
Visit Norway

Hei!

This newsletter is about childhood dreams coming true and exciting news from Visit Norway.

- Norway's incredible tree top cabins
- Activities under the midnight sun up North
- Green travel inspiration on VisitNorway.com
- Short tips about new hotels, virtual events in Bergen, a new labelled sustainable destinations and exciting travel trade activities.

Your Visit Norway Travel Trade Team

PS: Feedback to the newsletter is welcome. Send your comments to newsletter@visitnorway.com.

#dreamNowVisitLater



Å Auge Treetop House 3 - Photo - Aacamp.com

Spectacular tree top cabins

Do you still have that **childhood dream** about your next treetop house?

In Norway this dream can come true. When it is possible to travel again you will be able to choose between gorgeous designer cabins and rambling tree houses.

Close your eyes and imagine **waking up with the birds** in the top of a tree – your head resting on a comfortable pillow, and calmness all around you. You may spot squirrels and songbirds, or even other Norwegian animals, like moose, deer, beaver and grouse. Here you can really **enjoy the silence** and **disconnect from everyday life**.

The cabins are situated in good hiking and skiing terrain, often by a fishing lake where you can go canoeing in summer. And the views are always breathtaking. Where do you want to **put your head into the clouds**?

Find your tree top cabin dream here



Midnight sun at Mjelle Beach, Photo:Alexander Benjaminsen, VisitNorway.com

Activities all night long

When you can do what you want and **not care about time**, the **midnight sun** in Northern Norway is perfect. This special time of the year is more than just a natural phenomenon. It is **a state of mind** for all who live above the Arctic Circle. The time of day and your usual schedule gets unimportant and **being outside** is just a must.

If you travel to the North in the summer, you will feel the same. You can go for a hike, take your bike or kayak for an island tour, or you can go fishing with a friend or family member. The beaches

invite you for a picnic or a refreshing swim at midnight. Some even surf the waves into the midnight sun.

These **precious extra hours of life** can be used and enjoyed in many ways up in the north. What is your favourite experience under the ever-glowing sun?

Find your inspiration here



Photo: Yan Ming / Unsplash

Green travel inspiration on VisitNorway.com

The interest in environmentally friendly travel is growing and the number of **green certifications for tourism businesses** is increasing. There are many different solutions for different levels of ambition. Different certification schemes are used by the businesses, and this can complicate the search for better choices.

To make it easier for you to choose **environmentally friendly travel products**, Visit Norway gathered all certified businesses with the help of a small **“grass tuft” visual**, pointing you to businesses doing an **extra effort** with environmental measures that go beyond what Norwegian law requires. We want to make it easier to choose green.

The **Travel Green symbol is common to all certified companies**, but on each individual company page you will see which specific certification scheme the company holds.

Environmental certifications used in Norwegian tourism are: [Norwegian Ecotourism \(Norwegian\)](#), [the Nordic Swan](#), [Eco-Lighthouse](#), [ISO 14001](#), [Green Key](#) and [Blue Flag](#). Individually and collectively, they guarantee that the branded experiences follow strict rules and guidelines for themes like

production and handling of waste, energy consumption, transport, requirements for subcontractors and the use of chemicals.

[For more information on green travel in Norway click here](#)



Thon Hotel Svolvær, Photo: Kari Boline Andreassen

Hotel accommodation, conferences, fishing and gardening – all that fits smoothly together in the new [Thon Hotel in Svolvær \(Lofoten\)](#). The hotel has its own **fish farm**, a **kitchen garden** with greenhouse on the roof and an **event hall with flexible solutions** that can be adapted to different kind of events. Opening in July 2021.



Brassieriet, Photo: Lily Country club

Only 10 minutes from Oslo Airport and with its own shuttle bus [Lily Country Club](#) facilitates for events and conferences from management teams to 500 colleagues. The **Miklagard Golf Club** just outside the doors makes it easy to integrate golf activities and games into the meeting schedules. Opening at the end of May 2021.



Sjøholt by Knutholmen Photo: Joakim Vedvik

Local history alive. The new **boutique hotel Sjøholt by Knutholmen** gives visitors a colorful and inspiring cultural experience. All rooms are named after historically important people from Kabelvåg and have their own character and **unique interior design** that highlights the history of these people. Feel a sense of continental luxury.



View from Dronningsruta (the Queen's route), Photo: Christian Roth Christensen , VisitNorway.com

Innovation Norway has officially awarded Vesterålen the Label for Sustainable Destinations.

Vesterålen has been through a **long and thorough process** in the past three years, which started with a regional council decision in 2017. It was the start of a broad collaboration, thorough measurements and surveys - and joint work for a unifying and **good tourism development** for [Vesterålen](#).

"For Vesterålen, the **brand as sustainable destination** means to have a functioning system to measure development, and steer effectively in a sustainable direction. This does not mean that the job has been completed - **it is now that it begins**", says Astrid Berthinussen, tourism manager at Visit Vesterålen.

[Congratulations to Vesterålen!](#)



Photo: Grieghallen

Bergen is a great place to be, also when you want to **talk to your audience virtually** or when you plan a **hybrid conference**. Event and conference locations in Bergen have adapted fast and professionally to the new digital meeting industry standards.

For instance, you will find **different kind of streaming solutions** for your digital meetings in [the Grieg Hall](#), one of Norway's largest

culture and congress center in the middle of Bergen city center.

[Radisson Blu Royal Hotel](#), located on Bergen's famous landmark Bryggen, offers [hybrid solutions](#) to combine the best of meeting in person and virtually.

Will Bergen be your next event destination?

Don't miss out on this news from Visit Norway's B2B team!



Photo: VisitNorway.com

New international MICE pages on VisitNorway.com

Visit Norway MICE team proudly presents the new and refurbished international pages on MICE (**Meetings, incentives, congresses / conferences & events**):

[Visitnorway.com/meetings](https://www.visitnorway.com/meetings).

“The new website provides **relevant and useful information** and at the same time it will **inspire** international customers to choose Norway, whether it is for a meeting or a conference, an international professional or research congress or as a destination for a sports or cultural event”, says Frode Aasheim, Head of B2B in Innovation Norway tourism.

What is new?

- Brand new sites for congress and event tourism
- New content about hybrid meetings

- New content about trade fairs
- Special «case studies», to show good examples of what Norway can offer and deliver on

These new pages are just the first step in a long-term plan to develop the pages. Follow us on the way forward!



Photo: VisitNorway.com

Have you heard about Visit Norway Insight 2021 series?

Visit Norway's B2B team invites you to this **digital meeting place**.

Get more in-depth knowledge about Norway and its destinations and grab your chance to **interact with us**. Choose the topic which interest you and register to a seminar and/or a virtual fam trip.

Coming up:

Travel Slow, on 26th + 27th of May 2021. **Exclusive Experiences** follows on 23rd + 24th of June 2021 and the **Culture & Food** topic will be last by not least on 22nd + 23rd of September 2021.

We invite to **webinars and chat rooms** the first day, and **virtual fam trips** day 2. [Register here](#) on our Visit Norway Insights pages.

See you there!

Travel advice

You can find updates on travel advice to Norway on [VisitNorway.com](https://www.visitnorway.com).

Official updates on travel regulations and travel advice can be found on the websites of the [Norwegian government](#) and of the [Norwegian Institute of Public Health](#).