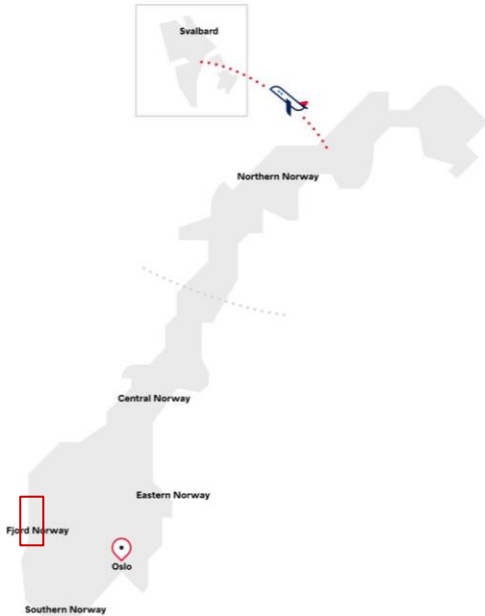


FAM trip 23 J - Ålesund, Geiranger and Nordfjord 12-17 March 2023

Welcome to Winter Adventures  
in Fjord Norway

Rumours has it that we are closed in winter... we are here to show you the quite opposite! During the winter months visitors come to experience nature away from the crowds. Find a peaceful moment by the winter fjord, try activities with or without skis and discover the culture and history of Fjord Norway.

From the arrival in Ålesund until you leave us in Nordfjord we promise to make your days adventurous and fun, and to show you a different kind of winter program. Perhaps not the northern lights, but hunting for the fjord light.



Goal with the tour

**Target group:** we are looking for incoming operators and tour operators selling or willing to sell winter products in our region to active clients.

**What do we want to achieve?**  
We wish to increase focus on the winter season`, and the fact that the fjord and coastal regions offers adventurous winter programs, and are open to business and easy to reach even in winter.

**Markets we actively work with:**  
Europe/Northern Europe including Norway/USA

Photo: Visit Ålesund & Sunnmøre



Photo: Visit Ålesund & Sunnmøre



Photo: Visit Nordfjord



Highlights

Ålesund-the Art Nouveau town

Ålesund is taken right out of a fantasy world. A multitude of towers, spires and ornamental features catches the eye, regardless of whether the town is gleaming in the evening sun or glittering with raindrops. And just at the doorstep of the UNESCO Geiranger fjord <https://www.fjordnorway.com/en/attractions/the-art-nouveau-town-alesund>

UNESCO Geirangerfjord

Formed in the shape of an S, nature herself has provided the first letter for many of the superlatives often used to describe the Geirangerfjord; stupendous, stunning, spectacular. Another often-used phrase used to describe the 20-kilometre long between Hellesylt and Geiranger is "The pearl of the fjords". The unique and exceptionally beauty has been confirmed by UNESCO by its inclusion on the World Heritage List in 2005. <https://www.fjordnorway.com/en/see-and-do/the-geirangerfjord>

Nordfjord – all in one fjord

Nordfjord lies between the largest mainland glacier in Europe and Norway's westernmost Atlantic cliff, beckoning you with spectacular mountains and valleys, rolling farmlands and a dramatic coastline. Here you are never far from wonderful – and easily accessible - travel experiences. Nordfjord is Norway at its highest, wildest, deepest, and most enjoyable. All in one fjord. <https://www.nordfjord.no/en>

## Day 1 Ålesund, Sunday 12 March

### Travel day!

Please book your flights accordingly. To coordinate arrivals and transfers we urge you to arrive in Ålesund (AES) on one of the following arrivals if you choose to fly:

SK1320 from Oslo, arrival 15:55  
DY410 from Oslo, arrival 16:10  
KL1325 from Amsterdam, arrival 16:20  
SK 1326 from Oslo, arrival 16:55

Please check updated arrival times at <https://avinor.no/en/airport/alesund-airport/flight-times/arrivals/>

If you choose to travel by train from Oslo or Trondheim we suggest the train is arriving in Åndalsnes at 13:28. Bus from Åndalsnes to Ålesund leaves 13:40 and arrives the bus terminal in Ålesund 15:45

### Dinner at restaurant Zuuma

Zuuma is a modern Japanese-inspired grill- and sushi restaurant located in Ålesund with stunning sea views over the port of Ålesund. Zuuma mixes sushi and grilled dishes and give you their opinion of fusion using local ingredients, but also a taste of what Asia has to offer.

