



Sep 16, 2024 10:30 UTC

New direct flight from Frankfurt to Alta brings the Arctic closer for European winter travellers

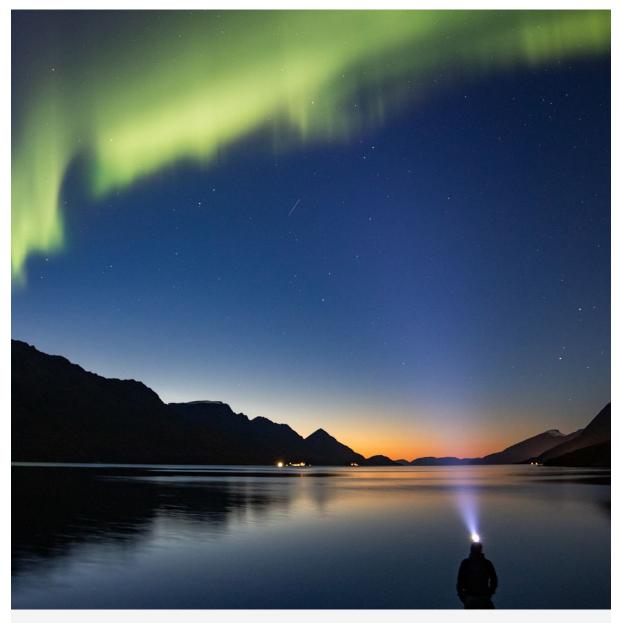
Starting this winter, travellers from central Europe will have a new, convenient way to explore the Arctic. From December 2024 to April 2025, Discover Airlines (part of the Lufthansa Group) will offer a direct route from Frankfurt to Alta, operating twice a week. This new connection brings visitors to the heart of Norway's Arctic in just 3.5 hours, marking the first direct flight from Germany to Finnmark.

Situated above the Arctic Circle, Alta is one of the northernmost communities

in the world and a gateway to some of the most iconic Arctic experiences. From northern lights and whale watching to Sámi culture and a unique ice hotel, this new route creates an opportunity to experience Arctic life firsthand.

Alta Unveiled

Alta, known as the 'City of the Northern Lights,' is a popular destination for those seeking to experience this unique Nordic wonder. Its location, perfectly situated between the sea and the vast Finnmarksvidda plateau, offers exceptional conditions for viewing the aurora. From late November to mid-January, the polar night brings extended darkness, making Alta one of the world's top spots to witness this natural phenomenon.



Northern light, Alta

Beyond the northern lights, one of the area's winter highlights is whale watching, as large whales migrate into the Altafjord. Joining a whale safari brings you close to these impressive creatures, offering an unforgettable encounter with nature. Their dedication to ensuring these experiences are conducted with the utmost respect for these large mammals and their habitat, makes watching these animals in their environment even more enjoyable. The fjord's calm waters and winter light creates a backdrop to the whole experience that you will not soon forget.

The Ideal Destination: Combining Nature and Culture

A visit to Alta is also an opportunity to connect with the region's deep cultural roots. For thousands of years, the area has been a meeting place for indigenous Sámi people, and today, visitors can engage with Sámi traditions and way of life. Just outside the town, guided experiences offer insight into Sámi culture, from sampling traditional food to learning about reindeer herding and history. These encounters provide a meaningful connection to the Arctic's past and present.



Sami Siida, Alta

In addition, Alta is renowned for its dog sledding opportunities, a timehonoured Arctic tradition. The region's location makes it a prime spot for exploring the Arctic wilderness by dog sled, with the season often lasting well into May.

Explore Further: Hammerfest, Nordkapp, and Sapmi by Bus or Boat

Alta is also a great starting point for discovering more of the Arctic, offering easy bus and ferry routes to Hammerfest, Nordkapp, and Sapmi. In Hammerfest, the world's northernmost town, you can explore the rich history of the region at the Museum of Reconstruction, dedicated to the post-war reconstruction of northern Norway. A bus ride takes you to Nordkapp, where you can stand at the iconic North Cape and enjoy the view over the ocean from Europe's northernmost point. Lastly, you can learn more about the Sámi culture in Kautokeino with a visit to Juhls' Silver Gallery, showcasing exquisite craftsmanship deeply rooted in Sámi traditions.



Juhls' Silver Gallery, Kautokeino

Embrace the Chill

For the ultimate winter adventure, you can experience the world-renowned Sorrisniva Igloo Hotel. Opening in December, this hotel is entirely rebuilt each year from snow and ice, offering a truly one-of-a-kind experience. Every corner of the hotel, from the bedrooms to the bar, is crafted from ice by local artists, creating a display of Arctic craftsmanship. It's definitely a chilly stay you will remember.

Alternatively, Alta offers modern, comfortable accommodations at hotels like Thon Hotel and Scandic Hotel. Centrally located, these hotels provide easy access to local attractions and make it simple to join tours and excursions.

Fact box

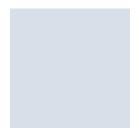
Discover Airlines will operate the route with two weekly departures in each direction throughout the winter season 2024/25. Flights will take place on Thursdays and Sundays, departing from Frankfurt at 09:05 and arriving in Alta at 12:40. Return flights from Alta will take off at 13:25 and land in Frankfurt at 16:50. The flight time is estimated at 3 hours and 35 minutes from Frankfurt to Alta, and 3 hours and 25 minutes on the return.

Flights to Alta can be booked at <u>discover-airlines.com</u>. To read more about Alta, please visit <u>visitalta.no</u> and <u>nordnorge.com</u>.

The official Tourist Board of Northern Norway.

Northern Norway is the place to experience the magical northern lights and the midnight sun above the Arctic Circle. For inspiration and best advices on Northern Norway, click <u>here</u>.

Contacts



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