



## GREEN TRAVEL

If the last summers of extreme heat and alltime high temperatures across the globe has shown us anything, it is that we need to think green in order to keep travelling.

The climate challenges are global and tourism as an industry must also take its responsibility for sustainable development. Customers' preferences are changing, with more and more travelers choosing their destinations based on climate footprint.

The Sognefjord region is a certified Sustainable Destination which can offer great Green Travel options all year through.

And we hope that by choosing our region, public transportation, emission free activities, local guides and food experiences we can all pull in the same direction in order to keep travelling, educating ourselves and opening our minds to different cultures and ways of life.

Choose Green, Choose the King of the Fjords!

Green Travel Sognefjord



## SUSTAINABLE DESTINATION

LOCAL ENGAGEMENT  
IN A LONG PERSPECTIVE



### **Are you looking to support a meaningful sustainability project?**

Many travellers want their visit to leave a positive impact. The Nærøyfjord World Heritage Area has launched an initiative that directly improves visitor experiences while protecting nature and local communities. Discover how your company can take part below.

[Read more and take part!](#)



## Visit the iconic Stegastein Viewpoint all year by EI-bus!

The local company EI-tour has just extended their summer season to all year (!) letting your guests travel emission free by electric minibus to enjoy the panoramic view of Stegastein Viewpoint from Flåm and Aurland!

[Read more and book here!](#)

To learn more on sustainable travel options in the King of the Fjords we invite you, and your extended team, to watch our webinar with the theme: GREEN TRAVEL! The whole session is of 40 min. A short hour with alot of information and inspiration for your team.

[Watch our GREEN TRAVEL webinar here!](#)

## 10 Tips for a Sustainable Holiday in the Sognefjord:

1. **Use Public Transport:** Embrace eco-friendly travel options to reduce your carbon footprint and enjoy Norway's breathtaking landscapes.
2. **Choose Sustainable Accommodations:** Opt for accommodations that prioritize sustainability and have earned green certifications.

3. **Bike Rental:** Explore Sognefjord's beauty on two wheels, minimizing your environmental impact.
4. **Emission-Free Activities:** Engage in activities that leave no carbon footprint, such as electric boat tours or nature hikes.
5. **Waste Management:** Sort and dispose of your waste responsibly, contributing to the region's cleanliness.
6. **Support Local Restaurants:** Dine at eateries that source ingredients locally, or even at local farms, supporting the community and reducing food miles.
7. **Bring Your Own Water Bottle:** Refill your reusable water bottle at available locations (all tap water is safe and delicious) and waterfalls (naturally ice cold) minimizing single-use plastic waste.
8. **Respect Local Farmers and People:** Understand and honor local customs, respecting the people and their way of life.
9. **Know Your Right to Roam:** Familiarize yourself with the Norwegian "right to roam" in nature, ensuring responsible exploration.
10. **Shop Locally:** Contribute to the local economy by purchasing goods and souvenirs from nearby businesses. (Local leather goods, cheese, cider, chocolates, art and craft and much more!)



## Travel Green

Silent, electric, amazing...

The UNESCO Fjordcruise on the World Heritage listed Nærøyfjord is one of many sustainable products from [Norway's Best](#).

Travel during wintertime for an even greener (yet whiter) experience;)

Norway's Best Vision



## Eat Green

The Sognefjord is full of contrasts, our nature and climate alike. And because of this our produce is world class. So whether you eat a vegetarian diet or prefer some happy meat from animals roaming the mountains all summer, you are sure to eat well.

Local produce Sognefjord



Fjordtours is Norway's leading company when it comes to round trips by public transportation, and their two most popular tours is in the Sognefjord.

Norway in a Nutshell and Sognefjord in a Nutshell let you travel emission free between Oslo and Bergen through the most iconic fjord of them all.

Both can be travelled all through the year with some modifications depending on season and they give you great flexibility and superb add on's like accommodation, activities and attractions.

Fjordtours - Roundtrips by public transport



## Cheese Tasting, Vikings & Farm Visit

Want the iconic attractions of Flåm but still after the hidden gems?

Why not add a couple of nights in the region, making the most of your guests travelling through one of the most popular tourism destinations in Norway?

Visit [Undredal](#) - the goat village and try the local meat and cheese at the fjord café.

Immerse yourself in the Viking era at [Njardarheimr Viking Village](#) in Gudvangen, or hike to the summer [pasture farm Leim](#) above Skjerdal. Renting an e-bike from

[Fjordsplorer](#) in Aurland creates the perfect day out!

To travel like a local join Laila at [Culture on the plate](#) for a guided hike, local dinner or sheep herding in our mountains and valleys. A memorable combination of culture, gastronomy and local hospitality.



**Travel slow & stay longer**

A great reason for extending your stay in Balestrand or Vik is a day tour to Fjærland. Fjærland is the village where the fjord and glacier meet and where you can find books to read, borrow and buy all over, as it is an official Norwegian book town. With the company Lustrabaatene and their Fjord & Glacier tour you can get culture, nature, history and education all in the same program.

### Fjord & Glacier - more info



## Historical charm

In the village of Fjærland, where mountain and fjord meet, you find the charming hotel with 15 rooms and cosy atmosphere - Fjærland Fjordhotel.

With a hot tub in the garden, a floating sauna on the fjord, kayak excursions and a number of panoramic hikes with the local guide company - [Fjærland Guiding](#) - you are sure to enjoy your stay here.

Did I mention the focus on local produce?

[Read more](#)

**I am Sognefjord**



## Wishing you a Great Winter Season!

We hope you have found new inspiration and that by choosing our region, public transportation, emission free activities, local guides and food experiences we can all pull in the same direction in order to keep travelling, education ourselves and opening our minds to different cultures and ways of life.

We hope to welcome you and your guests to our green fjord region.

## Have questions?

Either respond to this email or contact me on [benedicte@sognefjord.no](mailto:benedicte@sognefjord.no)

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