



Still looking for new products for the 2025 season?

The village of Lærdal has an ideal location travelling east-west or north-south, close to the icons in Flåm, but more importantly filled with great activities and attractions like Borgund Stavechurch, the Kings Road and the charming old town!

Last months newsletter gave you some great new suppliers and products. If you still have not seen them, go back and read our January newsletter too;) But we have even more so keep scrolling.

Many of you signed up last month but if you or your colleagues are in need of first hand information and inspiration you only get from visiting a region then **register your interest for our 2025 FAM trips** on link further down.

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

- 7 daily guided walks in the old town of Lærdal, plus private option for groups

- **Borgund Stavechurch & Vindhella walk**
 - **Daily 5 hr roundtrip Flåm - Lærdal with multiple highlights!**
 - **Norway's Best local food**
 - **FAM trip interest registration**
-



7 daily guided tours in Old Town of Lærdal

Kongevegen will 7-fold the capacity of the historic and popular guided walk in the Old Town of Lærdal in 2025.

In addition it's now possible for the B2B market to book their own guided tour at a time that suits the group best.

Lærdal is located midway between Oslo and Bergen and many groups pass through Lærdal every day. Why not let them join a guided walk in the charming wooden streets of Old town while the group/bus takes a break.

Season: April 1st - October 15th: 09.00, 11.30, 13.00, 15.30, 17.00, 18:30, 21.00.

Please contact manager Odd Helge Brugrand, info@visitkongevegen.no



Borgund Stave Church & Vindhella walk combo

From mid April there will be daily guided tours from Borgund stave church to Vindhella, the most beautiful part of Kongevegen / the King's Road.

Book your guests on a tour with knowledgeable guides to Vindhella. Or even better; book both entrance to the stave church and guided tour to Vindhella in the same package.

For B2B the tours can be arranged from April 16th - October 12th.

Please contact manager Odd Helge Brugrand, info@visitkongevegen.no

[More info](#)



The Snowroad

National Scenic Route

Aurland - Lærdal



Stegastein Viewpoint

Iconic architecture 650m above the UNESCO World Heritage

Experience mountains and fjords, history and culture on this 5hr roundtrip to Lærdal from Flåm or Aurland

Are your guests travelling through Flåm on NIN, SIN or other? Why not stay one more night to explore the area on this great daily tour?

These are some of the highlights on this roundtrip:

- *Stegastein Viewpoint*
- *The National Scenic Route across the Aurland Mountain "the snowroad"*
- *The National Salmon Center*
- *The old town of Lærdal*
- *Free time to explore or enjoy a local lunch*
- *The world's longest car tunnel with magical light halls, Lærdal tunnel*
- *Audio guide system*
- *The Den art installation*

This product is by Norway's Best and can be booked through Citybreak.

Season: June 19th - Oct. 28th. Daily from Flåm/Aurland 10:45/10:55 with return 15:30/15:20





Snowroad, Lærdal roundtrip info



Eat well, eat local

Norway's Best have news for you when it comes to local food!

Have guests travelling through Flåm in need of a quick but deliciously local energy boost?

Well Flåm Bakery is expanding and a new foodtruck will be placed at the local food market just behind the red station building!



So if you would like to add some local food culture, make them try the Norwegian brown cheese and Sognefjord coffee with fresh pasteries at the bakery. If sushi and poké bowls with fresh fish and local vegetables sounds inviting them send them to experience the food market!

[More info about Norway's Best Food & Drink](#)



Join us on a FAM trip in 2025!

A number of opportunities on different seasons, segments, themes and more...

In order to work efficiently with selling a region, and to give your guests the very best service, you need the expertise only first hand experiences give.

We are planning a range of international FAM trips in 2025, and we would love to know what needs you have when it comes to seasons, segments, themes and more. Please fill out the link below as we will use this in our recruitment process in the coming year.

We look forward to welcome you to our beautiful region of Sognefjord!

[Register your interest for FAM trips 2025!](#)



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



Wishing you a Great 2025 Season!

We cross our fingers for a great year in tourism 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. 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

[Unsubscribe](#) [Manage preferences](#)



SOGNEFJORD