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Northern Norway Tourism Board Launches Autumn Campaign Highlighting Shoulder Season Magic

The Northern Norway Tourism Board unveils its new campaign, "[Arctic Autumn](#)." This initiative highlights the mesmerising shoulder season from September to November, showcasing the region's stunning autumn scenery and distinctive experiences. The campaign includes a comprehensive press package featuring spectacular images and videos, designed to captivate and inspire travellers.

A Local Favourite

Autumn is a cherished season by locals in Northern Norway, not only for its vibrant colours, but also for the quiet return of everyday life. This time of year is ideal for hiking amidst the stunning autumn palette, with clear waters and fresh air providing exceptional visibility. As the people of Northern Norway settle back into their routines after a busy summer, travellers have the unique opportunity to experience how Nordland residents live, and their way of life.



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– Autumn in Northern Norway presents a feast for the senses, with dark evenings unveiling one of the season's best-kept secrets: [the Northern Lights](#), according to Siw Sandvik, Leader of Communication and Marketing at the Northern Norway Tourism Board.

Differing from the mid-winter auroras, the end of September and beginning of October is usually the best time to experience the northern lights due to usually stronger auroras. The fall equinox creates a unique magnetic effect, enhancing aurora activity. Sandvik highlights this unique experience and the whole [science behind it](#), inviting visitors to embrace the tranquillity, culture, and rich natural offerings of the region during this time of year.

Experience the region's natural wonders without the crowds

The campaign underscores significant investments aimed at enhancing the autumn experience. These include the bolstering of infrastructure for outdoor

pursuits, the refinement of facilities for optimal Northern Lights viewing, and the introduction of innovative culinary experiences showcasing the region's rich bounty of local produce.

– The campaign presents a multitude of experiences designed to fully embrace the unique offerings of the season. From the enchanting dance of the Northern Lights to the thrilling display of storm-watching along the rugged coast, each activity promises an unforgettable adventure, Sandvik explains.



Zdeno Dvorak

Under the slogan, “[Arctic Autumn - The best time, locals say](#)”, they invite travellers to experience the region without the crowds, providing increased availability and promising untapped potential for unforgettable impressions. From the freshest seasonal fare to the magical Northern Lights, there's no shortage of reasons to fall in love with Northern Norway during autumn.

Catch a glimpse of the campaign's visuals and immersive videos by accessing the press package [Arctic Autumn – Press kit](#) and [image bank](#)!

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 [here](#).

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