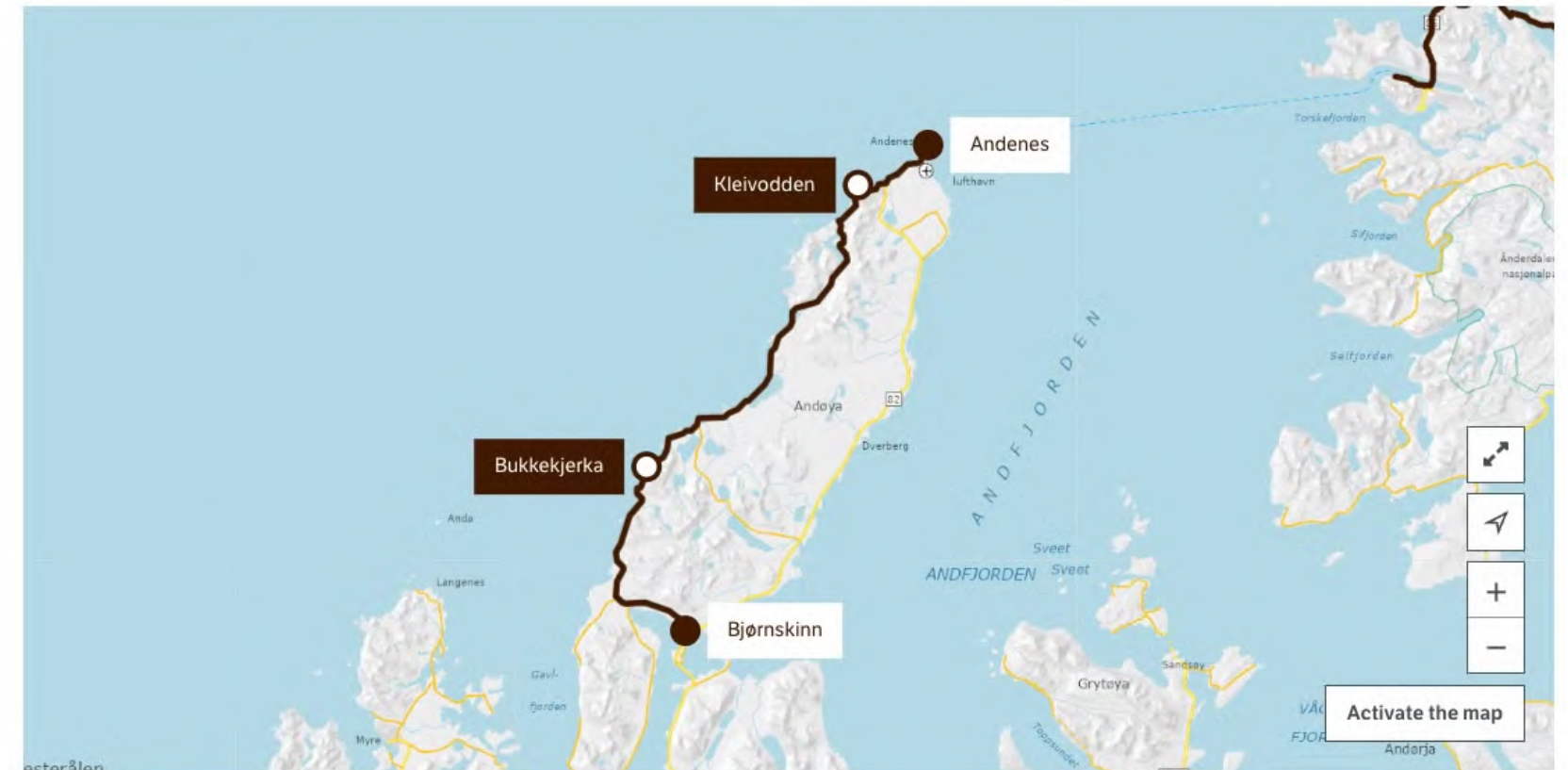


Vesterålen: Møysalen National park - Kvitnes Farm with farm to table - Sami Culture Narvik: Arctic Train - Ofotbanen - The War Museum - Narvik Mountain - Sami Culture & Dogsledding

Scenic Route Andøya at Vesterålen



Map of the route



Rest areas and viewpoints



KLEIVODDEN



BUKKEKJERKA

<https://www.nasjonaleturistveger.no/en/routes/andoya/> in the summer, some may also continue onwards to Senja <https://www.nasjonaleturistveger.no/en/routes/senja/>



Our Home



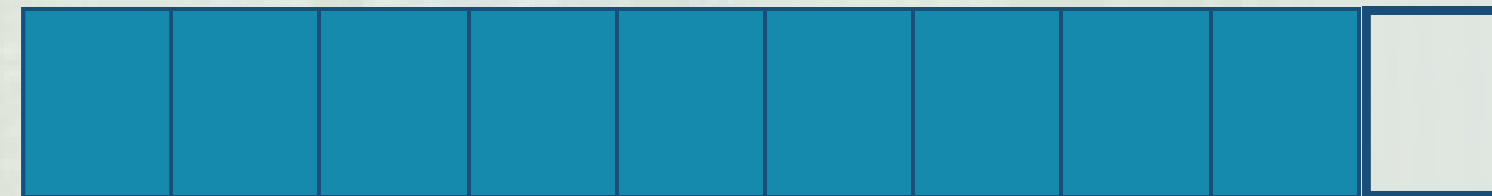
**Sustainable
Destination**
Local engagement
in a long perspective

"A good place to live is a good place to visit."



On a scale from 1 to 10, where 1 is very dissatisfied, and 10 is very satisfied, how satisfied are you overall with the overall experience in Lofoten?

9/10 are happy
with the overall
experience of
Lofoten





Destination Lofoten

Destination Lofoten works towards year-round tourism with permanent employees, steady visitor numbers, and profitable businesses. Together, we make tourism a positive contributor to the community while preserving our stunning nature for the locals and the visitors.

We consider ourselves a pioneer for sustainable destination in Norway. We are driving the travel industry to conduct business in a way that benefits the local communities, protects nature and cultural assets, and engages travelers in a deeper, more responsible way.

Guest Survey Lofoten 2024

80 percent want to take care of and protect nature

82.7 percent are very satisfied with their overall experience in Lofoten



The Meaning of Lofoten being a Sustainable Destination

The “Sustainable Destination” accreditation is awarded to *destinations in Norway that are systematically working to reduce tourism's negative impact.*

The label, while not a declaration of 100% sustainability, signifies the ongoing and systematic efforts of these destinations to foster sustainable tourism. Lofoten is mandated to demonstrate substantial progress every three years.

Did you know that the label requires environmental improvements and the impact on the local community and the preservation of cultural heritage?

Is your client's travel worthy of their values? When they visit a destination that is a part of the national labeling scheme Sustainable Destination, they support a place committed to sustainable tourism development.



**Sustainable
Destination**



lofoten



So, what's in it for your client as a visitor to Lofoten? They can travel to a place where they make a big effort to minimize tourism's impact on nature, wildlife, and the environment.

They will visit a destination committed to making local people content and happy.

...and enjoy nature without harming it.

Choose electric or low emission transport whenever they can.

Add some extraordinary culture.

And make some lasting memories.



lofoten



**Sustainable
Destination**

...and giving the locals the opportunity to **learn, thrive and work**, and start up new businesses based on more sustainable principles.

A taste of Lofoten - Meet Lofoten's Rising Culinary Star, Mymint



“I am immensely grateful to the team at Thon Hotel here in Svolvær. They have supported and encouraged me all the way.”

Key Initiatives in Lofoten Islands



Environmental Stewardship

LOFOTEN PRIORITIZES ENVIRONMENTAL CONSERVATION BY IMPLEMENTING MEASURES TO REDUCE CARBON EMISSIONS, PROTECT BIODIVERSITY, AND MINIMIZE THE IMPACT OF TOURISM ON FRAGILE ECOSYSTEMS. THIS INCLUDES PROMOTING SUSTAINABLE TRANSPORTATION OPTIONS, SUCH AS ELECTRIC VEHICLES AND PUBLIC TRANSIT, LIKE ARCTIC ROUTE, AND ADOPTING ECO-FRIENDLY PRACTICES IN ACCOMMODATIONS AND TOUR OPERATIONS.



Cultural Preservation

LOFOTEN TAKES PRIDE IN PRESERVING ITS RICH CULTURAL HERITAGE AND TRADITIONAL WAY OF LIFE. LOCAL COMMUNITIES ACTIVELY ENGAGE IN SUSTAINABLE TOURISM INITIATIVES THAT SHOWCASE AUTHENTIC CULTURAL EXPERIENCES, SUPPORT LOCAL ARTISANS AND BUSINESSES, AND PROMOTE RESPECT FOR TRADITIONS AND PRACTICES, LIKE HENNINGSVÆR, SKREI MUSEUM, ETC.



Community Engagement

SUSTAINABLE TOURISM IN LOFOTEN IS BUILT ON COLLABORATION AND PARTNERSHIP WITH LOCAL COMMUNITIES, BUSINESSES, AND STAKEHOLDERS. THROUGH INCLUSIVE DECISION-MAKING, RESIDENTS ARE EMPOWERED TO SHAPE TOURISM DEVELOPMENT TO BENEFIT THE ENTIRE COMMUNITY, FOSTERING SOCIAL COHESION AND EQUITABLE ECONOMIC OPPORTUNITIES.



Responsible Visitor Management

LOFOTEN IS DEDICATED TO PROMOTING RESPONSIBLE TOURISM BEHAVIOR AMONG VISITORS. SUSTAINABLE DESTINATION PRACTICES INCLUDE EDUCATING TRAVELERS ABOUT LOCAL CUSTOMS AND ENVIRONMENTAL CONSERVATION, ENCOURAGING LOW-IMPACT OUTDOOR ACTIVITIES, AND PROMOTING ETHICAL WILDLIFE VIEWING PRACTICES TO ENSURE THE WELL-BEING OF WILDLIFE POPULATIONS.

The Team of Destination Lofoten consisting of industry experts



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Why Lofoten

Growing Arctic Tourism



Ben Martin

GLOBAL DIRECTOR FOR
HKS HOSPITALITY ADVISORY SERVICES

Colocation

Bad Weather Tourisme

Nature versus City life

Foodie Travelers

“Tourist interest in Europe’s Arctic regions has strengthened steadily over the past decade and there are clear signs that this will continue.”

Over the last 30-years Ben has completed a broad range of consulting assignments focused on tourism and leisure economics across Europe, Central Asia, the Middle East and Africa for clients that have included sovereign wealth funds, development corporations and property developers, financial institutions and local authorities. Over the last five years his work has included a series project specific and regional planning studies in the Norwegian Arctic.



Lofoten is an archipelago located in the northern part of Norway, above the Arctic Circle

Dramatic Mountains – Deep Fjords – Authentic Fishing Villages – Arctic Wilderness

Shoulder Season is the New Peak Season

Food festival, hiking, more weather, and a blood-red morning sun. Lofoten offers local ingredients, a friendly host, and rugged nature experiences in magnificent surroundings.

Autumn offers more than weather though. The stockfish is to be exported, the sheep are to be brought down from the mountains, and it's time for the restaurants to serve this year's fresh Lofoten lamb. The warm autumn colors extend far up the mountainsides, as if nature itself is preparing for the days to come. Make sure to partake in the harvest of the land, both for the body and the soul.

The average stay is slightly longer in Lofoten than in Northern Norway overall, a little over a week: **7-10 days**.

