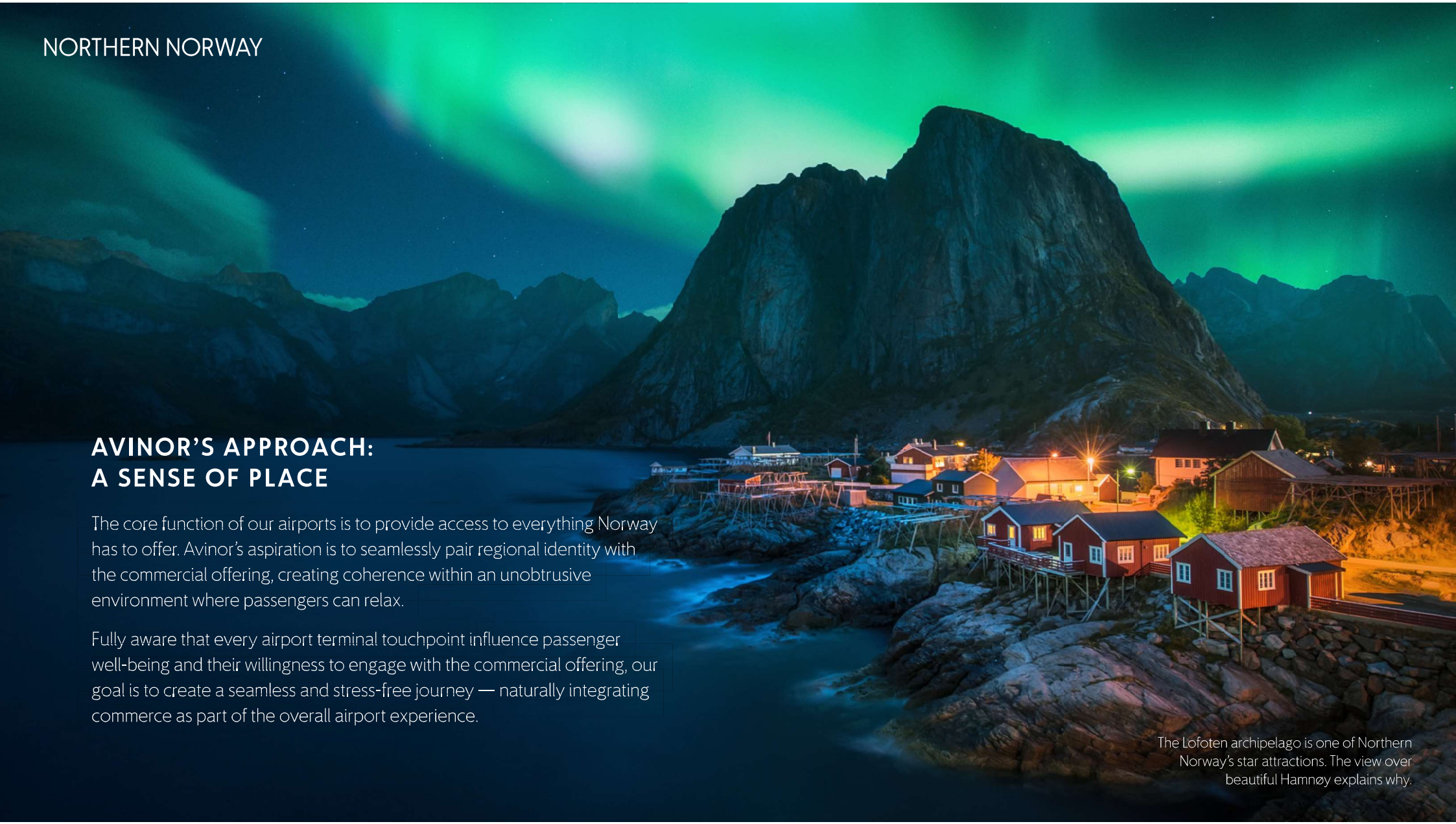
AVINOR'S APPROACH: A SENSE OF PLACE

The core function of our airports is to provide access to everything Norway has to offer. Avinor's aspiration is to seamlessly pair regional identity with the commercial offering, creating coherence within an unobtrusive environment where passengers can relax.

Fully aware that every airport terminal touchpoint influence passenger well-being and their willingness to engage with the commercial offering, our goal is to create a seamless and stress-free journey — naturally integrating commerce as part of the overall airport experience.



