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## Visit Norway

# Hei,

this travel trade newsletter is all about mindful travel in Norway.

- Norway's hottest trend: floating saunas
- Hiking the mindful way – Pilgrimage on St. Olav's ways
- Sustainable destinations – the national labelling scheme for travel destinations
- Short tips: New event locations and how to learn more about Norway

Your Visit Norway Travel trade team

PS: Feedback to the newsletter is welcome.

Send your comments to [newsletter@visitnorway.com](mailto:newsletter@visitnorway.com).

#dreamNowVisitLater



Soria Moria Floating Sauna, Dalen in Telemark. Photo: Dag Jensen

## Norway's hottest saunas

One of the hottest trends in Norway in recent years are floating saunas that offer an unbeatable combination of a warm sauna experience and at the same time a refreshing dip in chill waters. New, super cool saunas are popping up all around Norway. You find them

in remote, picturesque settings, or right at cities' waterfronts. Locations with fantastic views will not only recharge your batteries, but also relax your senses.

In urban settings you can take a sauna break from the shopping tour or you reward your muscles after having completed an exciting day of hiking or a steep mountain bike tour. Your stress will disappear with every drop of sweat.

## How To Pamper Yourself The Norwegian Way



The Gudbrandsdalsleden over Dovrefjell, one of the nine St. Olav's Ways. Photo: David Tett

## Are you a modern pilgrim?

St. Olav's Ways are the pilgrimage routes in Norway for all who seek to contemplate, to heal, to look inward, or just want to hike slowly and mindfully. It can be a journey where the space and quietness in the dramatic Norwegian landscape can make you feel humble. You will meet other people and locals on your way, visit churches, monasteries or historical sites for welcoming breaks and refuel your body with delicious local food in one of the historical farms that serve as pilgrim accommodation.

The nine St. Olav's Ways vary in length, but all have in common that they lead to the Nidaros Cathedral in Trondheim

A tip: if you like to walk as the pilgrims used to do in the Middle Ages, the 643 km long Gudbrandsdalsleden from Oslo through Gudbrandsdalen valley to Trondheim, was the main route. Please bring enough time.

## Which Route Will Be Your Mindful Path?



Mountain biking in Raggsteindalen (Geilo), Photo: Visitnorway.com

## Sustainable Destinations: Greener, cleaner and more authentic

In Norway more and more communities and destinations take charge to make tourism sustainable and keeping the visitors' footprint as low as possible. They work hard to receive the label as a sustainable destination, which is a national labelling scheme for travel destinations. It is a tool for sustainable development of businesses and destinations to preserve and support the environment, the local community, the cultural heritage, and the economy.

The label does not mean that a destination is 100 percent sustainable in all areas, but that they are in a long-term process and aim to become better and better. Destinations are evaluated every three years.

If you want to support this way of responsible tourism we encourage you to visit these certified places.

Do you know which destinations gained this label and which destinations are eager to receive it soon?

[Click Here For More](#)

**Tiny tips**



Nitja architecture, photo: Istvan Virag

The new [NITJA center for Contemporary Art](#), Lillestrøm is an exciting destination on both the inside and outside. The Centre is specialized in exhibiting and communicating both Norwegian and International Contemporary Art with a focus on young artistic practices. Only 10 min away from Oslo main station it also offers beautiful premises suitable for private- and business events.

[Telegrafan Oslo](#) (only in Norwegian) - Norway's new gathering place for events, activities, nightlife and serving will open the doors in its historic venue soon. It offers 6 modern and flexible event rooms, a two-floor restaurant, 4 unique bars, 3 game zones with over 40 games and activities – on impressive 3200m<sup>2</sup>.



Telegrafan Oslo, photo: SCOPE

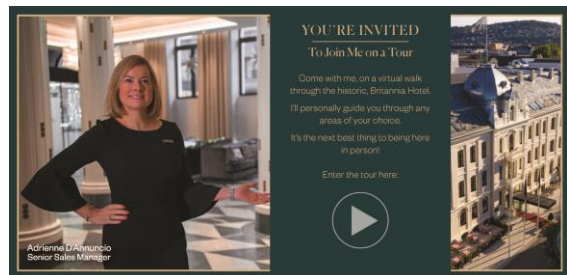


Nærøyfjord, photo: Norway's best AS / Sverre Hjørnevik

[Flåm AS](#) is changing its name to Norway's best AS and becomes a national tourism operator.

In addition to Flåm and its popular products, the Norway's best brand now also includes tourist attractions in Aurland, Myrkdalen, Geiranger, Lysefjord, Hardanger, Hjørundfjorden, Lofoten and Narvik.

Go on a wonderful [virtual site inspection](#) at the 5 star hotel [Britannia](#) in Trondheim. After a three-year renovation the hotel opened again in 2019 combining history and modern luxury at its best. See for yourself!



Site inspection with Adrienne, photo: Britannia Hotel

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



Visit Norway's B2B team invites you the [Visit Norway Insights 2021 series](#). A digital meeting place for Norwegian destinations and you. Get more in-depth knowledge about Norway and grab your chance to interact with us.

Find the topic that suits you best and register to seminar and/or virtual fam trip. The topics are Green Travel, Travel Slow, Exclusive Experiences and Culture&Food. Can we count on you?

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## Covid-19 Travel Updates

You will find all relevant information here on [visitnorway.com](https://visitnorway.com) and the official updates on current restrictions from the [Norwegian Institute of Public Health here](#).

[Travel advice for foreign travelers to Norway.](#)

 **Norway**

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