

TROMSØ / Welcome
to the Arctic

velkommen
69°north

Who is Visit Tromsø-Region?

- Destination company (DMO) for Tromsø and the surrounding region
- Representing around 250 member companies
- Operates the official Tourist Information Centre for the Tromsø region
- Destination marketing and sales across priority markets
- Trade collaboration with industry partners and distribution channels
- Collective industry representation and policy influence



Photo: Vegard Stien

Why Tromsø?

- The Arctic Capital
 - A true year-round destination
 - Located at 69° North
 - Authentic Arctic experiences, local food and accommodation
- Connectivity
 - Up to 27 international destinations with direct flights
 - Airport to city in just 10 minutes
 - A well-connected gateway to the Arctic region
- Urban meets nature
 - A vibrant city centre
 - Midnight sun, northern lights and polar nights
 - A wide variety of activities year-round





Photo: Regine Igesund

Tromsø facts



Size

- Population: 80 000
- City centre located on Tromsø island
- Area: 22 524 km²



Weather and climate

- Midnight sun (May – July)
- Northern lights (September – early April)
- Polar nights (November – January)
- Average temperatures:
 - February (coldest month): -3 C
 - July (warmest month): 15 C

A full-page photograph of a person standing on a rocky shore in Tromsø, Norway, during the midnight sun. The person is silhouetted against a bright, orange-gold sky. The sea is visible in the background, and the foreground is filled with dark, silhouetted rocks and low-lying vegetation. A large, craggy rock formation dominates the left side of the frame.

midnight sun



northern lights

polar night light

A group of three people are on a sled being pulled by a team of huskies along a dirt path. The landscape is filled with trees showing vibrant autumn foliage in shades of orange, yellow, and red. In the background, there are large, rugged mountains under a sky with scattered white clouds. The overall scene is bright and scenic, capturing a moment of outdoor recreation in a beautiful natural setting.