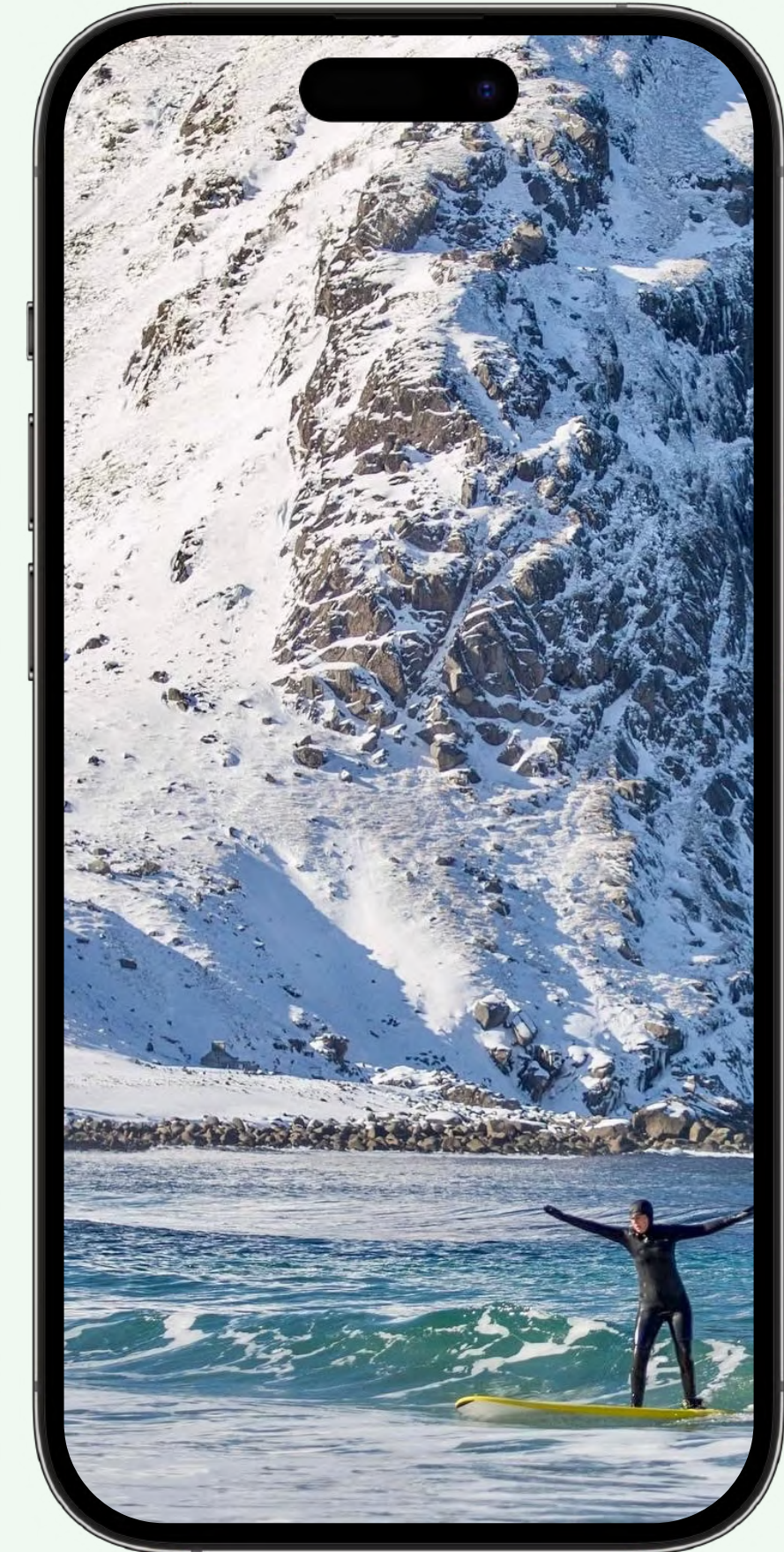
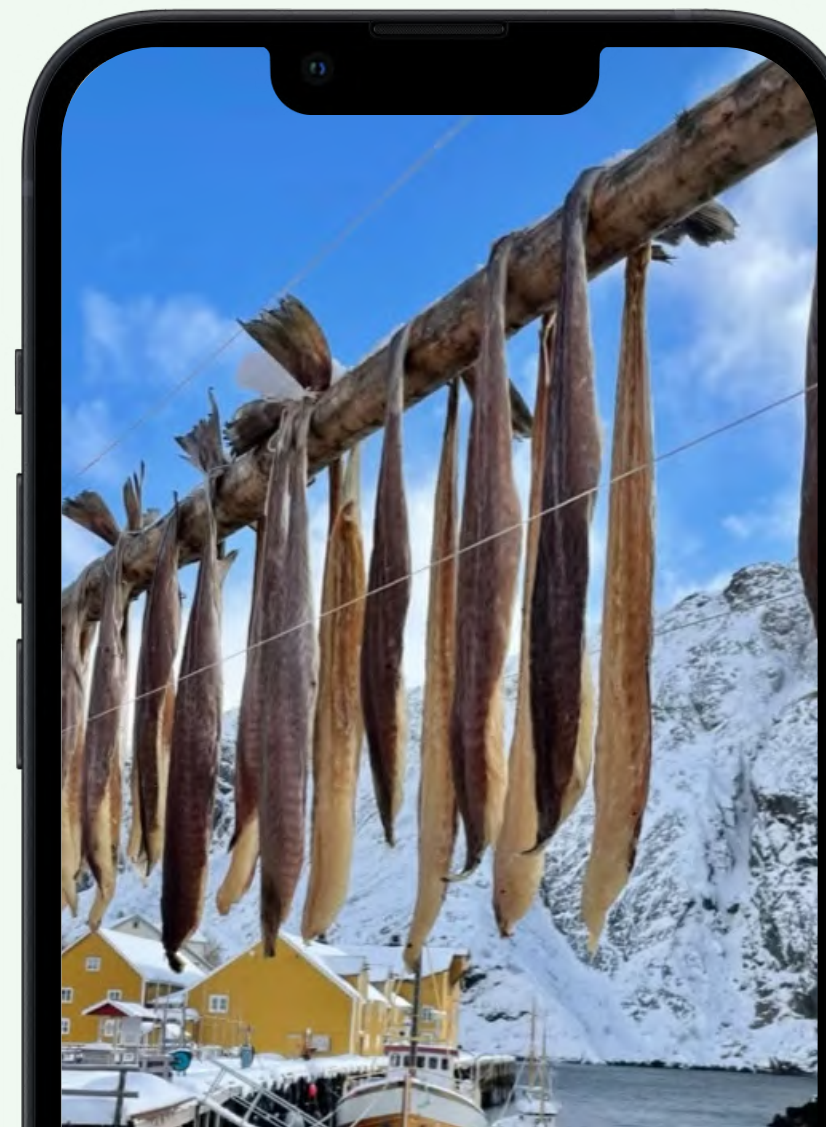
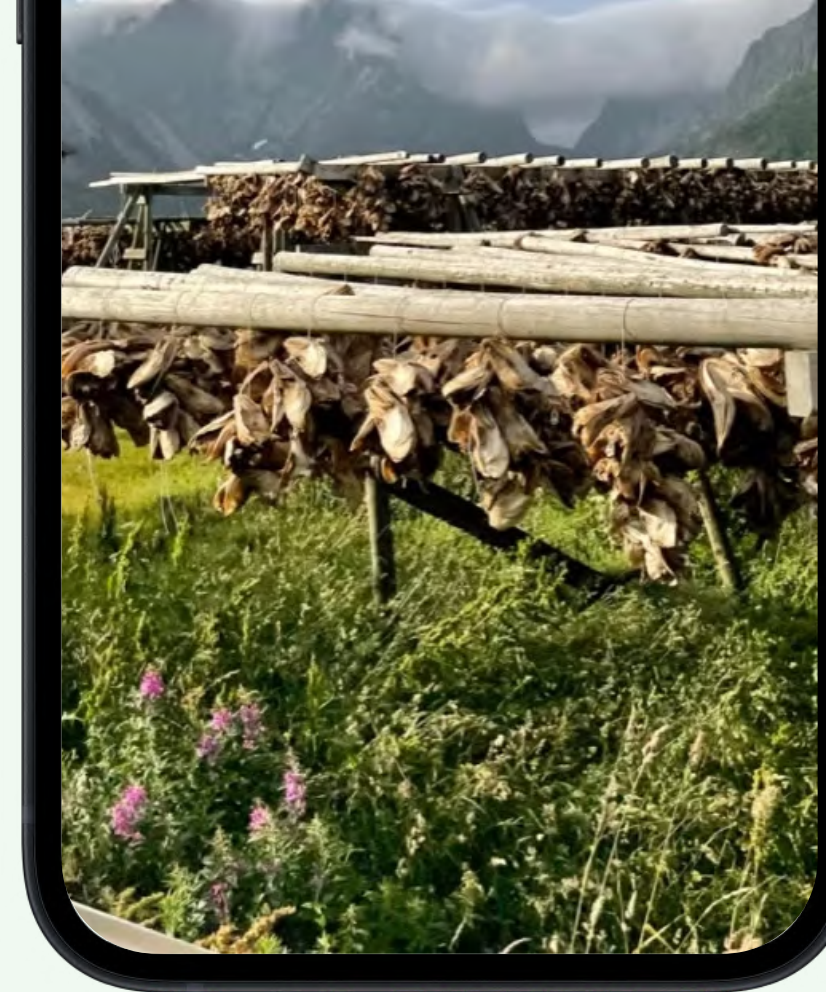
<https://visitlofoten.com/en/topic/autumn-in-lofoten/>



Explore all 365 DAYS

Create a more meaningful travel experience
that benefits both the guests and the places they visit.

The guests largely believe that Lofoten is authentic, sustainable,
and well-prepared for visitors, that safety is well-managed, and the
local population is friendly.



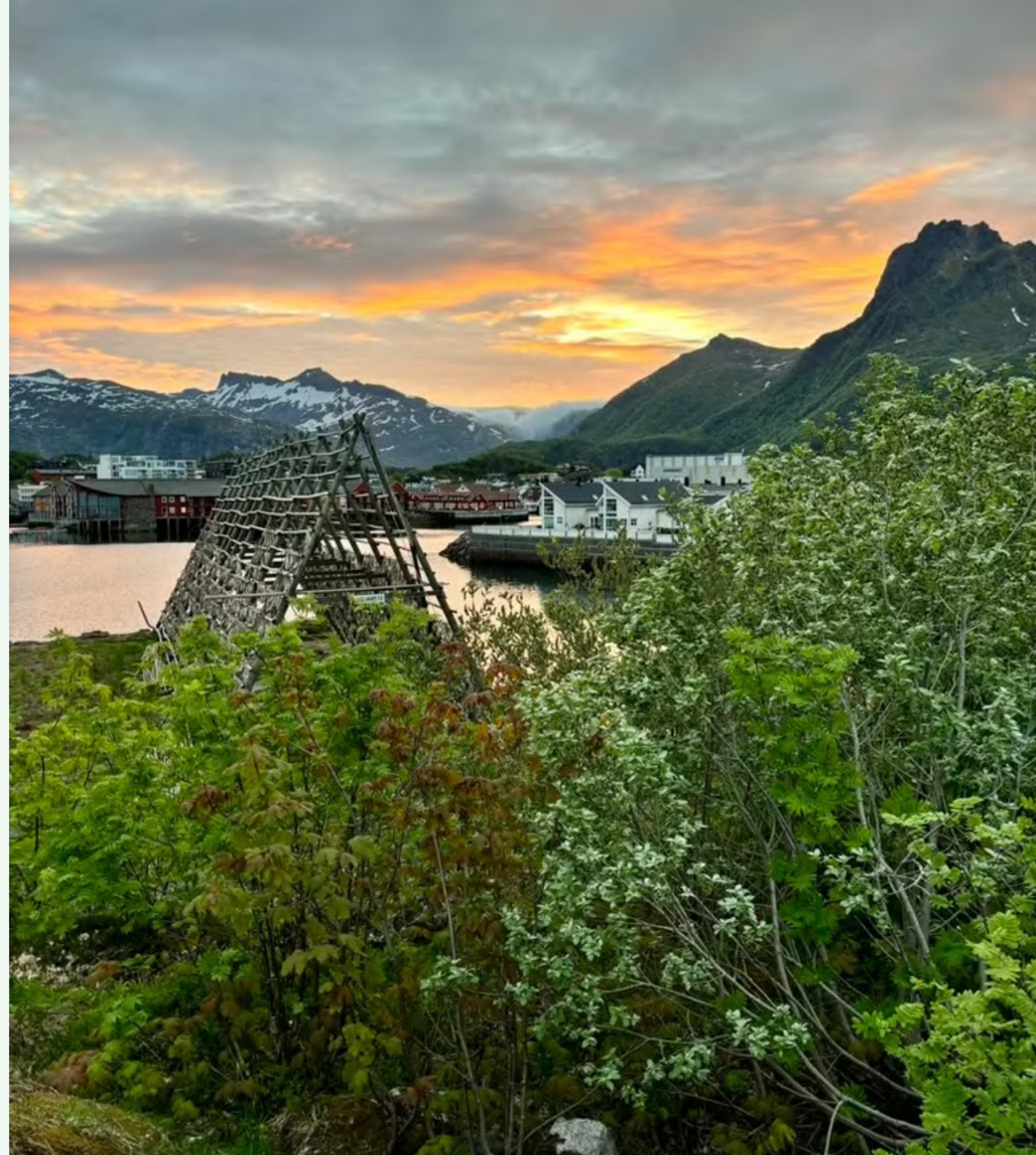
COLLABORATION WITH TOUR OPERATORS, DMC & LOCAL BUSINESSES IN LOFOTEN

Together we can create a more sustainable journey

When travelers choose to visit Lofoten year-round, they are not just travelers. They are a catalyst for positive change. By experiencing Lofoten, they contribute to sustainability and make a difference for the local community as well as the future.



Sørvågen 419, Nusfjord 19 & Unstad 12
- Innhabitants in the local communities in Lofoten





Cultural Heritage

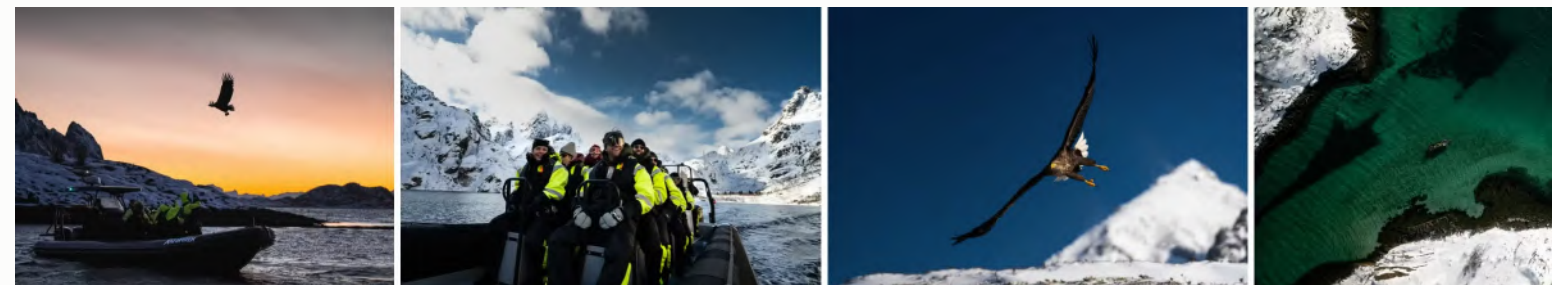
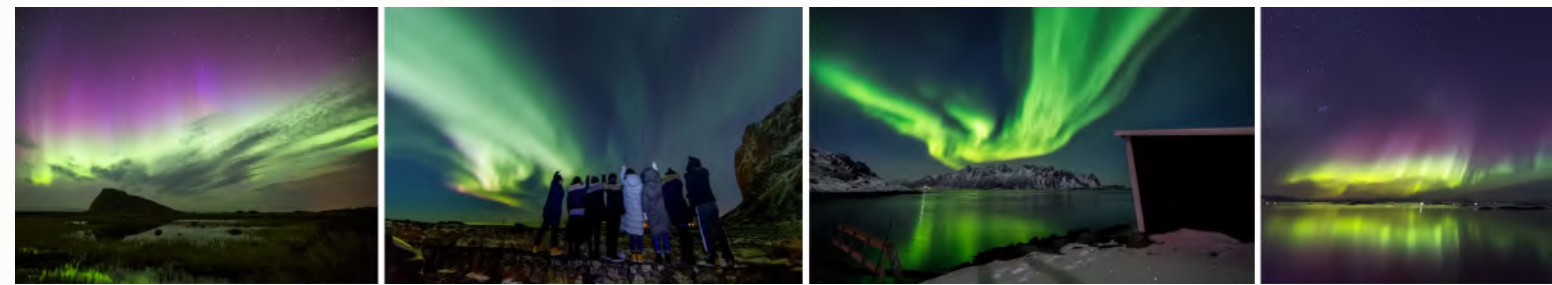
Viking history, fishing traditions, and the vibrant coastal culture.

The history of Lofoten is among the richest in the world. The archipelago has a unique coastal culture overcame battles in the Viking Age and played an important role in world wars. Moreover, Lofoten has long been one of the global metropolises for fishing. Lofoten's museums take you on a journey through all this and more.



365 Days in Lofoten

- **Summer Activities:** Midnight sun, hiking, kayaking, and wildlife safaris (sea eagles and puffins).
- **Winter Activities:** Northern lights, skiing, snowshoeing, and sea eagle safaris.
- **Year-Round Experiences:** Local cuisine (Stockfish, Lofotlamb), cultural tours, and art galleries featuring local artists.