The Lofoten archipelago is one of Northern Norway's star attractions. The view over beautiful Hamnøy explains why.

NORTHERN NORWAY

NATURE AND GROWTH





Saltstraumen near Bodø is the world's strongest tidal current.

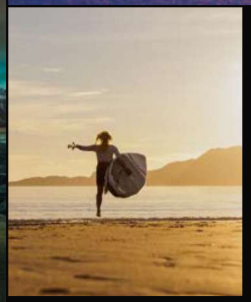




The surge in solar activity has turned the Northern Lights into one of the most "sought-after travel experiences of the decade", online travel agency eSkyGroup tells Euronews Travel 26.10.2025.





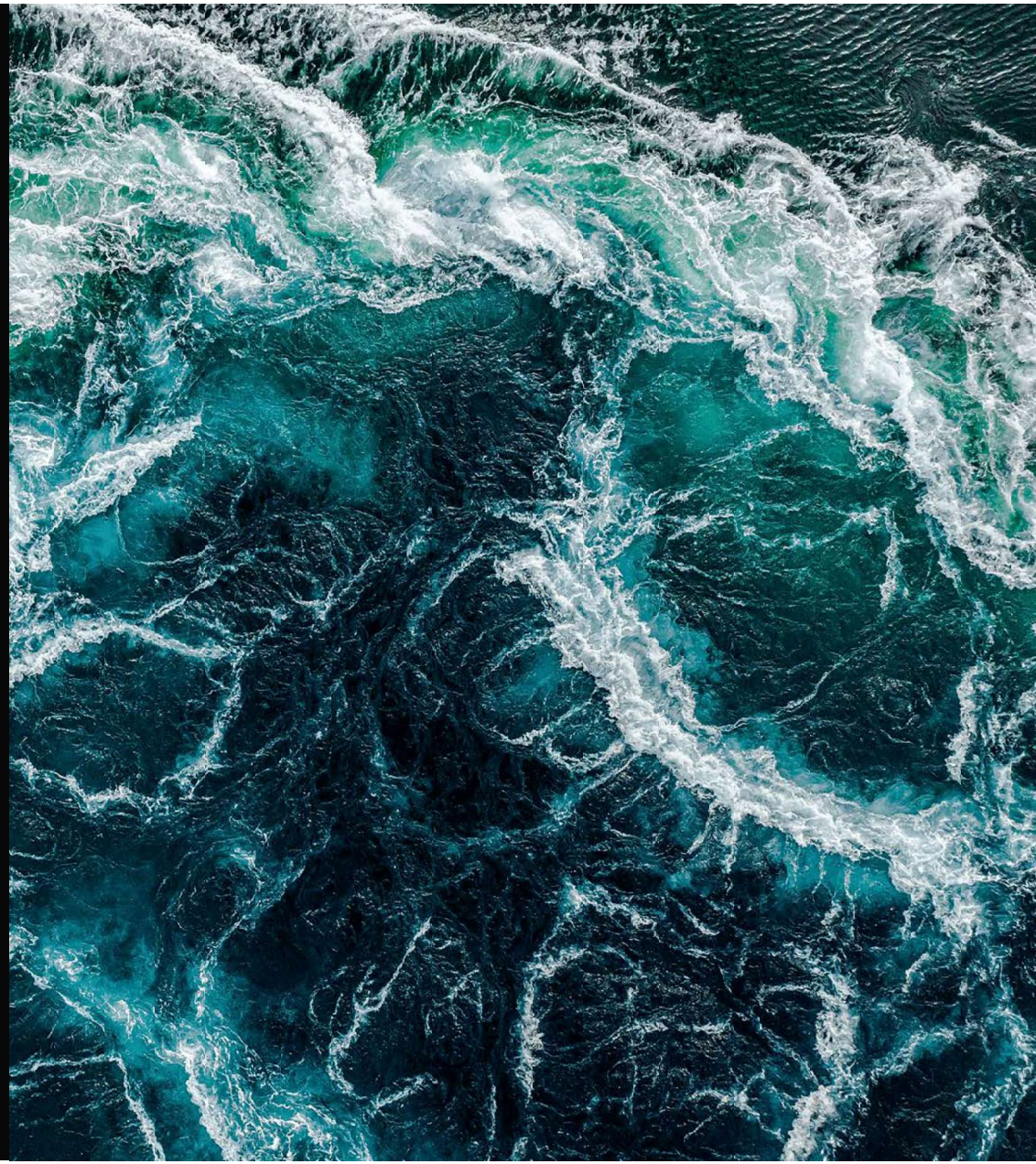


AVINOR

SENSE OF PLACE IN NORTHERN NORWAY

As the most accessible and developed Arctic area in the world, Northern Norway attracts adventurous visitors from across the globe. In a European context, our airports are exotic outposts located at the edge of civilization in the far north. Visitors flock to experience the Northern Lights, the midnight sun, indigenous culture, rustic fishing villages, whales, sea eagles, reindeer and even polar bears. These adventure seekers embark on what could be once-in-a-lifetime “mini expeditions” to extraordinary experiences.

Consequently, the airports’ sense of place reflects the region’s rugged and functional qualities. Further differentiation of the airport experience is achieved by drawing inspiration from outdoor brands - contrasting and complementing the more polished, urban look and feel of Oslo Airport.



SENSE OF PLACE HIGHLIGHTS

- The Northern Lights and the midnight sun.
- Indigenous Sámi culture, fabrics, patterns, and materials.
- Reflections of the region's raw, unfiltered natural attractions such as Saltstraumen and Lofoten.
