

A close-up shot of a dark kettle pouring a stream of coffee into a dark mug. The mug has some faint text on it, including "HOLME". In the background, a bright campfire burns with white and yellow flames. Two people, a woman and a man, are visible in the background, wearing winter clothing and hats, looking towards the camera. The scene is set outdoors at night, with a wooden structure visible in the background.

**Next to nothing. Close to everything.
This is Arctic Living.**

In Alta, the Arctic is not something you visit – it is something people live.

Why travel to Alta?

Alta is a real Arctic town at 70° North, where people live their everyday lives close to nature – and guests are welcomed into that life.

What makes Alta different?

Alta is not a wilderness resort or a staged Arctic product. It is a compact, living community with authentic culture, local hosts and easy access to Arctic nature.

This is Arctic Living:

Experiencing the Arctic the way locals do – through daily life, traditions, seasons and nature-based activities.

Here, small-scale, family-run businesses cooperate closely to deliver personal hosting and high-quality Arctic experiences.

We care deeply about our town, our nature and the people who live here. Guests are welcomed as visitors to a living community – and we expect the same respect and responsibility in return.



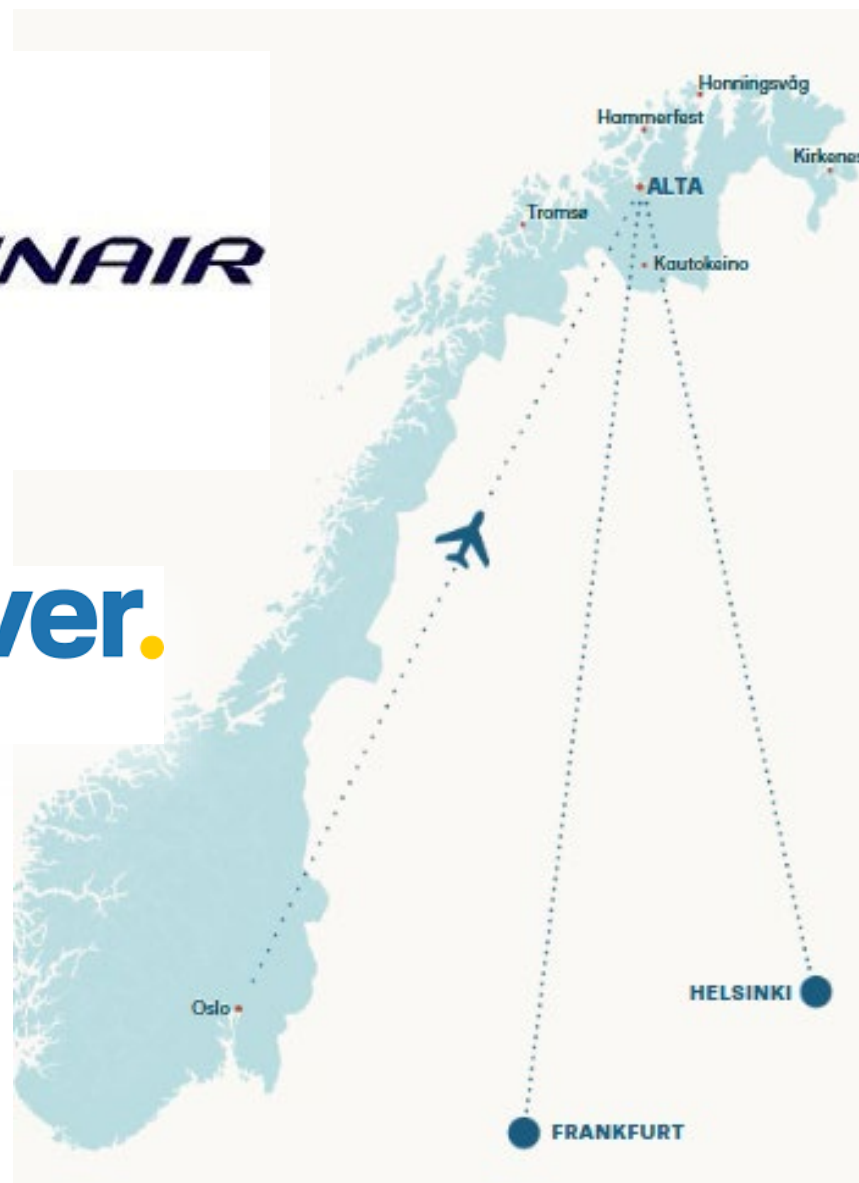
SAS

FINNAIR

widerøe

discover.
airlines

norwegian ✈



**FLYBUSS
EKSPRESSEN
ALTA**

Distances from Alta

Kautokeino 130 km

Karasjok 198 km

Lakselv (Porsanger) 172 km

Honningsvåg 208 km

Northcape, 237 km