NORTHERN LIGHT IN LOFOTEN

When is the best time to see the Northern Lights in Lofoten?

Three variables must be present to see the Northern Lights: The sky must be cloudless; it must be dark enough, and you must be far enough north.

If the solar activity also plays its part, everything is ready for a light show, unlike anything else.

As Lofoten is located north of the Arctic Circle, it's dark in the winter and bright in the summer, thanks to the golden rays of the Midnight Sun. This means that you cannot see the Northern Lights in Lofoten during the summer, from mid-April to late August.



Lofoten & The Local Food Community

Guests in Lofoten:

76% want to eat locally produced food

83% want traditional food from the place they visit

Some places are doing great with local food in Lofoten & Vesterålen:

Aalan gård, Thon hotellene i Svolvær, Holand Gård, Holmen Lofoten og Extra Leknes/Svolvær fra Lofoten. From Vesterålen; Sigerfjord Fisk, Marmelkroken, Quality Richard With, Teigan AS and Kvitnes gård.

Places to eat in Lofoten

Holmen + Kitchen on the Edge, Sørvågen

Maren Anna, Sørvågen

Gammelbua, Reine

Karoline, Nusfjord Arctic Resort

Solsiden Brygge, Ballstad

Lofoten Seaweed, Ballstad

Brassieriet, Thon Hotel Lofoten & Svolvær

Børsen Spiseri, Svinøya, Svolvær

Trademarks from Lofoten: Stockfish - Lofot Lamb

The Lofoten Lamb (Lofotlam), just like stockfish, is protected by geographical indication, and the meat is incredibly flavorful.



MIDNIGHT SUN IN LOFOTEN

As Lofoten is located relatively close to the Arctic Circle, it's not among the places with the longest Midnight Sun season. If you want to see the Midnight Sun in Lofoten, you should travel here sometime between 28 May and 14 July.



REINEBRINGEN

A wide-angle landscape photograph of a mountain valley. In the foreground, a steep, rocky slope descends from the left, featuring a long, winding stone staircase that leads down towards a lake. The middle ground shows a calm, greyish-blue lake nestled in a valley, surrounded by dark, rugged mountains. In the background, more mountain peaks are visible, some partially obscured by low-hanging clouds and mist. The sky is filled with soft, white clouds, suggesting a bright but slightly overcast day. The overall color palette is dominated by greys, blues, and muted greens, giving it a serene and somewhat somber feel.

Accessing Lofoten

Accessibility: Direct flights, connections, and transportation within Lofoten.

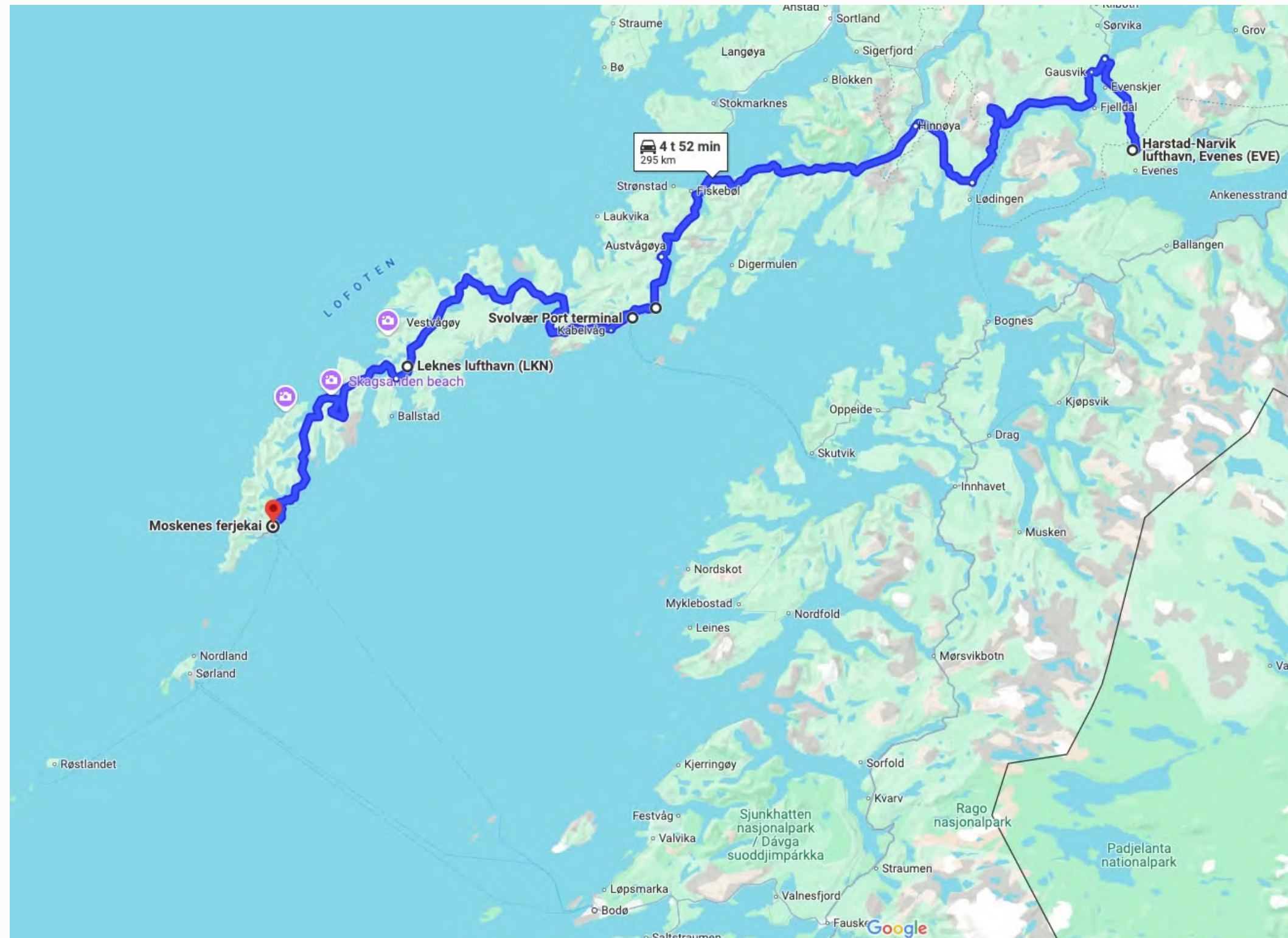
Evenes / Harstad / Narvik Airport

Oslo Airport with Widerø to Svolvær & Leknes Airport

Ferry from Bodø to Moskenes

Express ferry from Bodø to Svolvær

*Coastal Voyage with Havila or Hurtigruten
either from Tromsø, Trondheim or Ålesund?
Disembark: Svolvær or Stamsund (Leknes)*





International Flights to Lofoten

Shorter travel time for your clients longer stays, and more time in nature & the local community.



Summer 2024

Information about the Frankfurt-Evenes connection

From 16th of May, until the 12th of September, Discover Airlines and the Lufthansa Group leisure carrier flies directly from Frankfurt in Germany to Evenes in Northern Norway. Evenes is located about 2,5 hours from Lofoten.

Flying from Frankfurt to Evenes

This new route is perfectly synchronized with all early morning arrivals in Frankfurt on Thursdays and Sundays within the specified period. Moreover, it aligns with all evening departures from Frankfurt for the return journey on these same days.

- Route: FRA-EVE-FRA
- From 16 May to 12 September
- From Frankfurt (Thursdays): Departure FRA: 09:50 / Arrival EVE: 12:50
- From Evenes (Thursdays): Departure EVE: 13:35 / Arrival FRA: 16:45
- From Frankfurt (Saturday): Departure FRA: 11:10 / Arrival EVE: 14:10
- From Evenes (Saturday): Departure EVE: 14:55 / Arrival FRA: 18:05

Summer 2024

Information about the Paris-Evenes connection

From 15th of June, until the 30th of August, Air France flies directly from Paris in France to Evenes in Northern Norway. Evenes is located about 2,5 hours from Lofoten.

Flying from Paris to Evenes

This new route is perfectly synchronised with all early morning arrivals in Paris on **Saturdays** within the specified period. Moreover, it aligns with all afternoon departures from Paris for the return journey on these same days.

- Route: CDG-EVE-CDG
- From 15 June to 30 August
- From Paris: Departure CDG: 09:45 / Arrival EVE: 13:25
- From Evenes: Departure EVE: 14:25 / Arrival CDG: 18:05

Summer 2024

Information about the Zürich-Evenes connection

From 10th of June, until the 26th of August, Edelweiss Air/SWISS flies directly from Zürich in Switzerland to Evenes in Northern Norway. Evenes is located about 2,5 hours from Lofoten.

Flying from Zürich to Evenes

This new route is perfectly synchronised with all early morning arrivals in Frankfurt on Mondays within the specified period. Moreover, it aligns with all afternoon departures from Zürich for the return journey on these same days.

- Route: ZRH-EVE-ZRH
- From 10 June to 26 August
- From Zürich (Mondays): Departure ZRH: 11:45 / Arrival EVE: 15:20
- From Evenes (Mondays): Departure EVE: 16:15 / Arrival ZRH: 19:55

The Commercial Director at Norwegian, Magnus Thome Maursund, is responsible for planning the airline's new routes. He states that they have great confidence in Evenes as a destination, considering the efforts made by the tourism industry in the area.



Winter 2024 / 2025 - International flights to Lofoten

From November 2nd, you can fly directly from Evenes to **London Gatwick Airport**. And on December 23rd, the direct route to **Milan Bergamo Airport** in Italy will open. Edelweiss will fly to **Zürich Airport** from December 21st to March 29th.



The new Norwegian Airlines routes are round trips on the same day. The direct flight to London is on Saturdays, and to Milan, it is on Mondays. The winter season for the airline lasts until the last Sunday in March.

Summer 2025

International flights to Evenes Airport

Exciting News Coming soon

Arctic Route Svolvær – Evenes Airport/Narvik – Svolvær

Airport Transfer / Connection Narvik – Svolvær – During summer of 2024, travel by bus between Svolvær, Evenes Airport and Narvik in a safe, reliable and comfortable way to go/come back from Lofoten

Price of one-way ticket: NOK 690 per person (Webpage price)

Daily service between Evenes Airport and Svolvær (Lofoten Islands)

Read all about traveling in Lofoten:
[Travel in Lofoten](#)

[Emma Bocket](#)

Head of Sales for Arctic Route

emma@bestarctic.com





ARCTICROUTE

Part of Best Arctic

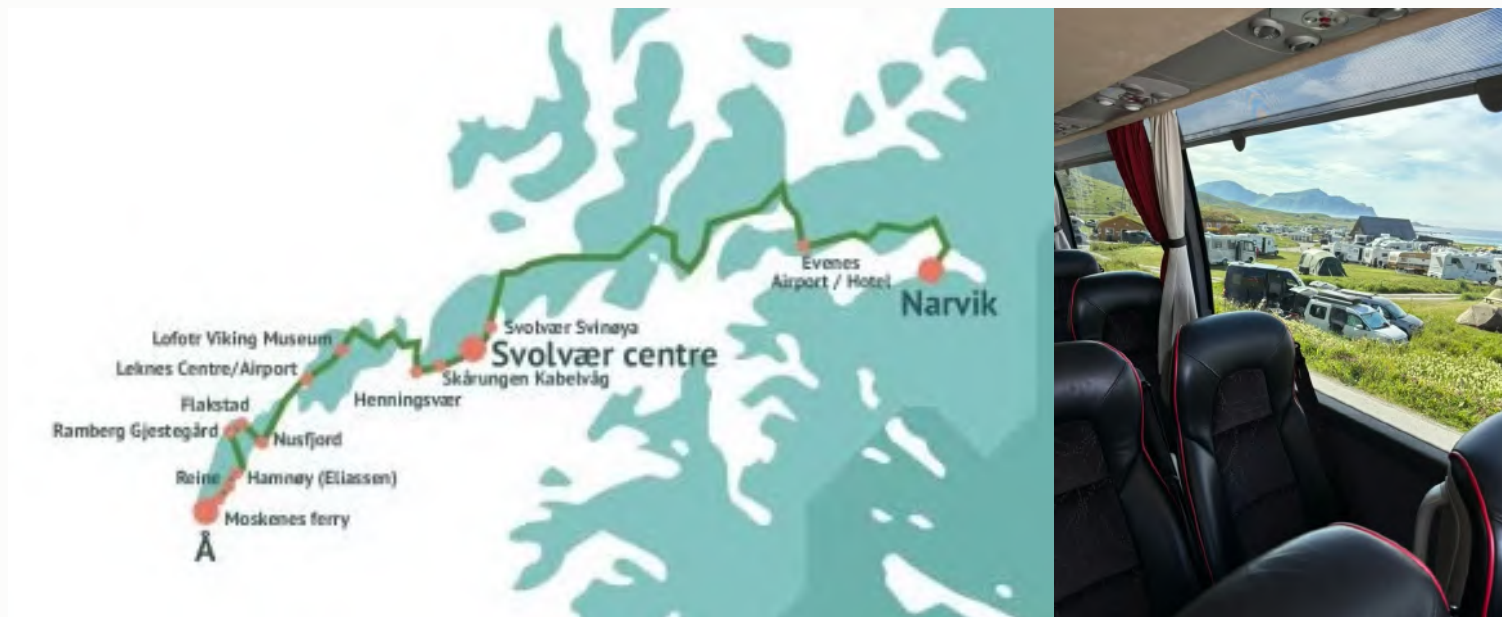


Splurge and Glamp with Arctic Route

Hvordan kan campingplasser i Lofoten, hjelpe de reisende til å reise kollektivt, tryggere og mer miljøvennlig samt hjelpe lokalbefolkningen med å lette på trykket av trafikk og transport i Lofoten.

Kommunikasjon om kollektivtransport tilbudet.

Kan du la bobilen stå og ta buss inntil Henningsvær? Kan reise med buss hele turen din i Lofoten?



Er campingplassene lett tilgjengelige med offentlig transport, eller tilby shuttle-tjenester fra sentrale knutepunkter?
Sykle fra Kabelvåg til Svolvær - der man gjøre trygge ferdsel på fortaue for fotgjenger og syklister



Please keep in mind: ONLY AN EXAMPLE ITINERARY! Real-time schedules should be checked at [Arctic Route](#).