year round activities

Spring and summer

May to August



Fjord cruises



Husky experiences



Action and adventure



Biking



Hiking



Sports and recreation



Kayaking



Adventure accommodation



Sightseeing



Wildlife excursions



Fishing



Culinary experiences



Sami experiences



Festivals & events



Explore the region



Midnight sun

End of May to end of July



Autumn and winter

September to April



Sami experiences



Dogsledding



Whale watching



Snowmobiling



Fjord cruises



Ski and snowshoes



Kayaking



Adventure accommodation



Sightseeing



Wildlife excursions



Fishing



Culinary experiences



Festivals and events



Explore the region



Northern lights

September to early April



Polar nights

End of November to end of January



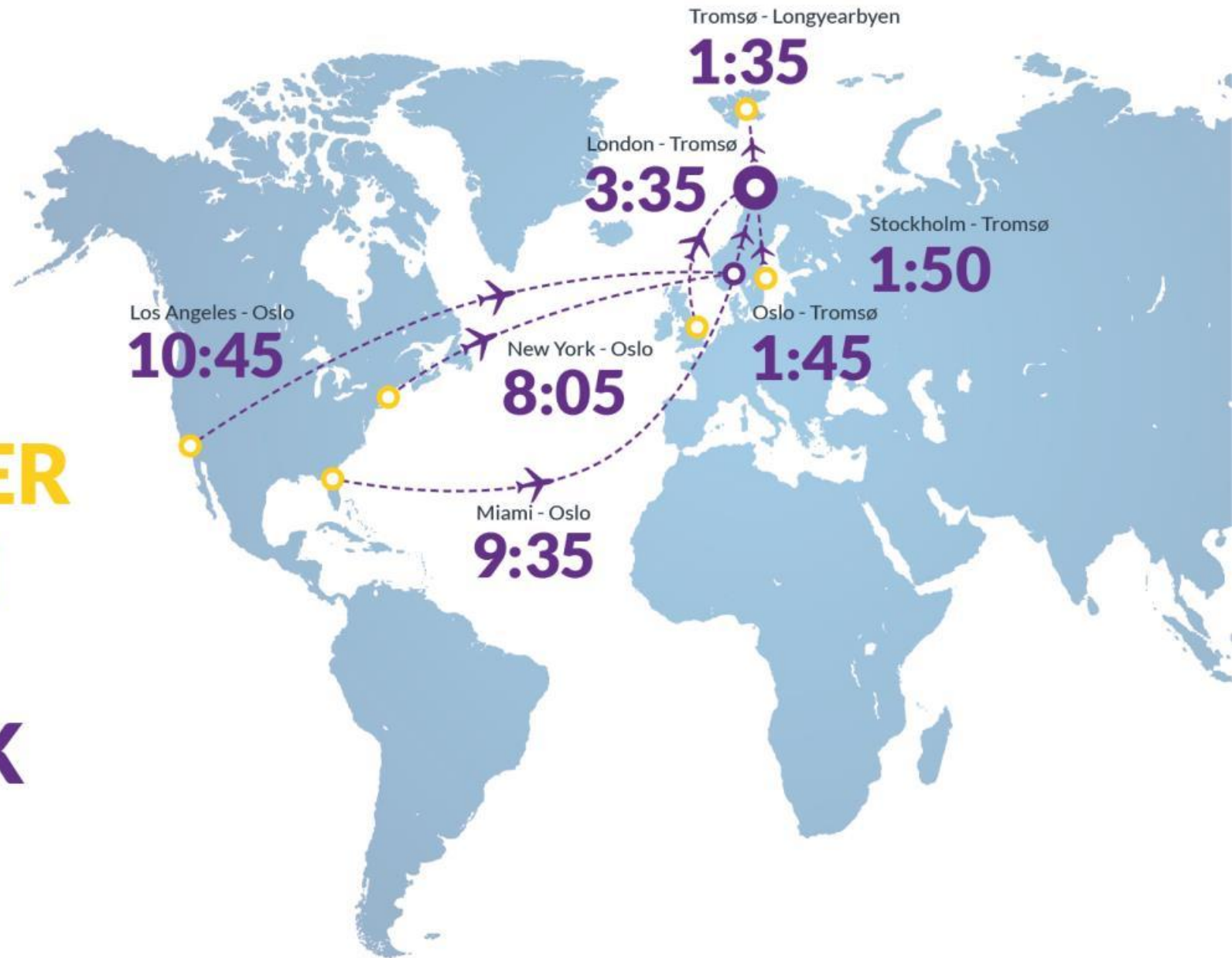
How to get here?



39 international flights to
27 airports



**CLOSER
THAN
YOU
THINK**





Getting here

27 International direct flight destinations (winter 2025/2026)

- Amsterdam (AMS) – Transavia, EasyJet
- Barcelona (BCN) – Vueling
- Berlin (BER) – Eurowings, Norwegian og EasyJet
- Bristol - (BRS) EasyJet
- Brussel (BRU) – Norwegian
- Düsseldorf (DUS) – Eurowings
- Frankfurt (FRA) – Lufthansa
- Gdansk (GDN) – Wizz Air
- Genève (GVA) – EasyJet og Norwegian
- Hamburg (HAM) – Eurowings
- Helsinki (HEL) - Finnair
- København (CPH) – SAS og Norwegian
- London Gatwick (LGW) Norwegian og EasyJet
- London Heathrow (LHR) - British Airways og SAS
- London Luton (LTN) - Wizz Air
- Longyearbyen (LYR) – SAS og Norwegian
- Madrid (MAD) - Iberia
- Manchester (EasyJet, Norwegian)
- Milano/Bergamo (BGY) - Norwegian og EasyJet
- München (MUC) – Lufthansa
- Paris (CDG) – Air France, Norwegian og EasyJet
- Paris Orly (ORY) – Transavia France
- Rovaniemi (RVN) - Finnair
- Stockholm (ARN) – SAS og Norwegian
- Stuttgart (STR) – Eurowings
- Wien (VIE) - Austrian
- Zürich (ZRH) – Edelweiss
- Las Palmas (LPA) – Charter med Norwegian for Ving



Photo: Rebecca Skoog

Getting here

All year (summer 2025)