- Contemporary visual expressions in regional architecture and design.
- Inspiration from landmarks such as Norrøna Lodge Senja (opening 2026) and Manshausen north of Bodø.
- Promotion of unique experiences such as reindeer sledding and whale safaris.
- Promotion of challenging adventures such as backcountry skiing to build "destination aura."
- Promotion of major regional events such as the FIS Alpine World Ski Championships in Narvik 2029.
- Mirror the population's resilient yet open and inclusive personality.
- Reflect the region's functional and practical approach to clothing and architecture.
- Create a contemporary visual language attuned to the region's rugged Arctic DNA.



NORTHERN NORWAY

CULTURE AND FOOD

In September 2025, foreign overnight stays in Northern Norway increased by 13% over last year, according to NHO Reiseliv, a community of 3,800 leaders in catering, accommodation, and tourism.



Bodø was a European Capital of Culture in 2024.

















Magic Ice Lofoten is the world's first permanent ice gallery.

Smoking reindeer meat is a traditional Sàmi skill.

AVINOR

NORTHERN NORWAY

NATURAL ATTRACTIONS

At the FIS conference in Reykjavík in June 2024, Narvik was announced as host of the Alpine World Championships in 2029, triumphing over Soldeu (Andorra) and Val Gardena (Italy).

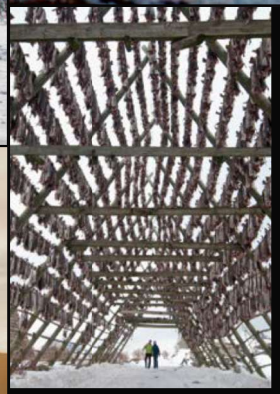












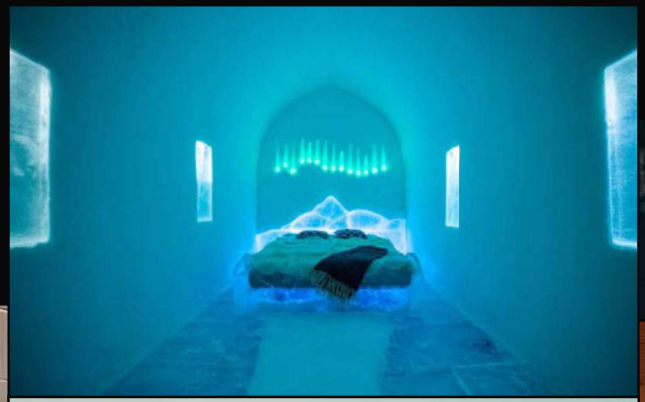




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NORTHERN NORWAY

DESIGN AND ARCHITECTURE





Ytri Retreat on Træna Island opens in 2026.