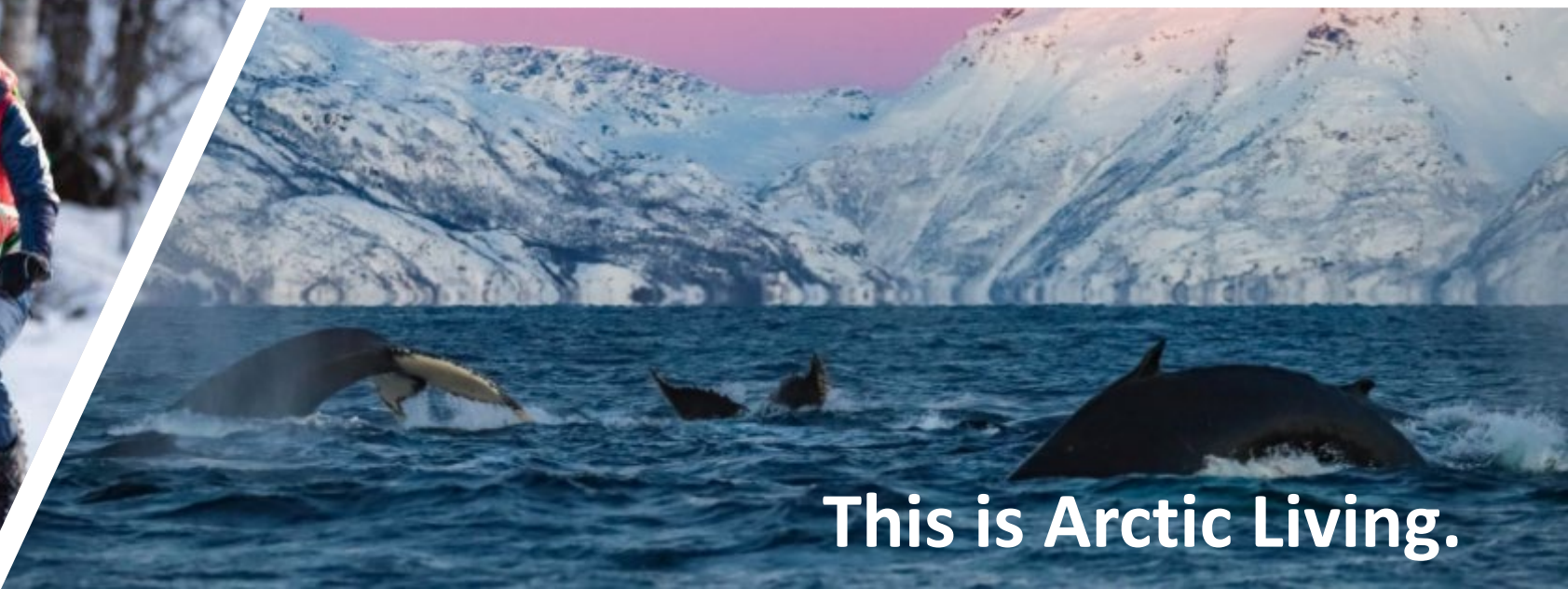
Hammerfest, 140 km

Tromsø 385 km

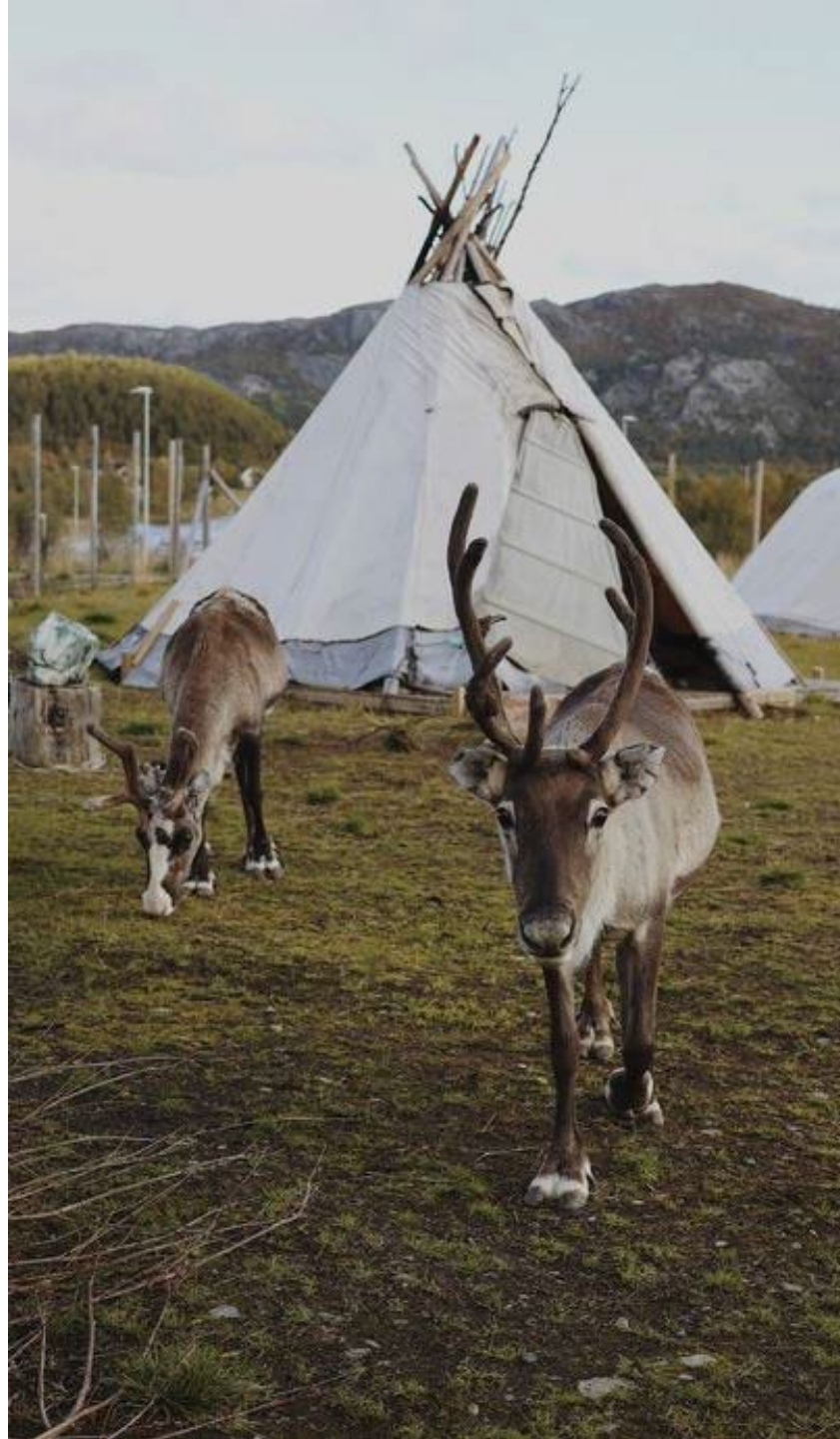
Ivalo 362 km

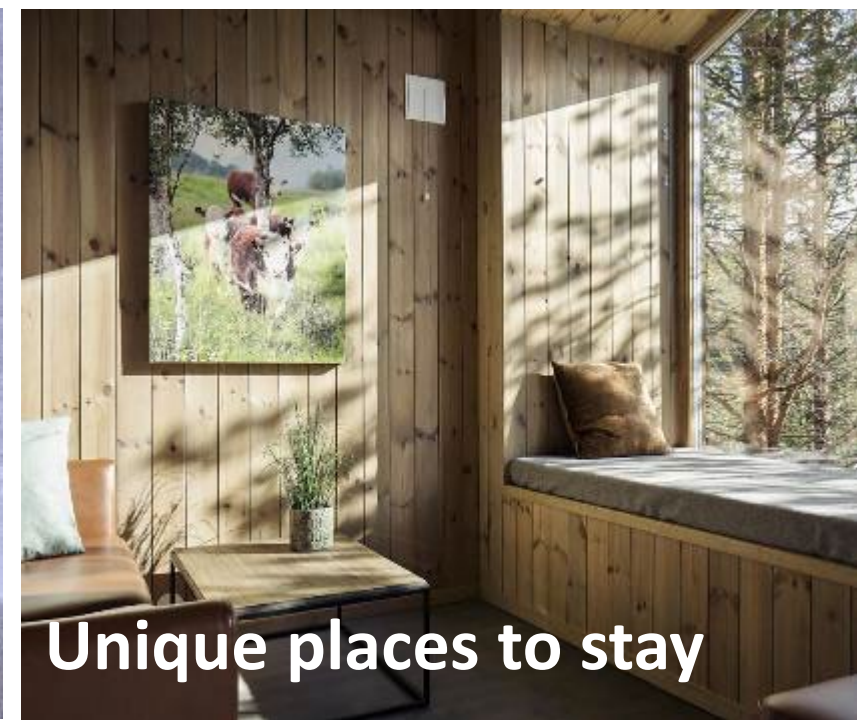
Kittilä 361 km



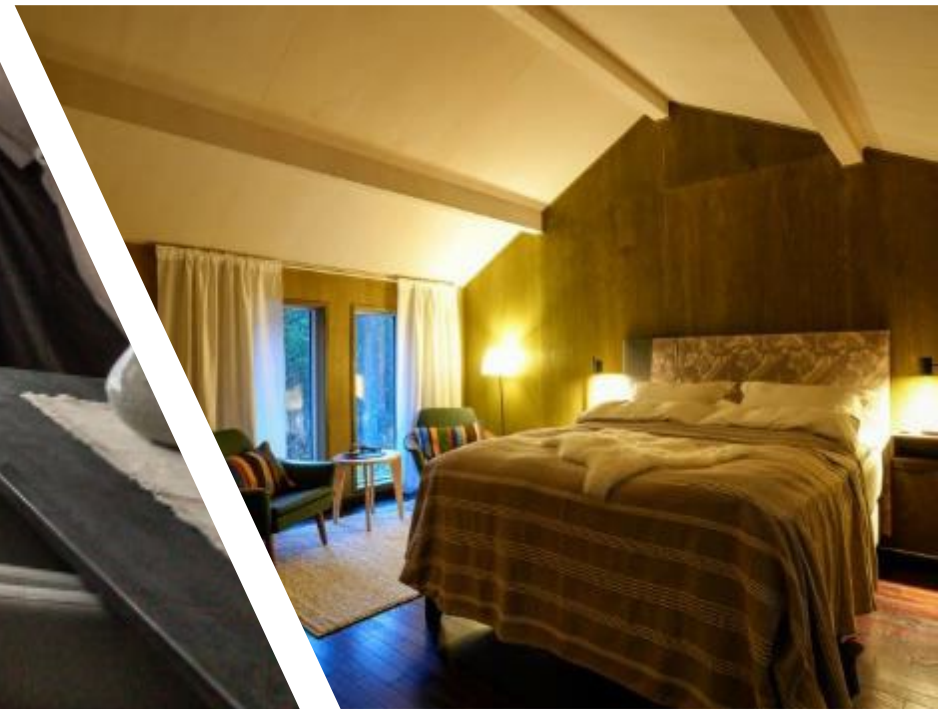


This is Arctic Living.





Unique places to stay



Unique places to stay



Why Alta in summer?

- World Heritage site – The Rock Art in Hjemmeluft
- Alta Canyon – Northern Europes largest Canyon
- 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 – summer with the northern lights 🌌



Look for..