Splurging & Glamping with Arctic Route

Day 1 Evenes Airport to Svolvær

Depending on international flights: 15:00 / 14:15 / 16:30 EVE

Arrival Svolvær: 18:05 / 17:20 / 19:35

Splurge first night in Svolvær: Thon Hoten Svolvær / Svinøya Rorbuer / Anker Brygge / Svinøya Rorbuer

Day 2 Svolvær – Henningsvær – Nusfjord – Lofoten Beach Camp

Departure: 08:00 Svolvær

Departure Henningsvær 10:05

Departure Nusfjord 13.15

Arrival / Departure Flakstad 13:55

- A longer sightseeing stop at the village of Henningsvær (75 minutes stop)
- The fisher village of Nusfjord (75-minute stop) is one of Norway's best-maintained fjord villages, with museums, a bakery, bars, restaurants, and galleries to visit.

Camping at Flakstad or go to Rein directly?: Stay at Lofoten Beach Camp

Or Splurge at Nusfjord?



Arctic Route 2024 – Travel Pass – Flexible travel

7 Days – 4590 NOK // **10 Days** 5690 NOK

Day 3 – Arctic Beach Surf & Reine

Departure 13:55 Ramberg

Arrival: 14:15 Reine

Stay at Reine Rorbuer or Catogården for 1 night or more

Hike Reinebringen?

Day 4 – Kayak in Reinefjord

Explore Reine

Day 5 – Skårungen Glamping or Panorama Cabin?

Departure: 14:15 Reine

Arrival: 19:05 Skårungen

Stay for 2 nights at Skårungen

Lofoten SPA & the stunning view of Festvågtind (Skårungen

Next door neighbour to Kabelvågmarka (Kabelvåg Feriehus & Camping)

Day 6 – Tjeldbergtind & Kongstind

Go hiking in Kabelvågmarka & visit Lofot Museum

Day 7 – Skårungen / Kabelvåg – Svolvær – Evenes Airport

Departure: 07:14 Skårungen / Kabelvåg feriehus & camping

Bus Stop: 07:31 Sandvika Kryss (Tuesday)

Arrival: 07:44 Svolvær Center

Airport transfer: Svolvær Centre 08:10

Evenes airport: 11:20

Please keep in mind: ONLY AN EXAMPLE ITINERARY! Real-time schedules should be checked at [Arctic Route](#).

The Arctic Route Lofoten, Northern Norway's most Sustainable Journey?

Day 1 Evenes Airport to Svolvær

Depending on international flights: 15:00 / 14:15 / 16:30 EVE

Arrival Svolvær: 18:05 / 17:20 / 19:35

The first night in Svolvær at Svinøya Rorbuer in Lofoten. Where you can get into a cozy and comfortable rorbu cabin, you will have the open ocean and the spectacular Lofoten mountains on the other. Dinner at Børsen Spiseri with local seafood.

Day 2 Svolvær – Henningsvær with Urban Life

Departure: 08:05 Svolvær Svinøya

Arrival: 08:45 Henningsvær

Indulge at Henningsværbryggekanth: In the heart of Henningsvær, you can immerse yourself in traditional architecture and modern luxury. Dinner at the hotel restaurant with local ingredients is served in a unique and modern kitchen inspired by northern culture and geography. Kayak Nature Safari Henningsvær at 14:00-16:00 XXLofoten.

*Stay 1 or 2 nights depending on if you are urban or tranquility // Bus 743 for flexibility between Svolvær – Henningsvær

Day 3 – Henningsvær – Nusfjord with Tranquility

Departure 10:05 Henningsvær

Arrival: 12:05 Nusfjord

Stay two nights at Nusfjord Arctic Resort in the secluded and tranquil fishing village of Nusfjord in Lofoten, Norway. As you pass the spectacular mountains of Flakstad breathe in the salty winds of the northern sea and prepare to immerse yourself in a truly authentic experience of the Lofoten islands.

Day 4 – Kayak in Nusfjord

Go kayaking, fishing or hiking, the choice is yours even to Lofot SPA should be considered.

Day 5 – Nusfjord to Reine

Departure: 13:15 Nusfjord

Arrival: 14:15 Reine

Stay two nights in Reine Rorbuer, almost as far out in Lofoten as possible. If you are looking for a “get-away-from-it-all” – a place where few people have been, you should come to Reine. They can’t promise you that you’ll be alone, but they can promise that the others came here for the same reason. Or stay at Eliassen Rorbuer or Mays Apartm.

Day 6 – Reinefjorden & Reinebringen – Svolvær

Go kayaking in Reinefjorde or go uphill to Reinebringen. The choice is yours.

Departure: 14:15 Reine

Arrival: Svolvær Centre: 19:15

Stay at Thon Hotel Lofoten or Svolvær dinner at the hotel. The evening sauna at LYST - Thon Svolvær for a last final arctic dip in the ocean before going home.

Day 7 – Svolvær – Evenes Airport

Have the Best Breakfast in Lofoten & Norway from Thon Hotel Lofoten/Svolvær.

Departure: 07:00-07:45

Walk 5-10 minutes from your hotel to reach the bus stop.

Airport transfer: Svolvær Centre 08:10

Evenes airport: 11:20



Arctic Route 2024 – Bus Travel Pass – Flexible travel

7 Days – 4590 NOK // **10 Days** 5690 NOK – Web page price

Experienced companies in Lofoten that want to sell Lofoten 365 days a year



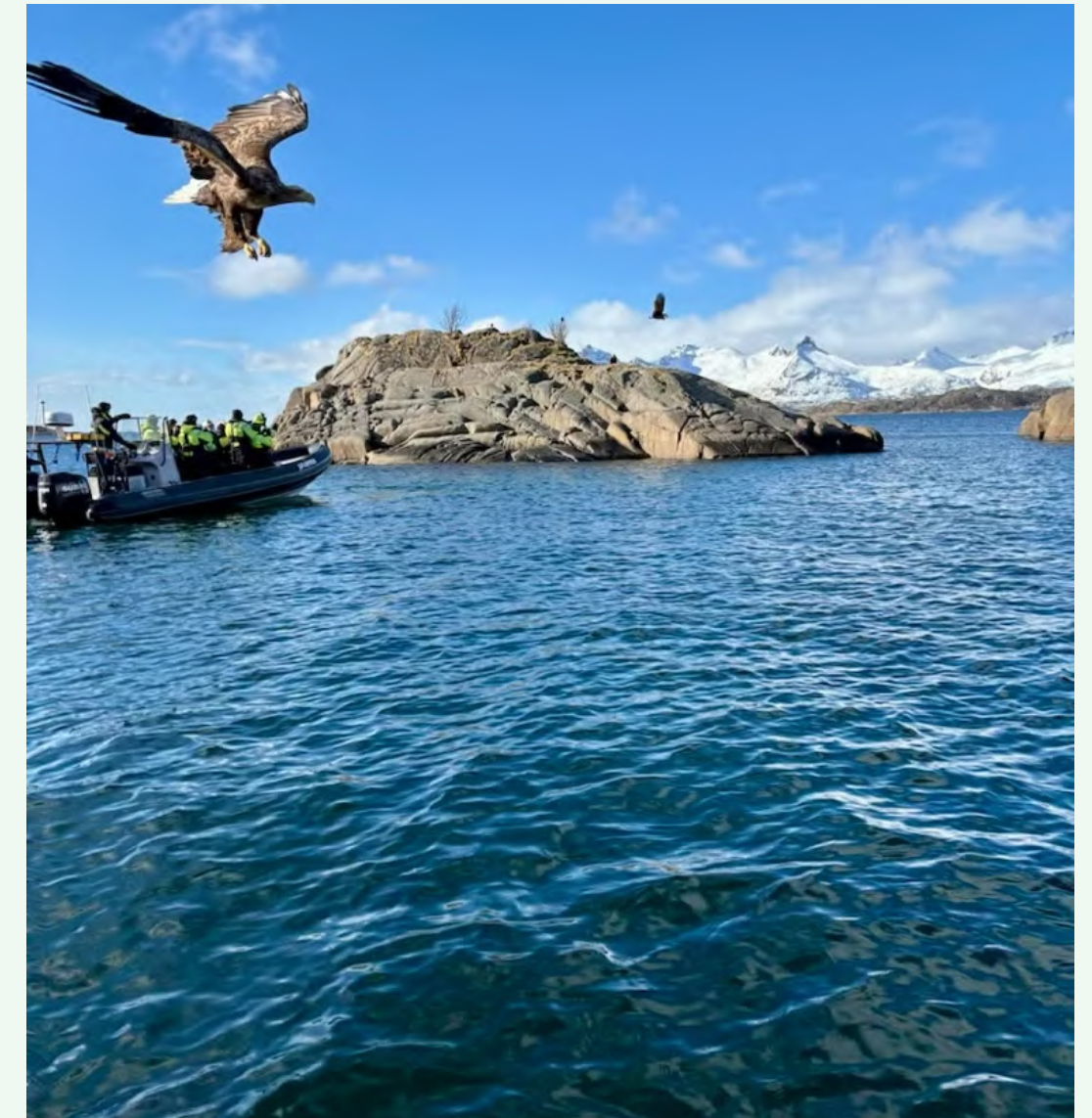
Arctic Surf in April - Alone at the beach

UNSTAD ARCTIC SURF



Sleep incredible Well in Nusfjord

NUSFJORD ARCTIC RESORT



Sea Eagle Safari in Trollfjord

XXLOFOTEN, GO2LOFOTEN, RIB LOFOTEN

XXLofoten - Fishing Trip - 2h



Fløya 590 moh - Svolvær



Sea Eagle Safari



Nusfjord Arctic Resort



Nusfjord Arctic Resort



Børsen Spiseri



Lofotr Viking Museum



Holmen - Lofoten



Skårungen



Holmen - Lofoten



Holmen - Lofoten



Svolvær



Some of our Dear Partners in Lofoten

Places to Sleep in Lofoten - **High-End**

Holmen Lofoten
Reine Rorbuer (deluxe)
May's Apartments & Maybua
Nusfjord Arctic Resort
Henningsvær Bryggehotell
Nyvågar
Thon Hotel Svolvær & Lofoten
Tobiasbrygga (Festvågtind)

Places to Sleep in Lofoten - **Midrange**

Å Rorbuer
Lofoten Planet Basecamp
Reine Rorbuer
Eliassen Rorbuer
Solsiden Brygge Rorbuhotel
Unstad Arctic Surf (private villa)
Tobiasbrygga
Trevarefabrikken
Villa Bryggeanten
Skårungen
Svinøya Rorbuer
Anker Brygge

Places to Sleep in Lofoten - **Budget**

Å Rorbuer
Skårungen (camping cabins)
Fast Hotel

Places to stay in the Lofoten Islands

henningsvaerbryggehotell

29 posts

209 followers

69 following

Henningsvær Bryggehotell

Hotel

New hotel opened July 2024!
Situatd in Henningsvær, Lofoten where modern luxury accommodation and dining meets the Lofoten Archipelago... more

Misværveien 22, Henningsvær

booking.classicnorway.no/... and 1 more

Followed by nordfolktravel, lofoteninfo and 6 others

Following

Message

Email

Our Guests

Vind Brasse...

The Rooms

solsidenbrygge

459 posts

5 294 followers

475 following

SOLSIDEN BRYGGE

Solsiden Brygge - Rorbuhotell

We provide relaxing & active accommodation for travelers & groups in the Lofoten Islands! Come join the Solsiden vibe!
Restaurant @solsidenlofoten
Moloveien 41, Ballstad

www.solsiden-brygge.no

Followed by nordfolktravel, grolinnamst and 27 others

Following

Message

Contact

SPA

Rooms

Activities

Restaurant

Fishing to

lofotenlinkslodges

70 posts

387 followers

10 following

Lofoten Links Lodges

Product/service

The Lofoten Lodges are your base camps for...
playing golf at Lofoten Links
experiencing the northern lights
admiring the midnight sun

www.lofotenlinks.no/en/ac... and 1 more

Followed by lofotenlinks

Following

Message

Contact

LODGES

NORTHERN...

reinerorbuer

1 364 posts

2 273 followers

4 720 following

Reine Rorbuer

Hotel resort

Authentic Rorbu Cabins
@gammelbuarestaurant
Guided Kayak Tours
Photo Sightseeing Tours... more

Reine, Reine

www.classicnorway.no/hotell/reine-rorb...

Followed by polarhagenlofoten, solsoldat5 and 25 others

Following

Message

Contact

Aurora

Reine

Gammelbua

Kayak Tours

holmenlofoten

526 posts

21,3K followers

2 421 following

Holmen Lofoten, Norway

Entrepreneur

Culinary Adventures in the Arctic
Small Hotel, Restaurant & Events
Kitchen On The Edge Of The World

Holmen, Sørvågen

www.holmenlofoten.no/join-our-team

Followed by paulinesreiser, nordfolktravel and 66 others

Following

Message

Contact

Heidi

José

Lennox

KOTE 2024

Fuchsia

mays_apartments

207 posts

564 followers

399 following

May's

May's Apartments & Maybua

family-owned accommodation in the heart of Reine, Lofoten

Kirkeveien 36, Reine

www.mays.no

Followed by livetilofoten, holmenlofoten and 15 others

Following

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LOFOTEN

MAYBUA

APARTMENT

STUDIO

INTERIO

thonhotelsvolvar

683 posts

3 854 followers

496 following

THON HOTELS

THON HOTEL SVOLVÆR

Hotel

A modern hotel on the quayside in Svolvær. We love to welcome you for a pleasant stay or or a good meal in our restaurant.
Avisgata 1, Svolvær, Norway

www.thonhotels.no/svolvar and 4 more

Followed by lenaces, ingridcton and 25 others

Following

Message

Contact

Lofotsalen

Svolvær

Aktiviteter

Bar

Fra hav til

trevarefabrikken

877 posts

33,1K followers

402 following

TRE VARE FABRIKKEN

TREVAREFABRIKKEN

Community

Once a factory - now slowly being transformed into a meeting place across cultural expressions. A never-ending and ever-evolving story.
Dreyers gate 72, Henningsvær

linktr.ee/trevarefabrikken

Followed by lenaces, polarhagenlofoten and 101 others

Following

Message

Contact

Opening ho...

Events

The story

Stay

Taste

svinoyarorbuer

1 033 posts

29,5K followers

1 122 following

SVINØYA RORBUE

SVINØYA RORBUE | LOFOTEN

Hotel & Lodging

Where tradition meets adventure!
Welcome to #SvinøyaRorbuer - in the ❤️ of #Lofoten!
The place for your authentic stay and memorable experiences.

www.svinoya.no/en/ledige-... and 3 more

Followed by laura_svolvaer, solsoldat5 and 64 others

Following

Message

Contact

Sauna

Restaurant

Aurora Bore...

