Norrøna Unveils a New Lodge at Andørja, Opening Summer 2027

The Norrøna Lodge at Andørja marks the beginning of Norrøna's Arctic Voyage, a new network of lodges connecting Norway's wildest coastline by sea.



OSLO, NORWAY, September 15, 2026 /EINPresswire.com/ -- Norrøna, the 97-year-old Norwegian outdoor brand, has revealed a new lodge on Andørja, Northern Europe's most mountainous island, opening in June 2027. The Norrøna Lodge at Andørja is built for travelers who want to be close to raw nature and real adventure without giving up comfort, and marks the first step in Norrøna's vision for a new Arctic Voyage, a growing network of lodges along one of Norway's most untouched coastlines.

"Norrøna's lodge at Andørja sits at the edge of one of Norway's wildest and most remote coastlines, on an island with twenty peaks rising over 1,000 metres straight from the fjords," says Jørgen Jørgensen, CEO and fourth-generation owner of Norrøna. "Its opening is not only a milestone in our nearly 100-year history, it is also a doorway into an entirely new world for our customers, and the first step in connecting this coastline into a single, unforgettable journey."

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>
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Designed for the Wild

The design of the lodge is led by Norrøna, working in partnership with Dark Arkitekter to bring that vision to life. The lodge's main building began life as a research centre for basking sharks. Norrøna chose to build around the site, preserving what was already there rather than starting from scratch.

The finished lodge will feature 15 guest cabins welcoming up to 30 guests at a time. Each room is designed around the needs of an adventurer, constructed from solid timber insulated with a wood-fibre material, prefabricated and shipped in before being craned onto timber poles, leaving the lightest footprint possible. It will also include a lounge and bar, restaurant, two wood-fired saunas, and a Norrøna shop.

“At Andørja, we've focused on preserving the ground and the vegetation,” says Jørgensen. “Everything we've built sits on poles, the boardwalks cover the infrastructure, and there's no road access anywhere on site. We're building base camps for guests who come here to ski, hike, bike or climb, whatever their experience level, and the whole lodge is designed to make that as easy as possible.”

The Andørja Experience

Open year-round, The Norrøna Lodge at Andørja offers adventure across every season. Guests are welcomed at the airport and arrive at the lodge by boat (weather permitting). Every stay is fully inclusive, covering guiding, dining, recovery, and end-to-end transport, and can be tailored to the guest.

Activities range from skiing untouched terrain to hiking, mountaineering and trail running beneath the midnight sun, or heading into the Arctic night to chase the northern lights, snow-shoe, or fish, right from the lodge doorstep. For something slower-paced, guests can join local guides to learn about the island's fishing traditions and communities, photograph the Arctic light, explore wildlife, or unwind at the lodge's sauna, outdoor hot tubs, and fjord dips.

Andørja's setting also makes it a natural basecamp: neighbouring islands Rolla, Grytøya and Senja offer similarly remote terrain within reach by boat, and many of Andørja's own peaks are only accessible from the water. Guests travel to and from activities aboard the lodge's aluminium tender craft, often finding themselves completely alone in nature.

Back at the lodge, meals draw on the same landscape guests explore by day, built around fresh, local Arctic raw materials such as king crab, sea urchin, and foraged berries and wild herbs.

“We believe the best adventures are shaped around the adventurer,” says Christian Schmidt, Chief Experience Officer at Norrøna. “Andørja gives us an extraordinary canvas to do that, guided by people who live and breathe this region and can show our guests something they won't find anywhere else. Every guest will leave with their own story and some of the most memorable days they'll ever spend in nature.”

From Gear to Destination: A Fully Integrated Outdoor Brand

Norrøna has been developing premium outdoor gear since 1929. The new Lodge at Andørja marks the next step in the brand's evolution, pioneering the future of outdoor adventure through both gear and hosted experiences. It joins Canvas Telemark, the brand's mountain biking hotel in Southern Norway, and Varg S/Y, its expedition sailing yacht, as part of a growing

portfolio of adventure destinations across Norway.

“We've always made the gear. Now we're building the places it takes you, where guests can test that same gear in the very landscapes that inspired it,” says Jørgensen. “The Norrøna Lodge at Andørja joins Canvas and Varg in that vision, and it's where our Arctic Voyage begins: a growing network of lodges opening some of Norway's most untouched coastline to travelers in a way it never has before.”

To learn more about The Norrøna Lodge at Andørja and join the interest list for early updates and booking access, visit destinations.norrona.com/en/andorja-lodge/.

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About Norrøna:
Norrøna, the heritage Norwegian outdoor brand, offers authentic, world-class active adventures across the globe. Uniting Norrøna's 90+ year tradition of technical craftsmanship with a 40-year legacy of expedition travel, the company provides over 100 expertly guided tours in 50+ countries. Specializing in both private and group adventures, the portfolio spans hiking, high-altitude trekking, ski touring, ski expeditions, mountain biking, and tailor-made adventures.

Notes to Editors:

Press Kit: Available here.

Images: Available at
https://drive.google.com/drive/folders/1Z6bWRbaaW9AZ9KtcMiJ_LvJeZxH_uvpp?usp=sharing

Design & Architecture: For more on the design behind Andørja Lodge, see here -
https://drive.google.com/file/d/1Gs_ybhJL5qihoXIRLL20PqrkKzobkNqn/view?usp=drive_link

All-Inclusive Package: Every stay includes guiding, dining, recovery and end-to-end transport; drinks are not included. Guiding runs daily in groups of five to seven with a professional guide, with a private guide available on request, and weather permitting, at least one guided trip to a neighbouring island is included per stay. Guests can also borrow kayaks, fishing rods and wetsuits, and rent or test Norrøna's own skis and gear.

Bookings are available from the end of October, with rates from €990 pp/night.

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