



SOGNEFJORD



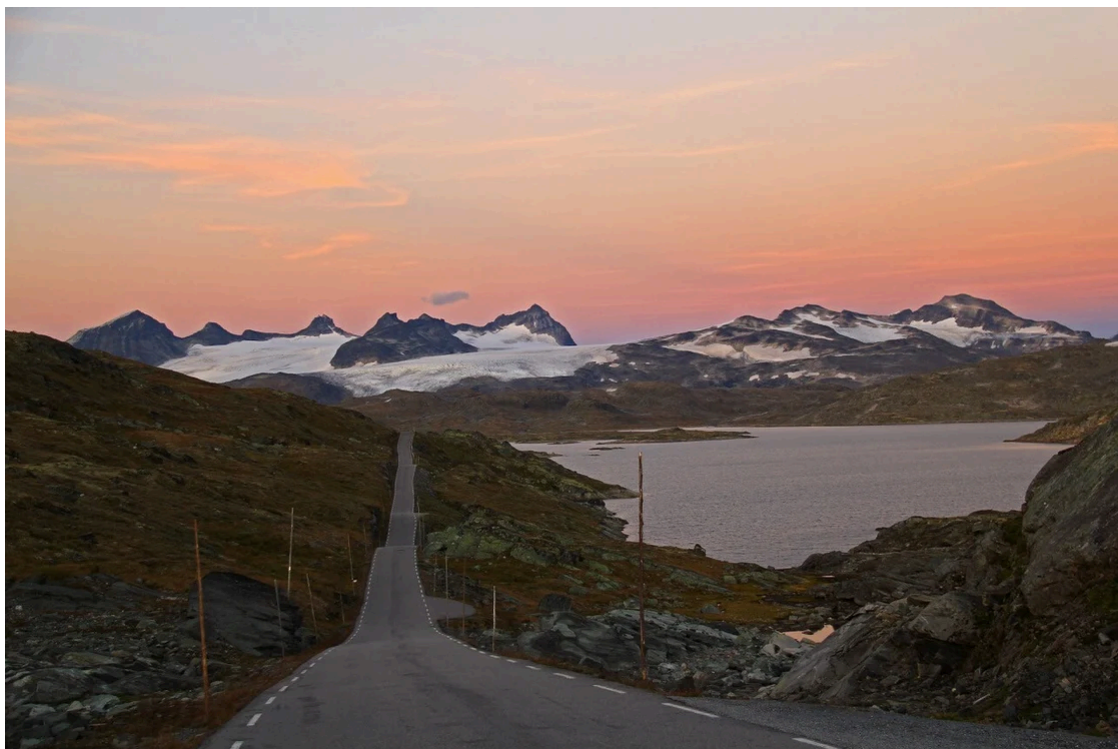
Coolcation - Visit Sognefjord

Coolcation is more than a trend – it's a shift in travel behaviour.

As temperatures rise across Southern Europe, more travellers are seeking cooler, nature-based destinations where they can combine fresh air, space and meaningful experiences. The Sognefjord region offers exactly this: dramatic fjords, glacier landscapes and mountain air, paired with authentic local culture and activities throughout the summer – and beyond.

For you, as a tour operator, this represents a strong opportunity to diversify programmes and extend the season. With easy access from Oslo and Bergen, and a wide range of experiences from soft adventure to local gastronomy, the Sognefjord is perfectly positioned as a leading coolcation destination in Northern Europe.

Escape the Heat - Sognefjord



Sognefjellet National Tourist Route

From Fjord to High Mountain

Drive across Northern Europe's highest mountain pass, where snow often remains throughout summer. The route connects the fjord to the high mountains, offering dramatic viewpoints, hiking opportunities and access to Jotunheimen National Park.