Activities

Cabins

eliasenorrbuer

1 411 posts

8 203 followers

409 following

ELIASSEN RORBUE

ELIASSEN RORBUE | LOFOTEN

Hotel & Lodging

cozy holiday resort
located in Hamnøy, Lofoten Islands
offers the most iconic view

Book your stay now

booking.rorbuer.no

Followed by laura_svolvaer, solsoldat5 and 24 others

Following

Message

Contact

kayak tours

northern lig...

our cabins

windows vi...

polar nig

lofotenplanet

468 posts

1 817 followers

680 following

LOFOTEN PLANET

Lofoten Planet

High Quality Boutique Hotel
Mindful Adventures & Transformational Retreats
Nature, Mountains & Personal Growth Enthusiasts

Moskenesveien 915, Sørvågen

www.lofotenplanet.com

Followed by polarhagenlofoten, solsoldat5 and 28 others

Following

Message

Contact

YOGA RETR...

Mindful Hikes

Nature

About us

Basecar

skaarungen_lofoten

509 posts

10,4K followers

215 following

SKÅRUNGEN

Skårungen [Lofoten basecamp]

Hotel & Lodging

Much more than a hotel in LOFOTEN
Prime location
Endless hikes around
Private beach... more

Ørsvågveien 40, Kabelvåg

linkin.bio/skaarungen and 4 more

Followed by polarhagenlofoten, laura_svolvaer and 40 others

Following

Message

Contact

Restaurant...

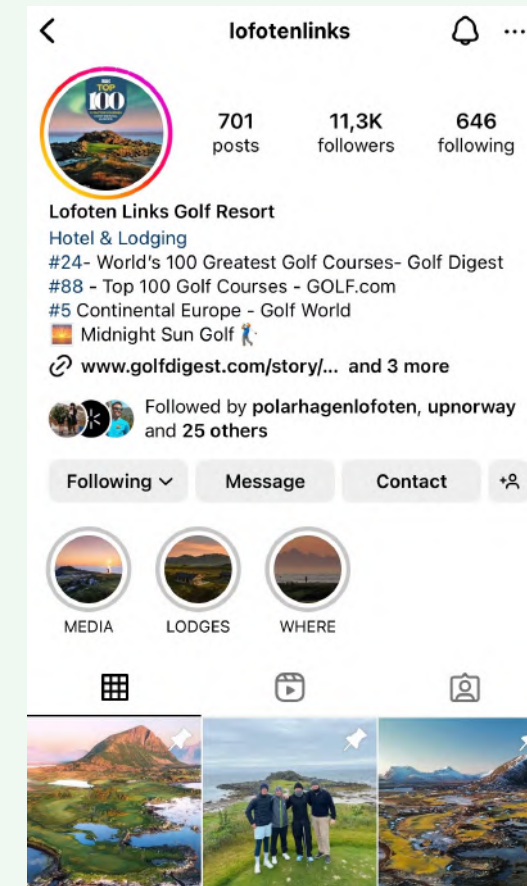
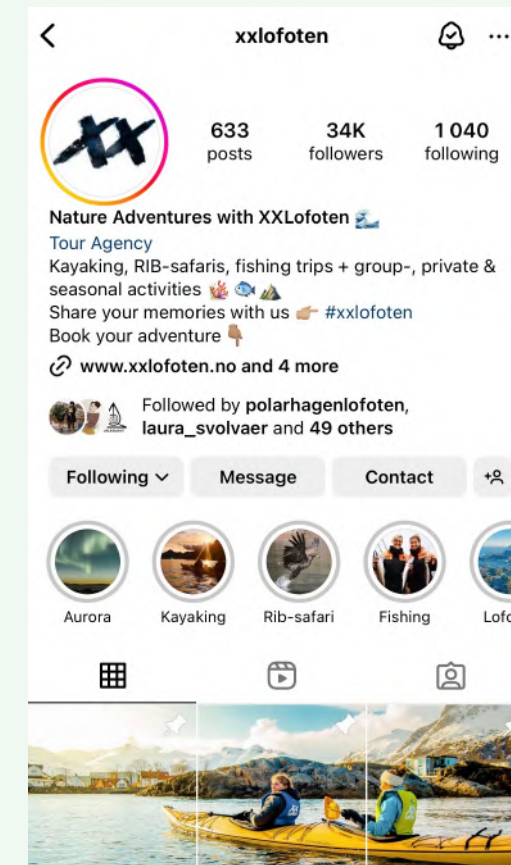
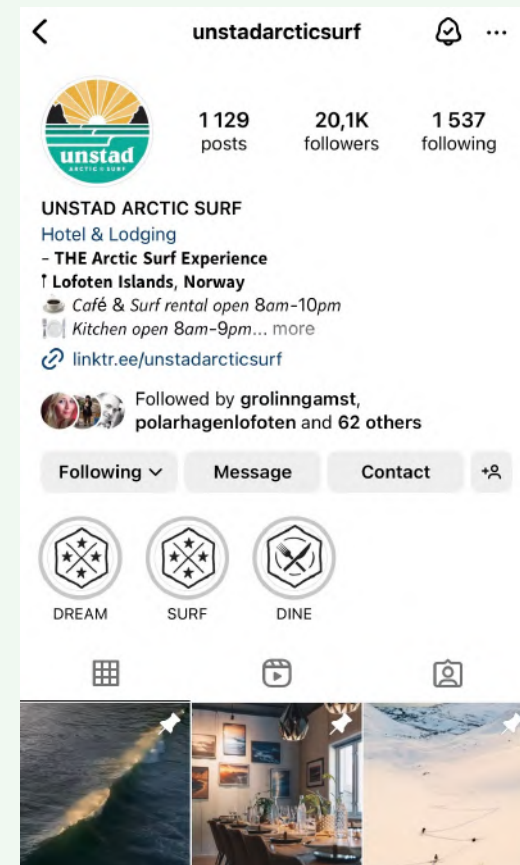
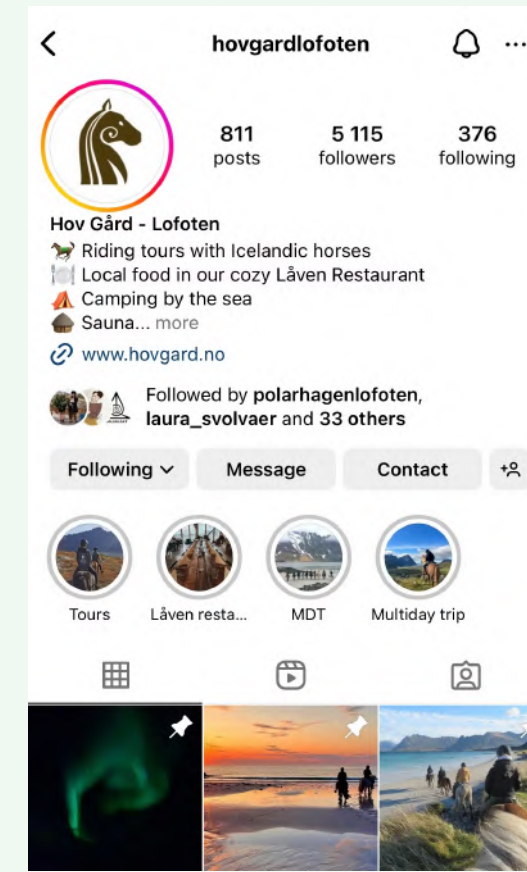
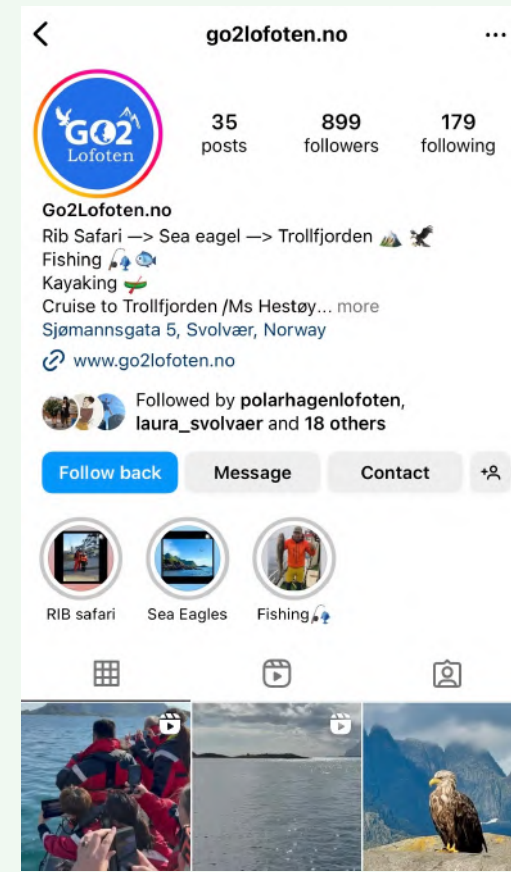
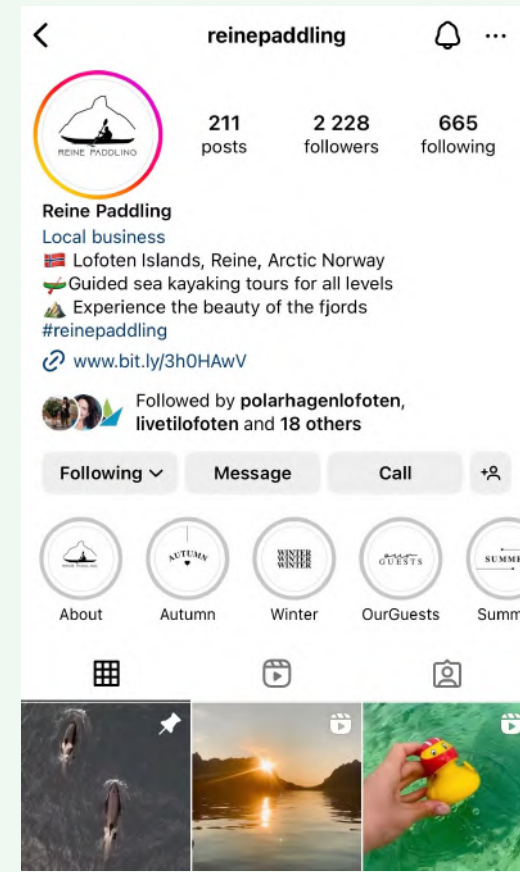
Summer