<https://www.fjordnorway.com/en/eat-and-sleep/zuuma>



Photo: Visit Ålesund & Sunnmøre

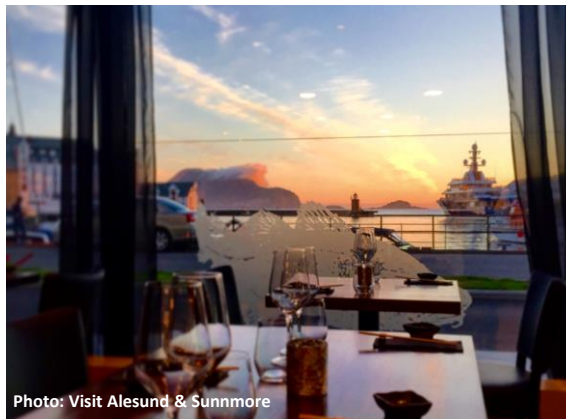


Photo: Visit Ålesund & Sunnmøre



Photo: Bård Basberg/Loen Skylift

### Hotel Noreg

Family owned independent hotel centrally located in Ålesund. Short distance to attractions, restaurants and shops.

<https://www.fjordnorway.com/en/eat-and-sleep/hotel-noreg>

Address: Kongens gate 27, 6002 Ålesund. Phone +47 70157700



Day 2 Ålesund and Geiranger, Monday 13 March

Out fishing!

You can't be in Ålesund in March and not go fishing for the Borgundfjord-cod. These fisheries is part of the foundation of Ålesund and takes place every year as the cod migrates from the Barents Sea to the fjords to spawn. We're invited to join the majestic "Storeggen of Ålesund" on an early morning activity. **Please be aware that the boat only can take 12 persons.**

Winter kayaking

The perfect trip through Brosundet in Ålesund for inexperienced kayakers or the ones who would like a different introduction to the Art Nouveau town.

<https://www.fjordnorway.com/en/see-and-do/winter-kayaking-in-alesund>

Active City walk

Get ready to explore some of Norway's most famous natural and cultural attractions. Ålesund's beautiful Art Nouveau architecture is widely known. A myriad of fjords, island gems, and mountains on Sunnmøre are waiting to excite you. Join us in a walk up the 418 steps to Aksla and take in the view over the surroundings.



Photo: Destinsjon Ålesund & Sunnmøre



Photo: Dponland/MARit Brunstad

**The Art Nouveau Center** The catastrophic fire of 1904 left the town of Ålesund in ashes. The rebuilding created one of Europe's most characteristic architectural environments in the Art Nouveau style. Jugendstilsenteret offers insight into this style by means of authentic interiors and objects as well as temporary exhibitions.

<https://www.fjordnorway.com/en/see-and-do/the-art-nouveau-centre--the-art-museum-kube>

13-14 March, overnight stay at

Hotel Union Geiranger

Hotel Union Geiranger is a first-class, family-owned hotel with its own pool and spa, and boasts views of the Geirangerfjord and surrounding mountains.

<https://www.fjordnorway.com/en/eat-and-sleep/geiranger---hotel-union>



Photo: Uteguiden



Photo: Visit Alesund & Sunnmøre/Oddhild Breivik



## Day 3 Geiranger and Nordjord. Tuesday 14 March

### Winter activities in Geiranger

Welcome to an eldorado for winter activities! In this area, you can experience a fantastic fjord landscape with untouched snow, old mountain pastures, deep valleys and forests, as well as fantastic fjord views. With snowshoes on, you are ready. Professional guides from Uteguiden will give you a thorough introduction to walking with snowshoes and adapt the snowshoes to give you the best experience.

<https://uteguiden.com/en/snowshoeing/>

### Stranda Ski resort

Stranda Ski Resort is located east in the magnificent Alps of Sunnmøre, in the western part of Norway and provides a wide range of skiing opportunities for the whole family. Including modern lifts, conveyors, 18 downhill, and a cable car with a splendid view!

<https://www.fjordnorway.com/en/see-and-do/stranda-ski-resort>



Photo: Uteguiden



Photo: Oddgeir Visnes/TIBE

### Nordfjord region - Hotel Alexandra

Overnight stay 14-15 March

Hotel Alexandra is a family-run hotel from 1884, known for its high quality, personal service, and intimate and pleasant atmosphere. The hotel offers a beautiful spa and a large indoor and outdoor swimming facilities, and the Spa department offers a wide range of body and soul wellness treatments. Enjoy Alexandra Bath & Spa before dinner and overnight stay.

<https://www.alexandra.no/en/bath-spa.aspx>



Photo: SiljeReed /Hotel Alexandra.