Perfect for: Self-drive FIT, small groups

Coolcation factor: High altitude, fresh mountain air, snow in summer

Sognefjellet National Tourist Route





Jostedalsbreen Glacier in Jostedalen

Ice, Adventure & Pure Air

In Jostedalen, travellers get up close to Jostedalsbreen, mainland Europe's largest glacier. The accessible Nigardsbreen glacier arm offers a wide range of activities: guided glacier hikes with crampons, kayaking on the glacial lake, hiking in lush valleys shaped by ice, and visits to the Breheimsenteret glacier centre.

Perfect for: Active FIT, small groups, educational travel

Coolcation factor: Glacier air, icy landscapes, consistently cool temperatures

Glacier Activities

Fjord Activities

Kayak, RIB & Slow Adventure

Explore the fjord from the water with kayaking, RIB safaris or slow boat journeys. The UNESCO-listed Nærøyfjord offers a serene and immersive nature experience. The Lustrafjord serves as the emerald green off the beaten track option.

Perfect for: Active FIT, incentives, small groups

Coolcation factor: Water-based activities, fresh fjord breeze



Activities Sognefjord



More info and contact/booking here

Flåm Railway & Bergen Railway
Scenic Cool Travel

Travel from fjord to mountain plateau on two of the world's most iconic railways. Combine Flåm with the Bergen Railway and stop at Finse (1222 m), where alpine conditions offer a true summer escape.

Perfect for: FIT, groups, sustainable travel

Coolcation factor: Easy access to cooler climates and high-altitude landscapes



Coolcation with DNT: mountain hut stays above the fjords

For travellers seeking fresh air and authentic mountain experiences, DNT's network of staffed lodges offers a perfect coolcation addition to any Sognefjord itinerary—combining hiking, accessibility and spectacular high-mountain scenery.

- [Geiterygghytta](#) – A well-connected mountain lodge in Skarvheimen (1,224 m), ideal for classic Norwegian hiking and as a gateway to Aurlandsdalen.
- [Finsehytta](#) – A unique high-mountain stay accessible only by the Bergen Railway, offering glacier views and easy access to Hardangervidda.
- [Nørdstedalseter](#) – A remote yet accessible lodge in Breheimen, perfectly positioned to combine fjord landscapes with high-mountain hiking experiences.

Perfect for: Adventure and Active FIT and small groups.

Coolcation factor: High-altitude stays with naturally cooler temperatures, crisp air and an active refreshing escape from continental summer heat.

DNT Cabins Sognefjord

Local Flavours of the Sognefjord Cider, Cheese & Farm Experiences



New Cheese & Cider Tasting Hotel Aurlandsfjord

Discover authentic flavours of the Sognefjord: visit local cider producers, taste the famous goat cheese in Undredal, and enjoy farm-to-table dining experiences rooted in local traditions and storytelling.

Perfect for: Food & culture travellers, small groups

Coolcation factor: Outdoor tastings, local produce, relaxed pace

Local Food & Drink



Why the Sognefjord is the Ultimate Coolcation

- Naturally cooler temperatures thanks to fjord, glacier and mountains
- Wide range of active, cultural and scenic experiences
- Ideal for slow travel, sustainability and year-round accessibility
- Combines iconic highlights with hidden gems



Image bank

We have new pictures for download. The best way to promote your product is to have updated films and pictures.

[Read more](#)

I am Sognefjord





I thank you for your cooperation and great efforts in promoting and sending guests to our region.

For 2026 we will have new products, refurb, workshops and FAM trips!

I hope to see as many of you as possible!

For Q1 & Q2 Visit Sognefjord will attend our own WS in London March 12th, Nordic Workshop Paris and Milano March 17th & 19th, NTW in Lofoten April 13th-16th, WS Madrid and London TBC in May and June.

I hope these newsletters bring inspiration and information in order to continue developing new programs in the King of the Fjords.

We hope to welcome you and your guests to our beautiful fjord region in 2026.

Visit Sognefjord AS, Trolladalen 30, 6856 Sogndal, Norway

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