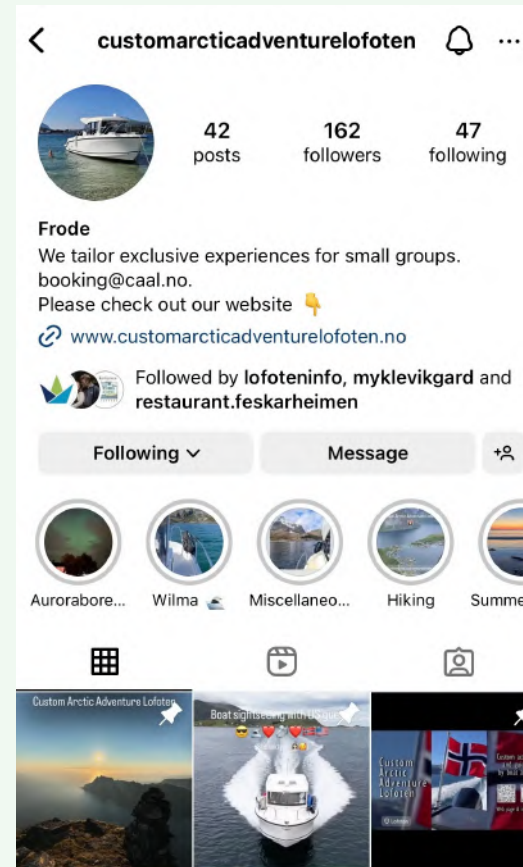
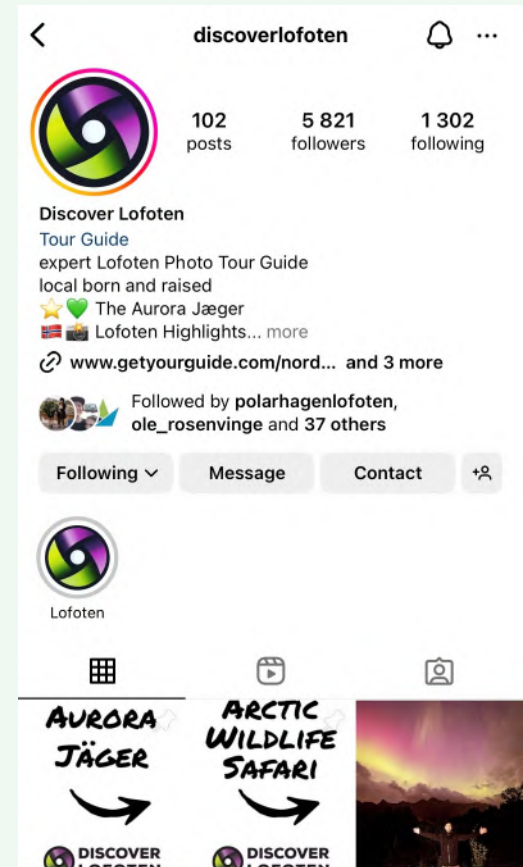
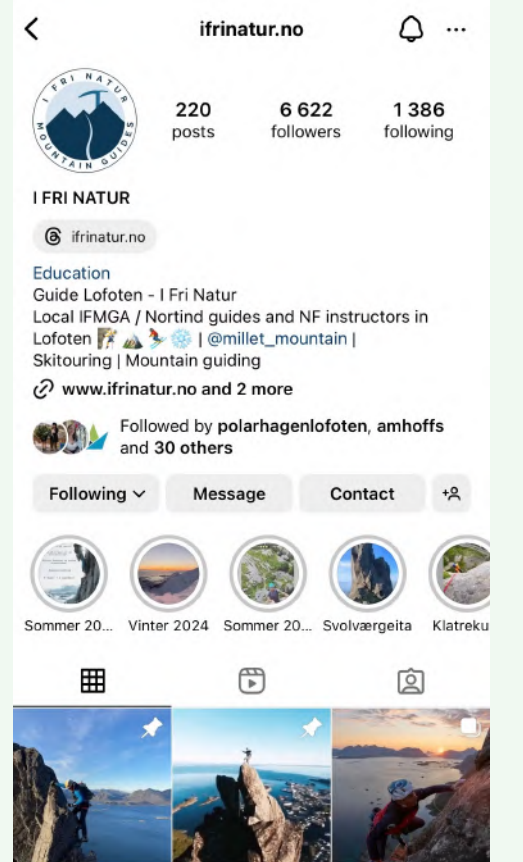
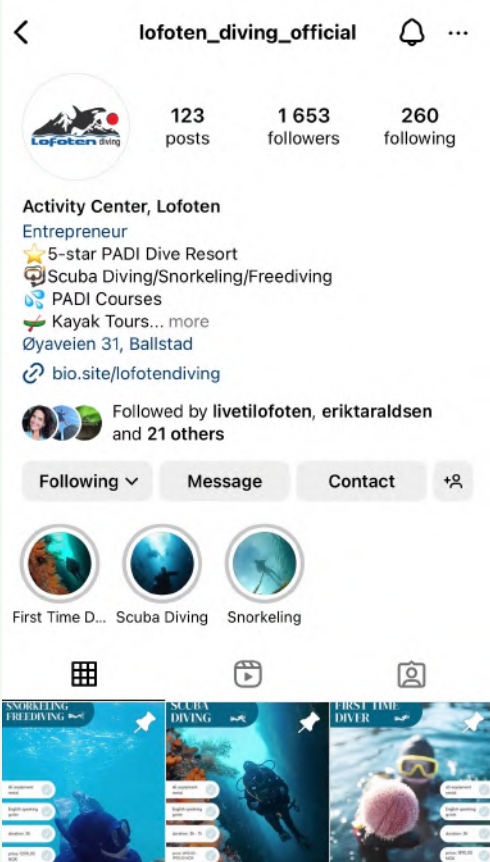
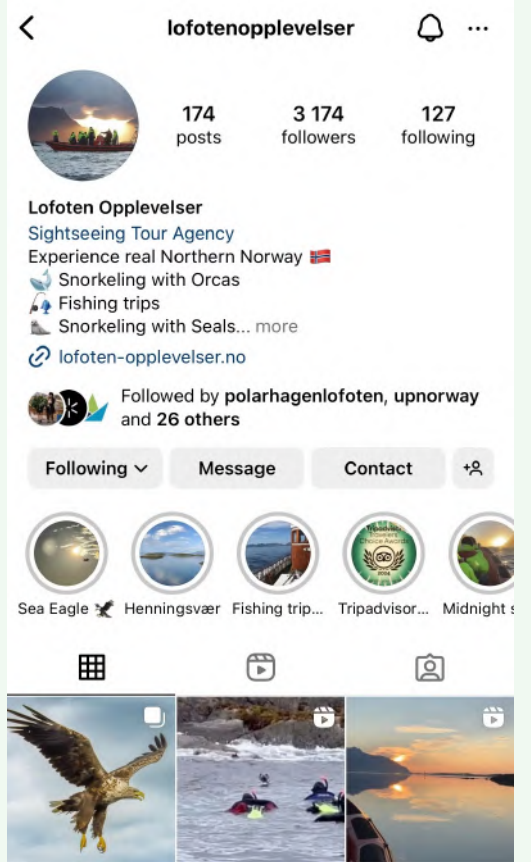
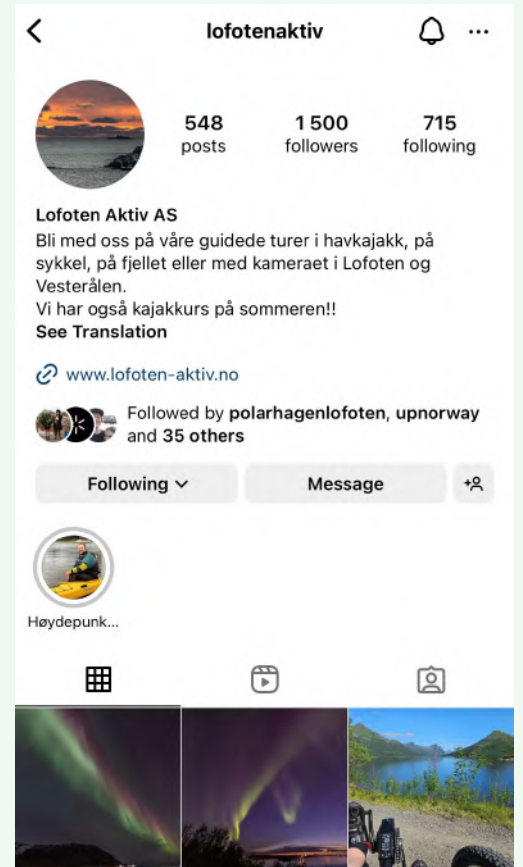
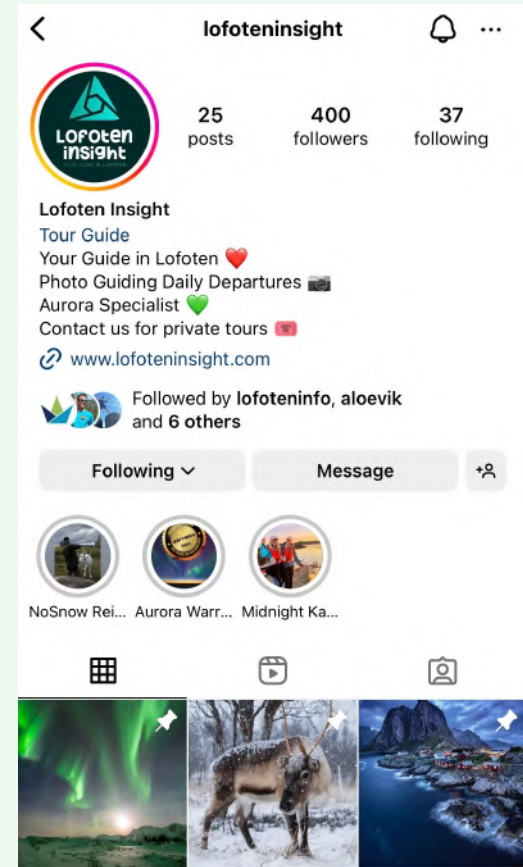
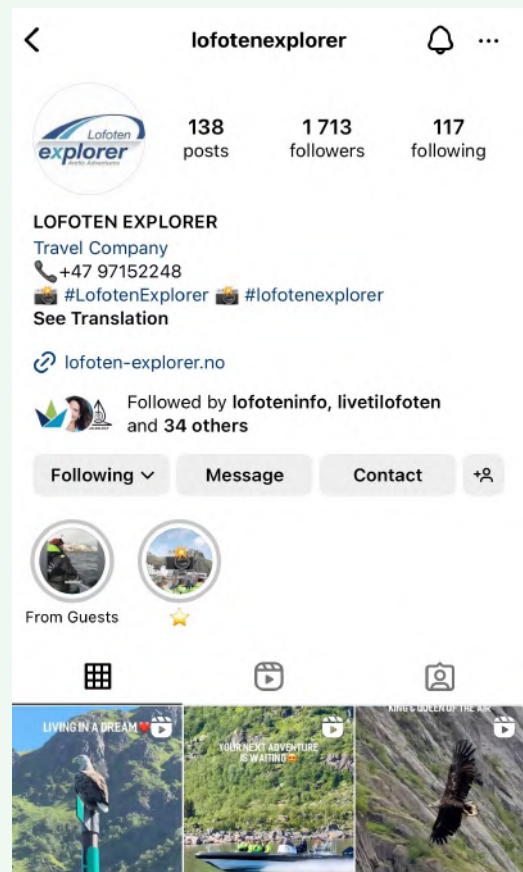
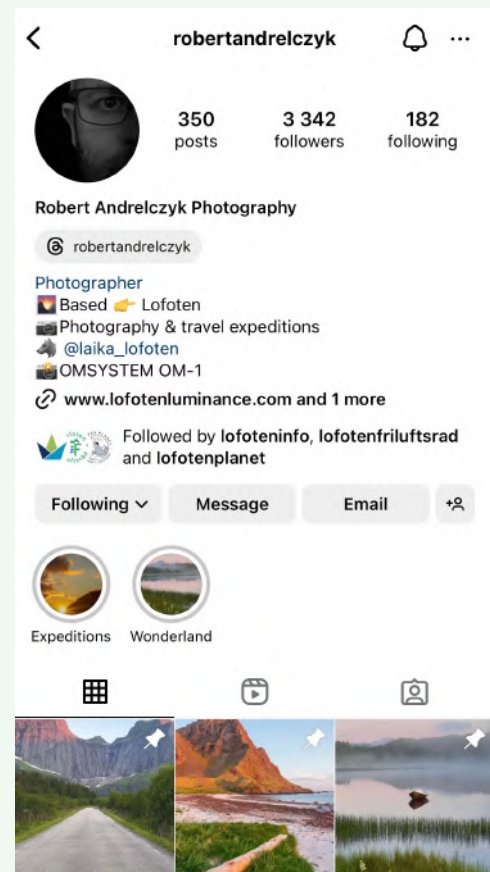
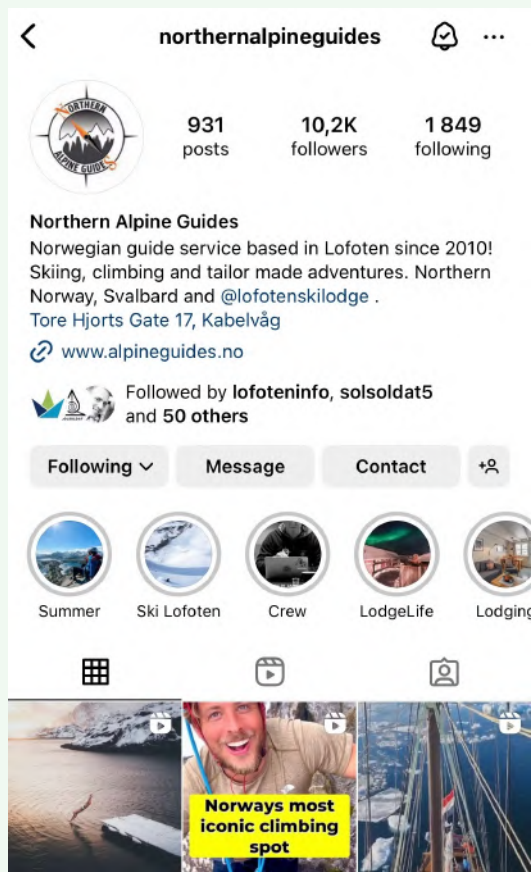
Spa

Northern lig...

Stay

Some activity providers in the Lofoten Islands

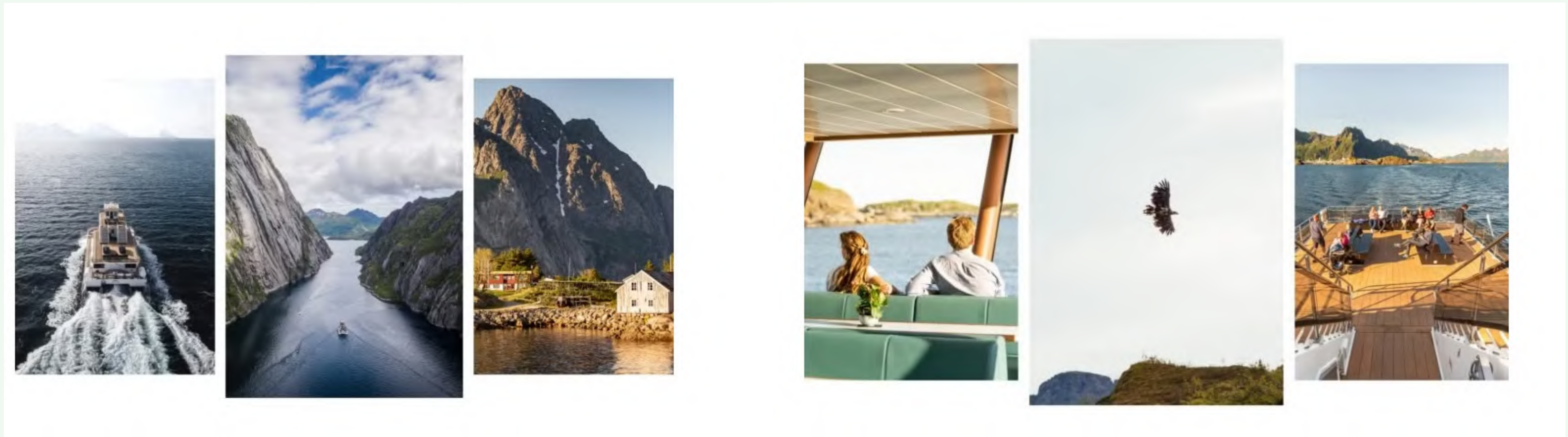




Instagram Accounts for more activity providers in the Lofoten Islands

Lofoten - Silent Trollfjord Cruise

A classic Lofoten adventure with a modern twist, experience Lofoten's majestic Trollfjord and its white-tailed eagles in silence and comfort on board our purpose-built hybrid-electric boat.



