



## **We are diving into 2025 with new products!**

May I take the opportunity to wish you all a Happy New Year!

We would like to kick start the year with new suppliers and products for you!

But first of all; are you or your colleagues in need of first hand information and inspiration you only get from visiting a region?

If so, **register your interest for our 2025 FAM trips** on link further down in this newsletter.

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

- **New member: Turtagrø Hotel, Lustrafjord/Jotunheimen**
  - **New member: Bøtun Farm, café and accommodation, Lustrafjord**
  - **Tørvis Hotel, Luster - New owners, opens for the 2025 summer season**
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## Turtagrø Hotel

### National Scenic Route - Sognefjellet

The perfect hotel for adventure seekers wanting to combine the 2000m peaks of the Jotunheimen with the tranquil Lustrafjord. Come during easter or the following weekends for ski mountaineering, snowshoeing and ice climbing, or during summer and fall for hiking, climbing and driving the national scenic route across Sognefjellet.

The season runs from Easter to mid-September. The hotell is open for long weekends throughout spring and fall, - and daily during the summer season from June 20 to August 31.

Turtagrø Hotel offers two distinct accommodation options:

**The Main Building (2002):** Modern hotel-standard rooms designed by Jarmund & Vignæs Architects, where clean lines and natural materials bring the surrounding landscape into the space.

**The Swiss-Style Villa (1888):** Immerse yourself in history by staying in this charming villa, a more budget-friendly option with 2-, 4-, or 6-bed rooms. Breakfast is included, and shared showers, toilets, and drying facilities are available.

### Food and activities

The dining room at Turtagrø is a highlight for both the palate and the eyes. Enjoy a delicious, seasonally inspired three-course menu crafted with local ingredients while

admiring the dramatic peaks of Hurrungane. The hotel has a close collaboration with international certified mountainguides [Bre & Fjell](#)



[Turtagrø more info](#)

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## **Bøtun Farm, Lustrafjord**

**Farm Cafè & more**



# Bøtun Cabin

## Charming Farm stay for 6

- All year farm shop
- Tailormade group experiences
- June - August summer café
- Debio gold organic produce
- Seasonal produce and menu

Bøtun also offers courses throughout the year, covering everything from vegetable cultivation and flower growing to sourdough baking, bouquet arranging, and yoga retreats.

Whether your guests are looking to shop, learn something new, or savor a delicious meal in serene surroundings, Bøtun warmly welcomes all!

6 guests, 3 bedrooms, 6 beds, 1 bath

Welcome to this family run organic farm for a stay in authentic rural Norway. Located in the heart of FjordNorway with short distance to both the Sognefjord, the Jostedal glacier, famous Molden hike/viewpoint and Unesco World Heritage stavchurch in Urnes. Self catering, free parking, free wifi. Fully equipped kitchen and bathroom.

They offer all guests that travel overland a 10 % climate discount for not flying, but welcome guests from all corners of the world.

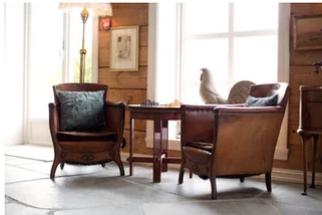


**Bøtun Farm, café**



[Book your farmstay here!](#)

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## **Tørvis Hotel - Marifjøra, Lustrafjord**

**New owners, renovation ahead of 2025 season!**

We are very happy to reintroduce the historic hotel by the Lustrafjord to the market! The new owners are working hard with restoration and plans but are currently taking bookings from Easter! Then with a discount as outside restorations will still be ongoing.

[www.torvishotel.com](http://www.torvishotel.com) [Booking@torvishotel.com](mailto:Booking@torvishotel.com) [Post@torvishotel.com](mailto:Post@torvishotel.com)

Full season opening (when all work is done) from June 1st, with 27 double rooms, 1 suite and a restaurant serving breakfast and dinner. Marifjøra café a few steps away will welcome guests for lunch June to August.

**Tørvis Hotel will be open all year, except for January, for FIT's, groups and MICE.**

[Read more and book here!](#)



## 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](#)

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## 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

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# **SOGNEFJORD**