- AirFrance - Paris
- Lufthansa - Munchen
- Lufthansa - Frankfurt
- EasyJet - Paris
- Edelweiss - Zurich
- SAS - København
- SAS - Stockholm
- Wizzair - Gdansk
- Finnair - Helsinki
- Austrian - Wien
- Eurowings - Dusseldorf



Photo: Rebecca Skoog

An aerial photograph of Tromsø, Norway, at night. The city is illuminated by warm lights from its buildings, which are reflected in the water of the harbor. Numerous boats are docked at the piers. In the background, snow-covered mountains rise against a dark sky. A semi-transparent text box is overlaid on the left side of the image.

sleep tight



4700 beds

3000 rooms

a

Hotels and conference rooms

	Rooms	Beds	Restaurant	Meeting	Theatre	Exhibition Area
Clarion Hotel The Edge	290	580	400	9	1000	Yes
Home Hotel Aurora	121	242	180	4	120	Yes
Home Hotel With	76	108	44	1	44	Yes
Comfort Hotel Xpress Tromsø	192	380				
Quality Hotel Saga	103	190	110	5	180	Yes
Scandic Ishavshotel	214	488	450	11	450	Yes
Scandic Grand Hotel	176	411	145	6	150	Yes
Radisson Blu Hotel Tromsø	269	488	550	17	650	Yes
Thon Hotel Tromsø	151	302				
Thon Hotel Polar	130	200		9	150	Yes
Smarthotel Tromsø	160	160				
Enter Tromsø	250	720				
Lyngen Experience	9		1			
Malangen Resort	100	300	240	5	220	Yes
Vervet og Skaret by Vander	179	455				No
Moxy	208	274				No
Sommarøy Hotel	110	300				
Pingvinhotellet	243	482				
Total Apartments	120					No
The Dock 69°39 by Scandic	305	610	2	150	200	Yes

Top 5 countries by visitor numbers

(activities booked via Visit Tromsø-Region 2025)

1. UK
2. Germany
3. USA
4. France
5. China



Photo: Vegard Stien



*just minutes from
urban city vibe to...*

A person wearing a tan cap and a backpack is sitting on a mossy, rocky cliff, looking out over a white sandy beach and turquoise water. The scene is a coastal landscape with a steep, green cliffside in the foreground and a small, crescent-shaped beach in the middle ground. The water is a vibrant turquoise color, and the sky is a pale blue. The overall atmosphere is serene and adventurous.

the arctic wilderness

A close-up photograph of a chef's hand pouring a light-colored sauce from a copper pot onto a plate of food. The plate contains a dish with green vegetables, browned meat, and a large dollop of white cream. The background is a dark, textured surface.

culinary experiences

A large crowd of people is gathered at night for an outdoor event. In the background, a stage is lit with bright yellow and white lights, with smoke rising from it. A large, illuminated prop of the Moon hangs from the stage. Above the stage, several smaller, glowing spherical ornaments are strung across the sky. The scene is set in an urban area with buildings and trees visible in the background.

culture

A full-page photograph of an orca breaching the surface of the ocean. The orca's black and white body is visible as it rises from the water. In the background, there are large, rugged mountains covered in snow under a soft, hazy sky. A semi-transparent pink rectangular box is centered over the middle of the image, containing the text "unique experiences" in a dark, italicized serif font.

unique experiences

A person is standing on a small, narrow board (likely a SUP or kayak) on a calm body of water. The sun is low on the horizon, creating a bright orange glow and a long, shimmering reflection on the water. The person is holding a long pole, possibly a paddle. In the background, there are dark, silhouetted mountains under a sky with some light clouds.

naturebased activities



meet the locals

the visuals



[Click here](#)

Sustainable Tromsø

- First city in Norway certified as a Sustainable Destination
- Continuous commitment to sustainability efforts
- Actively seeking environmental certifications for more local businesses
- Mandatory recertification every three years demonstrates long-term dedication
- Committed to ensuring a sustainable future for Tromsø as a destination
- Explore "[Caring for Tromsø](#)" [guidelines](#) on our website for preserving the delicate Tromsø region.



Photo: Rebecca Skoog

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Let's keep in touch



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See you in the Arctic



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