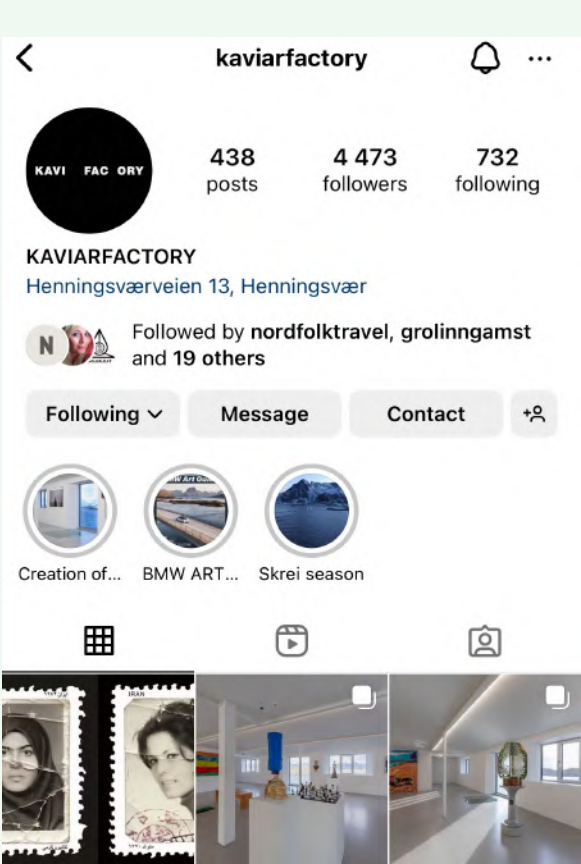
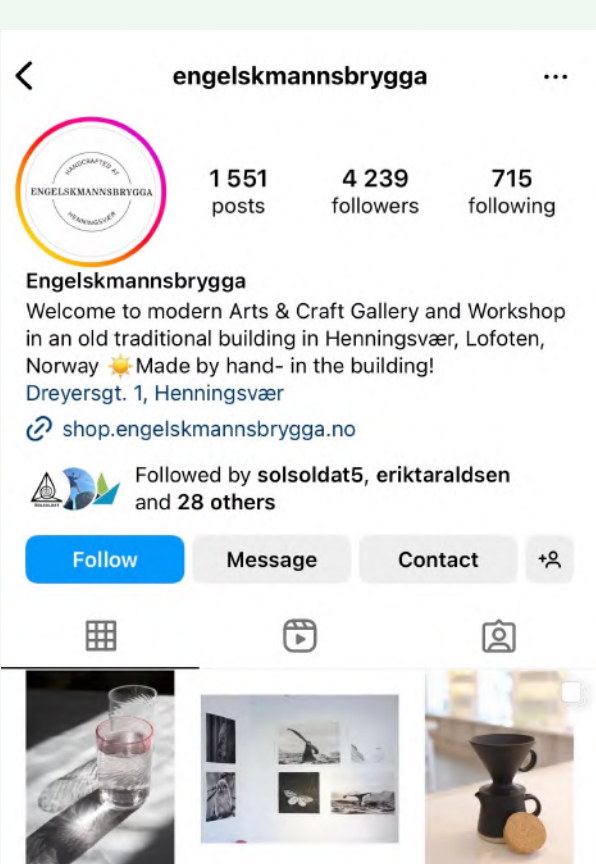
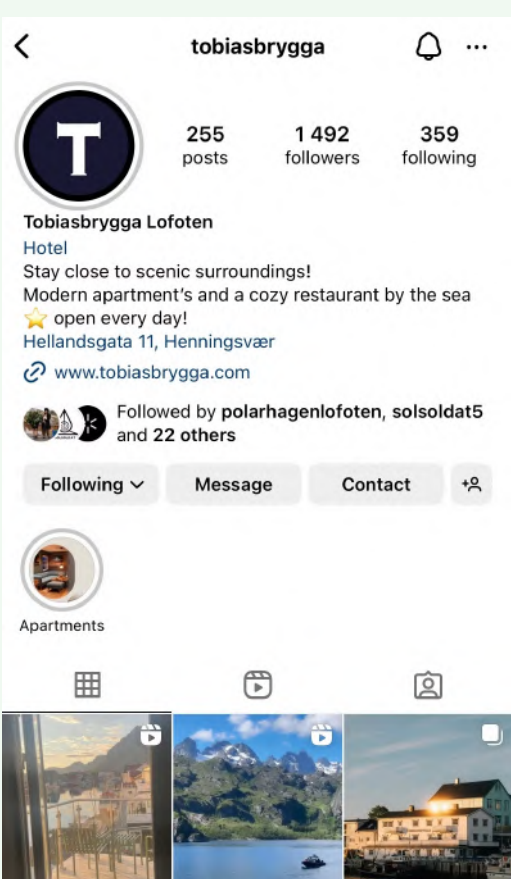
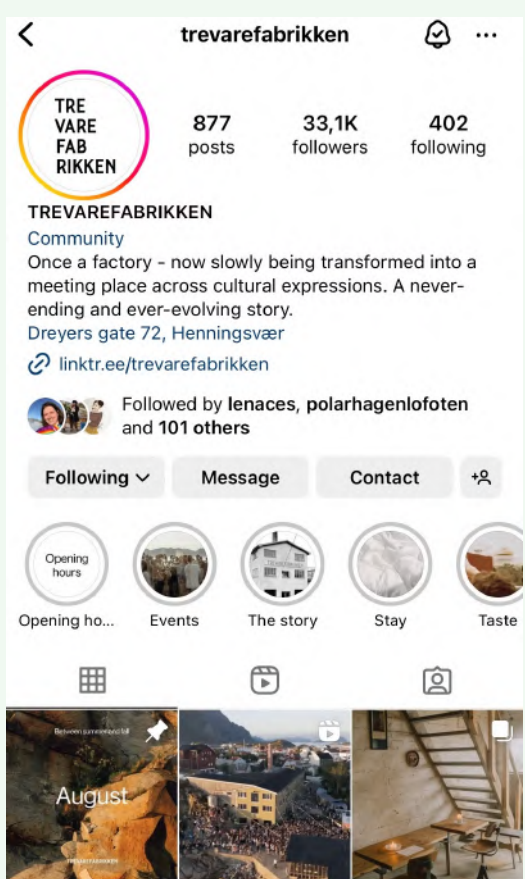
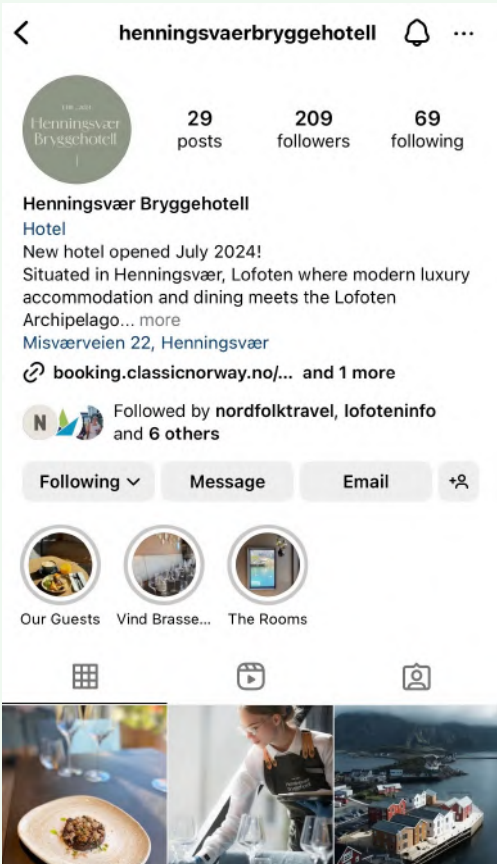
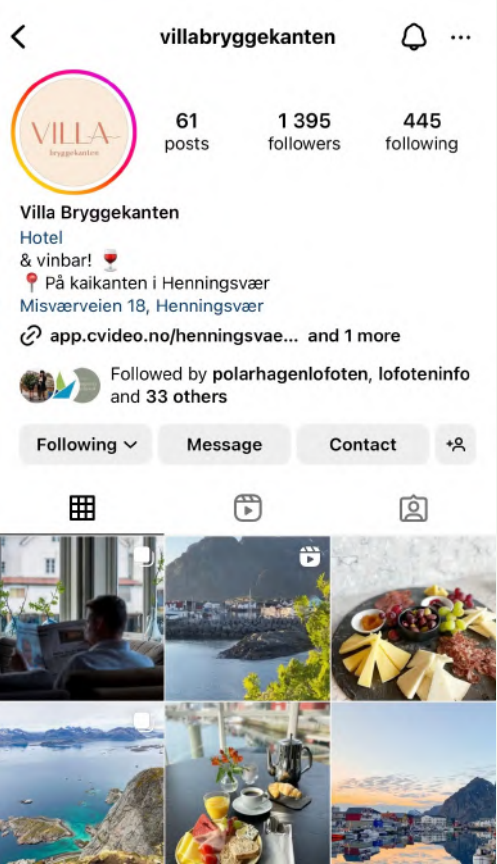
Brim is a tourism company that aims to provide sustainable nature experiences at sea with **hybrid-electric catamarans**. They will combine thoughtful modern design with innovative technology and ambitious environmental standards to create a unique product for exploring Northern Norway. The vision is to attract a global audience and visitors and to leave them with stronger environmental engagement.

<https://brimexplorer.com/no>

Sustainable and soft Adventure

Henningsgsvær

Henningsgsvær is a picturesque fishing village in Norway's Lofoten Islands, known for its stunning natural beauty, charming architecture, and vibrant cultural scene.



Lofoten has gained a new hotel gem

Classic Norway Hotels has opened a suite hotel on the quayside in Henningsvær in the summer of 2024.



Henningsvær Bryggehotell



The Lofoten Islands with Norwegian Luxury in Nature and Urban Fishing Village

Scenic Route Lofoten & Svolvær: DAY 1

Arriving either at EVE or SVJ Airport and having your first night in Svolvær, the capital of the Lofoten Islands. Embark on a private fishing trip; during skrei season, February to mid-April, you may participate in ‘Lofotfiske’ and catch skrei (Barents cod). We recommend the Catch and Dine Experience with XXLofoten and Thon Hotel Svolvær. Or Sea Eagle Safari in Trollfjord.

The Secluded Village of Nusfjord: DAY 2

With your private driver, you will be taken to Nusfjord for 3-nights of slow life and Scandinavian wellness with the Lofot Spa and Iconic landscape typical for the Lofoten island. Breathe fresh air, sleep in comfortable beds, and eat locally sourced ingredients. Dinner is served at Nusfjord's restaurant Karoline.

Explore Nusfjord: DAY 3

Either go hiking, fishing, rib-safari, or make your own artwork, the day is yours to decide.



Example template for 7-days in the Lofoten Islands

The Lofoten Islands with Norwegian Luxury in Nature and Urban Fishing Village



Example template for 7-days in the Lofoten Islands

Arctic Surfing, Golfing, or Horseback Riding: DAY 4

Nestled in the rugged landscape, Lofoten Links offers a world-class golf course amid stunning natural beauty. Alternatively, head to Unstad, the epicenter of Norway's surf scene. Explore the island on horseback, where you can observe diverse birdlife and delve into Viking history along an ancient road leading to an authentic Viking village site.

Onwards to Urban Life in Henningsvær: DAY 5

In the heart of Henningsvær, enjoy a 2-night stay at a hotel blending traditional architecture with modern luxury. Embracing the town's rich artistic heritage, the hotel's decor features local art, reflecting the creative spirit of this charming village.

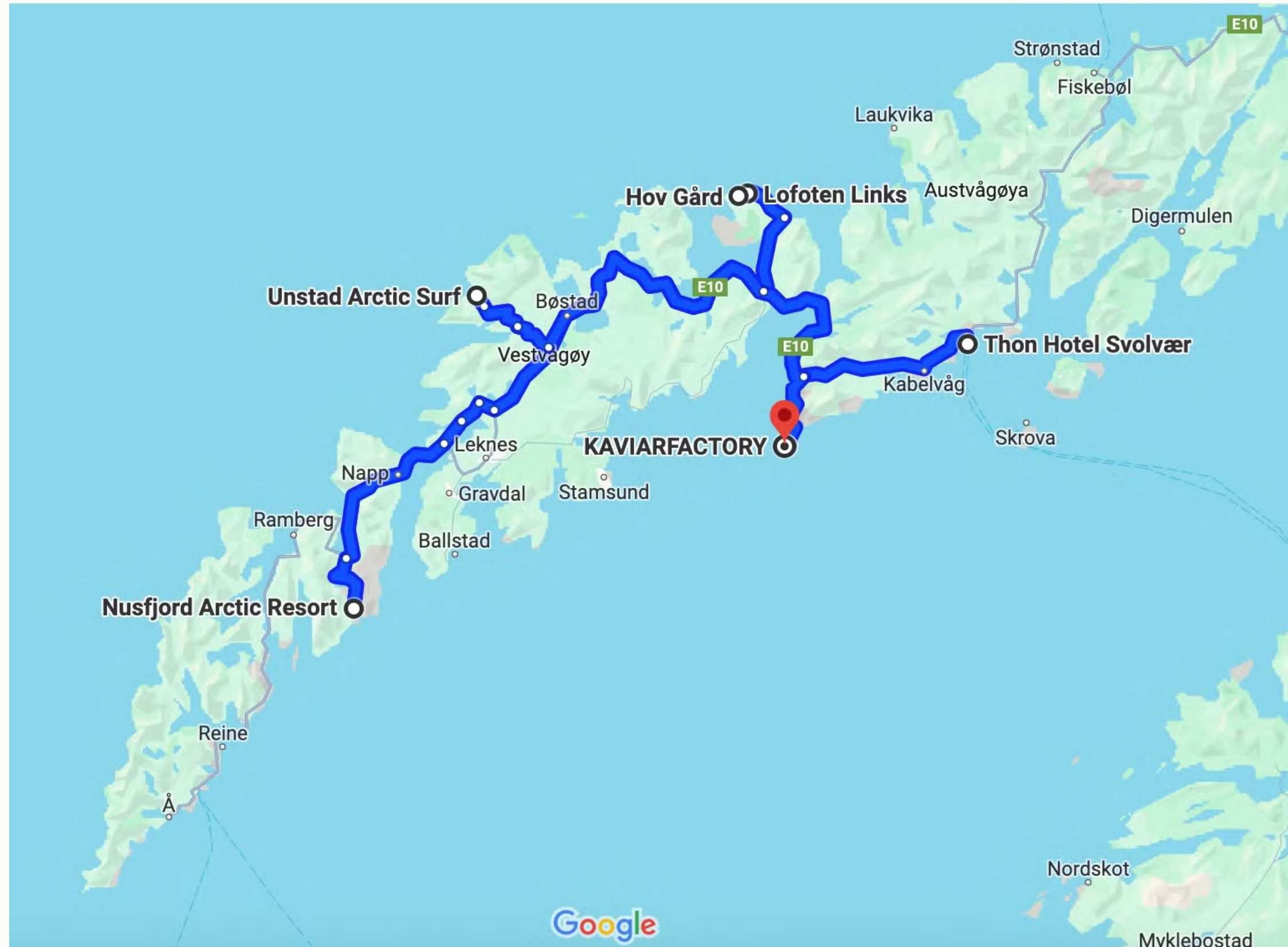
Art Immersion:Kaviar Factory or Climbing: DAY 6

Discover Engelskmannsbrygga, a historic building transformed into a vibrant art gallery, showcasing contemporary works in a stunning waterfront setting. Visit the Kaviar Factory for a private art walk, an avant-garde gallery housed in a former caviar production facility, offering cutting-edge exhibitions against a backdrop of dramatic sea views. For adventure enthusiasts, Henningsvær's world-renowned climbing spots provide exhilarating routes with breathtaking vistas of the rugged Lofoten landscape.

