



Autumn brings news from the King of the Fjords!

We know, summer is still not over but soon, when summer gently fades, the Sognefjord transforms into a breathtaking canvas of gold, rust, and deep blue. Autumn is a season of calm beauty here – perfect for slow travel, cultural encounters, and unique experiences that go beyond the peak season. Whether your guests are seeking scenic hikes, cosy boutique stays, cider tastings or photo-perfect fjord light, fall is the time to explore the quieter, more intimate side of the Sognefjord. Let us inspire your shoulder season programs – and help you craft unforgettable journeys into the heart of Norway's fjord paradise.

This is what you can read more about in this month's newsletter:

- **Meet our newest member; Hotel Finse 1222!**

- **Newly refurbished garden rooms Walaker Hotel, Solvorn!**
- **New Zipline activities at Jostedal Glacier!**
- **New Year's Eve UNESCO Fjordcruise - open for bookings!**
- **NEW Travel trade page on www.sognefjord.no**

Autumn in the King of the Fjords



NEW MEMBER! Finse 1222

Where Nature Meets Nordic Legacy

Located at the highest point along the Bergen Railway, **Finse 1222** is a unique eco certified mountain hotel with 45 rooms surrounded by glacier views, rugged plateaus, and absolute tranquility. With no road access, guests arrive by train—making the journey part of the experience.

This historic property is ideal for small groups, FITs, and themed programs focusing on **climate, nature, wellness, or soft adventure**. Activities include glacier hiking, snowshoeing, cross-country skiing, and lectures on polar history—this was where Amundsen trained for the South Pole.

Perfect for **shoulder season travel, rail-based itineraries, or high-end Nordic escapes**, Finse 1222 delivers raw beauty and refined comfort at 1222 meters above sea level.

Mer info Finse 1222



Walaker Hotel – Timeless Elegance by the Fjord

4 newly refurbished Garden Rooms!

The oldest Hotel in Norway just had a makeover.

Norway's oldest family-run hotel (since 1640), Walaker blends historic charm, personal hospitality, and stunning fjord views. Ideal for FITs, small groups, and incentives seeking authenticity, culture, and tranquility in the heart of the Sognefjord.

4 of the Garden Rooms are now refurbished to a classic look with high standard finishes, and sold under the Premium Room category. The Villa Walaker is another option with a new feel in this historic property and sold as Deluxe Rooms.

[Read more and see the room categories here](#)





Elevate Your Itineraries with Zipline Adventures in Jostedal

Introducing Midgard SkyRavn Zipline – Now Open

From Monday 25th of July, Icetroll's Midgard offers a thrilling three-part zipline circuit above the glacier canyon—starting with a 220 m upstream glide, an 80 m stretch over the ravine, and a 250 m downstream flight into the heart of the canyon. Designed for ages 8+, this 2-hour SkyRavn experience offers safe, guided excitement in one of Norway's most majestic landscapes.

Coming Summer 2026 – SkyRavn Loke & Odin

Prepare for two bold, new routes to expand your product offerings with zip/rafting combo:

- **SkyRavn Loke:** A family-friendly leap through forest treetops and canyon walls, featuring a thrilling 240 m ravine launch followed by a treetop glide and a white-water rafting combo. Runs July to September.
- **SkyRavn Odin:** For more adventurous guests (ages 12+), this 4-hour tour combines a 240 m canyon zip, 100 m treetop race, and exhilarating rafting through glacier-fed rapids. Also available July to September.

[Read more and get in touch](#)

After fall comes winter...

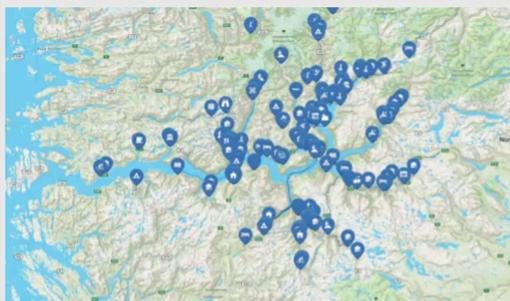


A Spectacular Start to the New Year Nærøyfjord Cruise by Norway's Best

Give your clients a once-in-a-lifetime celebration on the UNESCO-listed Nærøyfjord! Norway's Best invites FITs and small groups to ring in the New Year aboard a comfortable fjord cruise, surrounded by towering cliffs, snowy peaks, and fireworks reflected in the still fjord waters. Departing from Flåm, this exclusive evening experience combines local flavors, sparkling wine, and world-class scenery – perfect for winter programs with a magical twist.

Booking now open!

NYE on UNESCO Fjordcruise!



Click & Explore FjordMap

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Imageshop

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Trade/Press page Visit Sognefjord

Tools and help for Tour Operators

The job you do promoting and selling our region is priceless, and we are very grateful! To help you with all the information and inspiration needed in the making of new programs can now introduce you to our brand new Trade/Press pages. Here you will find Image shop, Webinars, a Newsletter archive and more. Please let us know if you have further ideas of what helpful tools to add.

Trade info Visit Sognefjord



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





Thank you for all your work promoting and selling our region!

We cross our fingers for a great autumn despite the unsettled world we are living in. Norway is several times voted among the safest countries to visit and I hope to see as many of you as possible on amazing FAM trips in our region this fall. I also 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.

Visit Sognefjord AS, Trolladalen 30, 6856 Sogndal, Norway

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