Sorrisniva Igloo Hotel in Alta



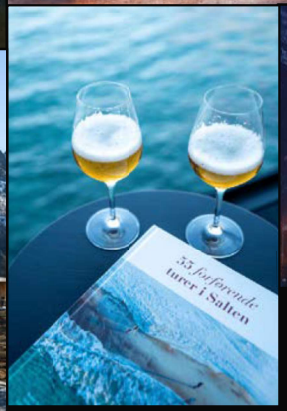




Atelier NÓUA in Bodø



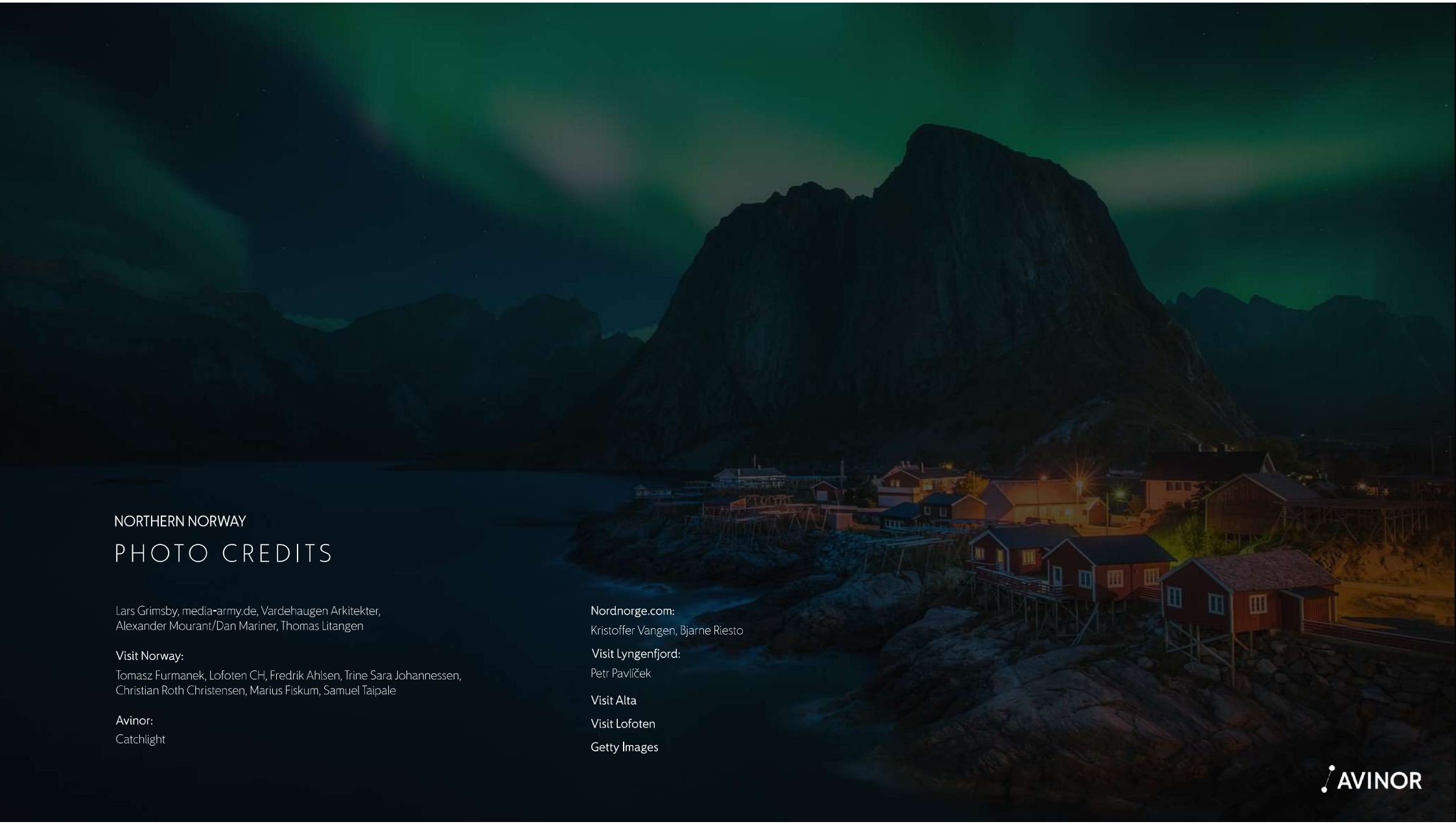






Sea cabins at the Manshausen island north of Bodø

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NORTHERN NORWAY

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