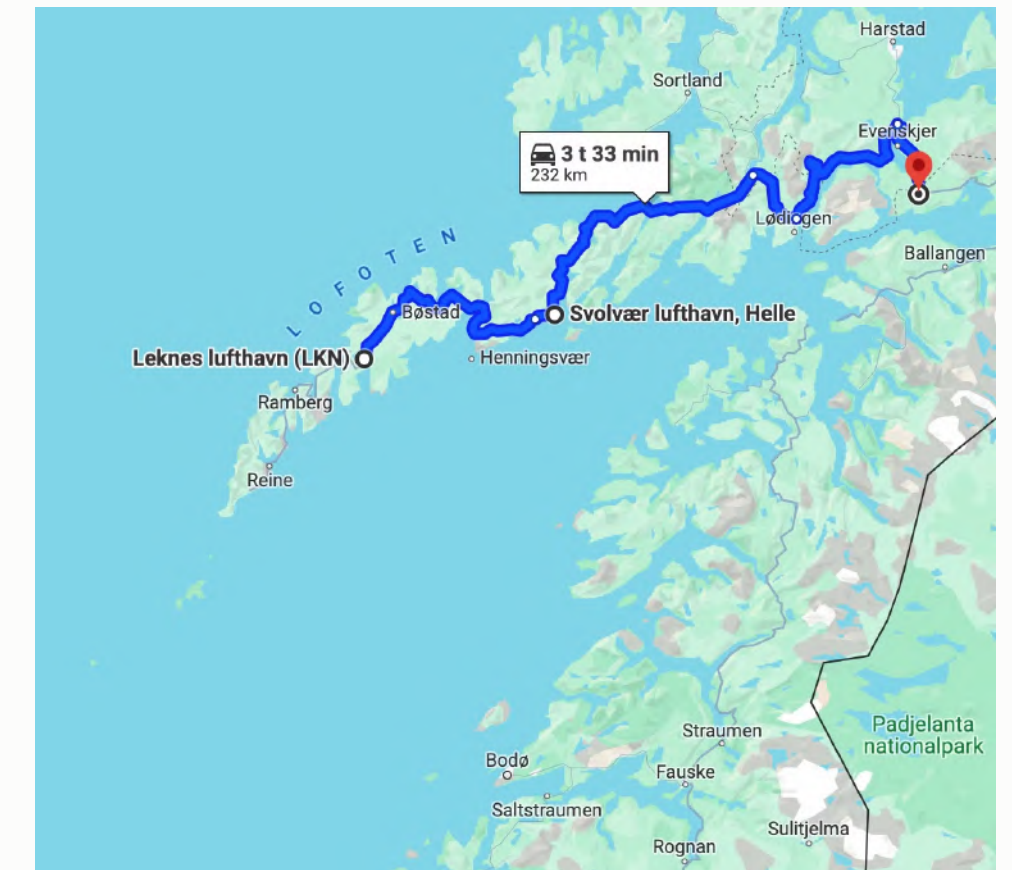
Travel Home or Extend your Stay: DAY 7

Fly home or go onwards with an Private Arctic Boat experience with HMS Gåssten

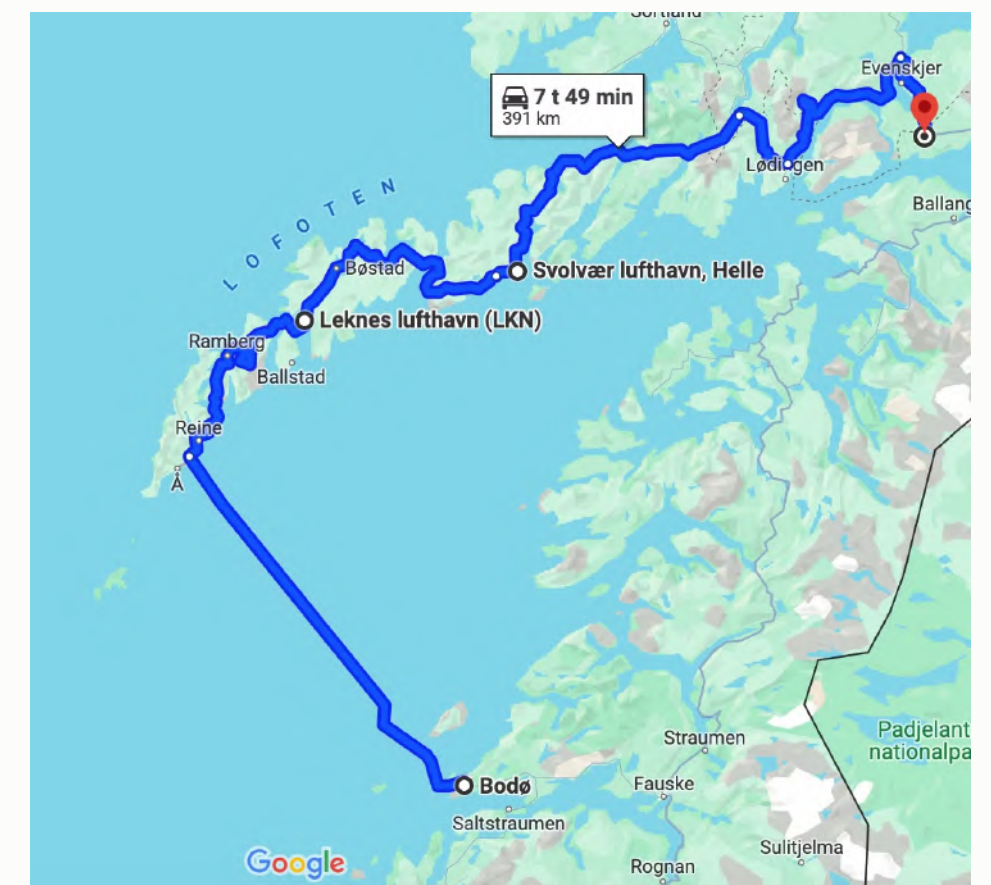
SVJ - LKN - EVE Airports



<https://maps.app.goo.gl/SyYKJweNbU5cK3127>

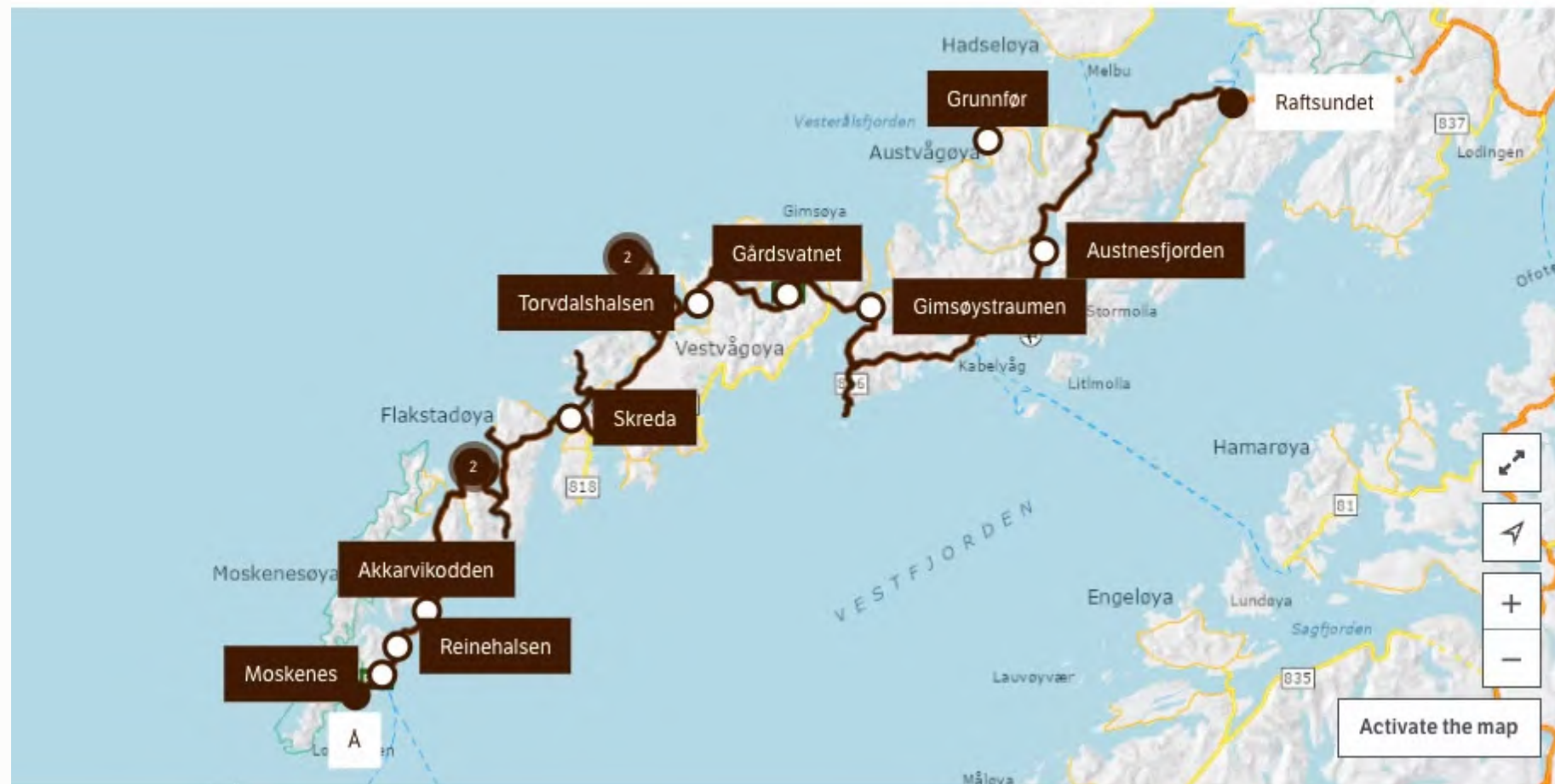


Car Ferry from Bodø to Moskenes Express ferry from Bodø to Svolvør



Scenic Route Lofoten

A drive through a well-established destination with magnificent scenery and a vibrant coastal culture.



Please note: Winter driving should only be performed by confident drivers with previous experience in driving on winter roads. If not confident, we highly suggest using transfers between places or public transportation to stay safe and comfortable when exploring the Lofoten Islands.

<https://www.nasjonaleturistveger.no/en/routes/lofoten/>

Rest areas and viewpoints



GRUNNF R



AUSTNESFJORDEN



GIMS YSTRAGEN



G RDSVATNET



TORVDALSHALSEN



EGGUM



EGGUM ARTWORK



SKREDA



RAMBERGSTRANDA



BRUNSTRANDA



AKKARVIKODDEN



REINEHALSEN



MOSKENES

Meet the team

Destination Lofoten is built by industry experts



Line Renate Samuelsen
CEO & Tourism Manager

Line works closely with local and national politicians to make significant decisions for Lofoten now and in the future. Highly skilled in adventure travel and visitor management. She knows how to lead people in a better direction.

Epost: line @ visitlofoten.no
Tlf: +47 922 46 956



Vegeir H. Selboe
Marketing Manager

Vegeir is out and meeting new and existing markets and responsible tour operators. The latest success is getting direct flights to EVE Airport. You often find him in Milano, Frankfurt, and the UK. The number of tour operators selling Lofoten in Italy has increased by 683% from 2019 to 2024.

Epost: vegeir @ visitlofoten.no
Tlf: +47 958 00 718



Ole-Henrik Arnesen Rosenvinge
Digital, Booking & Administration Manager

Ole stays current on the latest tech, works with SoMe, and makes Visitlofoten the best place to find information about Lofoten and book great adventures. He also has extensive knowledge of different tech systems in the travel industry.

Epost: ole @ visitlofoten.no
Tlf: +47 929 81 717



Pauline Solheim
Sustainability & Development Coordinator

Pauline communicates with stakeholders and constantly works on sustainability in Lofoten, delivering on the target of becoming a Sustainable destination. Working with concept and product development as well as a master of the journey in Lofoten.

Epost: pauline @ visitlofoten.no
Tlf: +47 958 82 294

We are four people serving all six of Lofoten's municipalities: Vågan, Vestvågøy, Flakstad, Moskenes, Røst & Værøy to make Lofoten a sustainable destination. We also collaborate with 140 local travel companies and around 900 tour operators in Lofoten's portfolio. To mention some of the work we do.

Lofoten is getting closer to all-year around tourisme

Historic figures for tourism in the first three months of the year

Lofoten has seen a surge in visitors during the traditionally quieter months of January, February, and March of 2024. This rise in year-round tourism is not just a boon for travelers, but also a significant contributor to the local economy. The steady flow of visitors throughout the year allows businesses to retain full-time employees, ensuring a consistent level of quality and expertise in the travel industry.

This continuity translates to improved services and more enriching experiences for travelers, who can now enjoy Lofoten's unique charm in every season, guided by knowledgeable experts and using well-maintained facilities. Moreover, year-round tourism plays a vital role in sustaining the local economy, supporting businesses, and preserving the cultural and natural heritage of Lofoten for future generations.

Fresh figures from Statistics Norway show this:

- January: 16,569 guest nights.
- February: 43,663 guest nights.
- March: 53,411 guest nights.

These are so-called commercial guest nights, which do not include Airbnb figures. In the first three months, there were 113,643 commercial guest nights in Lofoten.

There was a 37 percent increase in commercial guest nights in Lofoten during the winter of 2024 compared to the same months in 2023. This growth is particularly noteworthy as it underscores the rising popularity of Lofoten as a winter destination. Of the total winter visitors, 67 percent are foreign guests, while 33 percent are Norwegians.





Collaborate with the team in Destination Lofoten for

Expert Knowledge in Lofoten

We are open to collaborate with Tour Operators & DMC

To truly experience Lofoten, you need strategic planning and skilled insider knowledge. We are here to help you.

We can connect you with the right people in Lofoten. **We work closely with 140 companies that deliver accommodation, activities, transportation, and tailor-made journeys in Lofoten.**

Broadly, what kind of travelers interests your clients?

- Active Adventure
- Luxurious Treat
- Cultural Exploration
- Soft Adventure, Relaxing and Lofot Wellness
- Lofot Food Adventure with Scandinavian Cooking
- Something else?

Support a place committed to sustainable tourism development

Kindly let us know what you need, and let us collaborate on something extraordinary for your clients. We have around 900 operators in our portfolio selling Lofoten; let us know if your company is next in responsibly selling Lofoten.

Website

[Visitlofoten.com](https://visitlofoten.com)

Instagram

[Lofoteninfo](https://lofoteninfo.no)

Facebook

[Lofoten.info](https://lofoten.info)

Activities on Visitlofoten

[Visitlofoten.com/en/booking](https://visitlofoten.com/en/booking)



Thank you

These direct routes are available from international airports to Evenes the Gateway to the Lofoten Islands, Norway

1. Paris CDG in France with Air France (summer 2024)
2. Frankfurt in Germany with Discover Airlines (summer 2024)
3. Palma de Mallorca in Spain with Norwegian (summer 2024)
4. Zürich in Switzerland with Edelweiss (summer 2024)
5. Zürich, in Switzerland with Edelweiss (from 21. desember)
6. London Gatwick in England with Norwegian (from November 2nd)
7. Milan Bergamo in Italy with Norwegian (from December 23rd)