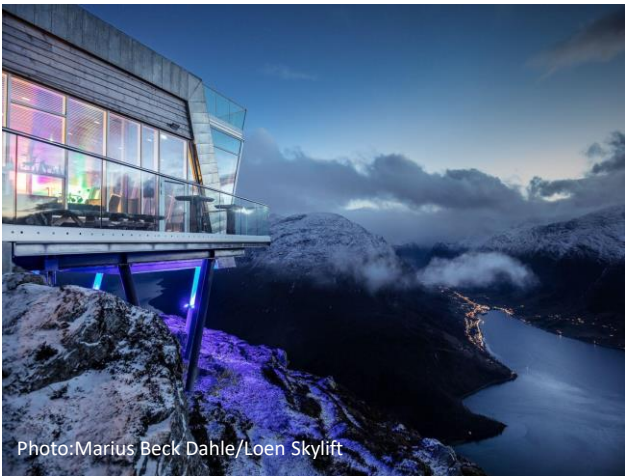


Photo: Marius Beck Dahle/Loen Skylift



Photo: Håvard Myklebust

Photo: Håvard Myklebust



## Day 4 Nordfjord, Wednesday 15 March

### Loen Skylift - from Fjord to Sky in 5

Explore one of the steepest cable cars in the world to the summit of Mt. Hoven at 1011 metres. At Mt. Hoven you will find an adventure arena both summer and winter.

One of the steepest cable cars in the world will take you from the fjord to Mt. Hoven in five minutes.

Technology based on weight equalization: the one cabin goes up while the other goes down. Environmentally friendly technology.

<https://www.loenskylift.com/>

### Activities at Mount Hoven with Loen Active

Explore the winter landscape by foot, 1011 meters above the fjord. There are many winter walking opportunities around Mt. Hoven, most offering fabulous views of the fjord and the majestic mountains. Loen Active offers sledding, snowshoeing, winter hikes and igloos.

<https://www.loenskylift.com/loen-active>

### Hoven Restaurant

Enjoy a good meal with local ingredients, at the edge of the cliff of Mt. Hoven, with a wide panoramic view of the fjord landscape. A la carte for individuals and smaller groups, and group menus for larger groups. Here you can sit in front of the fireplace and enjoy a hot cup of cocoa after taking part in the outdoor activities.

<https://www.loenskylift.com/restaurant>



Photo: Bård Basberg/Loen Skylift



Photo: Bård Basberg/Loen Skylift



Photo: Marius Bech Dahle/Loen Skylift.



Photo: Bård Basberg/Loen Skylift



Photo: Bård Basberg/Loen Skylift



Day 5 Nordfjord & Ålesund Thursday 16 March

**Sagastad Viking Center**  
Experience the one of the largest Viking ships in the world, the Myklebust Viking ship. Learn more about mystical rituals, great journeys in fantastic ships, and about our cultural history from the Viking age. Discover mysterious rituals and mythology from the Norse beliefs and see how the ship was resurrected from the ashes in the burial mound. An authentic experience that is rooted in research through collaboration with the University of Bergen.  
<https://sagastad.no/en/>

**Norwegian Fjord Horse Center**  
At the center you will meet the Norwegian Fjord Horse which is a Norwegian breed with deep roots in the Nordfjord region and in Western Norway. It is one of three Norwegian national horse breeds and is considered Norway’s national breed and with origin back to the Viking Age. The Norwegian Fjord Horse Centre is a resource centre for the Fjord horse and runs an information and advice service for all matters relating to this all-Norwegian horse breed. One of the center’s main functions is to promote the breeding and use of the Fjord horse. <https://www.norsk-fjordhestsenter.no/en/>

**Storfjord Hotel**  
Storfjord Hotel is a secluded luxury boutique hotel situated in Glomset, on a hillside overlooking the Storfjord and the Sunnmøre Alps.  
<https://www.fjordnorway.com/en/eat-and-sleep/storfjord-hotel>



Photo: Storfjord Hotel 62°Nord 62.no

Day 6 Departure day Friday 17 March

**Transfers to Ålesund Airport (AES)**  
We will arrange transfers from Storfjord Hotel to the airport according to flight times. If all participants has late departures we will leave the hotel avatar check out and go to Ålesund.

**Duration: 5 days**  
**Organisers:**  
Fjord Norway [www.fjordnorway.com](http://www.fjordnorway.com)  
Destinasjon Ålesund & Sunnmøre [www.visitalesund.com](http://www.visitalesund.com)  
VIsit Nordfjord, [www.nordfjord.no](http://www.nordfjord.no)  
**Level required:** Medium fitness,  
**Max participants:** 12  
**Min participants:** 8



Photo: : Ruben Soltvedt/Sagastad



Photo:Maja Skarpsno/Visit Nordfjord