...based on our values

- United
- Trustworthy
- Quality-conscious

Businesses that use this label have signed ethical guidelines and have contributed to work systematically with sustainability



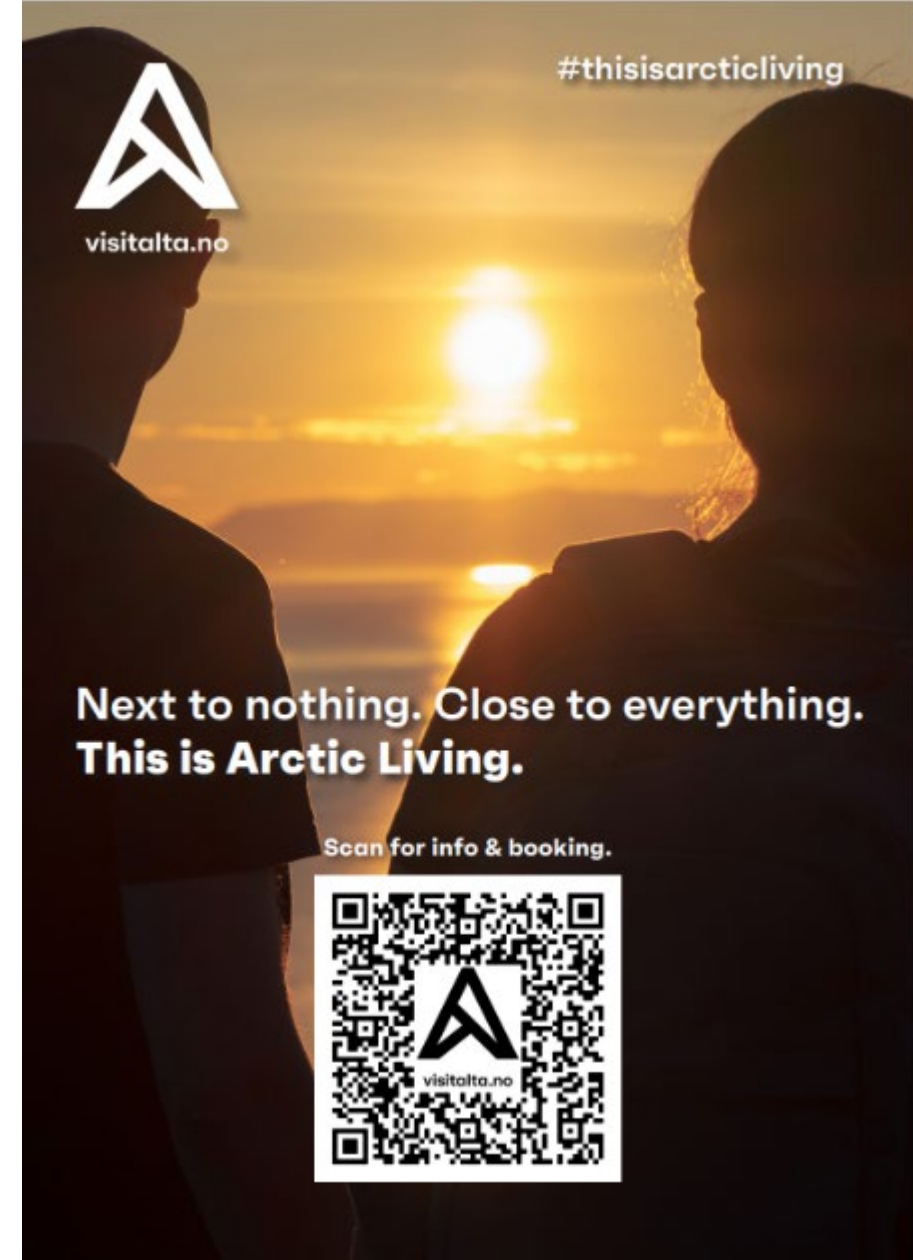
Visit Alta – DMMO for Alta region

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

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

Welcome to Alta Region.
Welcome to Arctic Living!

Katja Pettersen, Director of Tourism
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