

Norway Mountain Guides – Partner & Agent Information:

Quick Facts:

Norway Mountain Guides was established in 2015 and is based in Bergen, Norway – the gateway to the fjords. We guide throughout Fjord Norway, Jotunheimen National Park and a few other locations.

We welcome approximately 2,500–5,000 guests each year, guiding in small groups with a maximum of 10 guests per guide in summer and 6 in winter.

Our main activities are hiking and skiing.

Norway Mountain Guides is ranked #1 outdoor activity company in Fjord Norway.

This document includes information about the following topics:

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- **Ownership and Company Structure**
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Company Overview:

Norway Mountain Guides AS was established in 2015 and is based in Bergen – the gateway to the fjords of Western Norway. We have our HQ / Mountain center In Bergen city center next to the funicular(Mt.Fløyen) . We have our office here with a meeting place, rental equipment, mountain library or just time for a cup of coffee.

From our base in Bergen we guide guests throughout Fjord Norway and several mountain regions across the country, including areas such as Modalen, Rosendal, Hardanger, Sogn and the

national park of Jotunheimen. We also have strong knowledge of smaller and less visited areas in Sogn og Fjordane, including Selje, Måløy and Nordfjardeid.

Our tours are designed for small groups and adapted to the level of the participants. We guide and hold courses for both tourists and local residents, and operate year-round in the mountains and fjord landscapes of Western Norway.

Ownership and Company Structure:

Norway Mountain Guides is organized as a limited company (AS) and is fully owned by founder and mountain guide Frank Barmen. Unlike many companies in the outdoor tourism sector, we do not have multiple shareholders focused on financial returns. This allows us to focus on developing the best possible outdoor experiences rather than prioritizing short-term profit.

Reputation and Recognition:

- Ranked #1 of 104 outdoor activity companies in Fjord Norway on TripAdvisor
- 100+ five-star reviews on Google
- Strongly recommended by Visit Norway and Visit Bergen
- Regularly selected to host familiarization trips for international travel agents and journalists on behalf of Innovation Norway / Visit Norway
- 2022 – Award for Most Environmentally Friendly Guide Company
- 2025 – THA Awards (UK): Winner of Best Customer Satisfaction in the Adventure Travel Market in Norway

Professional Network and Partnerships:

We collaborate with a range of partners in tourism, education and outdoor operations. This includes local partners such as Fløyen, Ulriken, Myrkdalen ski Resort, and Rødne Fjord Cruise, Helly Hansen, Royal Navy, as well as organizations including, AORE -Association of Outdoor Recreation and Education, Volda University College and their Nature Guide education program, Johns Hopkins University and Norwegian Air Ambulance.

We also work with a number of international travel companies and DMCs, including 50 Degrees North, Delta of Scandinavia, Firebird Tours, The Luxury Travel Designer, Nordic Luxury, Haman Group, Intrepid Travel, Nord dmc e.t.c.

Who are our customers?

Our customers range from solo travelers and families to private groups, companies and international travel operators.

What do we offer?

Our main focus is mountain hiking and winter activities.

Including hiking, skiing, snowshoeing, hike & camp, climbing and mountain biking. We also organize events, courses, team building and outdoor leadership or staff training programs.

We can also help organize activities such as kayaking, fishing trips and RIB safaris through trusted partners. when relevant our guides can accompany the group in addition to the local operator . Fishing trips and RIB safaris are arranged through a partner based in Øygarden, about 45 minutes outside Bergen, who can also pick up guests directly in Bergen by RIB.

What matters most to us?

- That our guests enjoy themselves
- feel safe
- experience beautiful nature
- learn something new
- and develop respect for the environment we travel in

Safety, Medical Support and HSE:

Our HSE system has been developed by the company's owner, Frank Barmen, based on his background in crisis and emergency management for offshore oil platforms and the military, with the belief that many of the same principles apply in nature — first and foremost the importance of being **proactive**.

Safety is a central part of our operations.

The company and its guides have access to professional advice from a doctor (chief attending physician, Haukeland University Hospital,) who can provide guidance when needed.

We also conduct first aid exercises and training together with the Norwegian Air Ambulance (Norsk Luftambulanse).

Several members of our guiding team have backgrounds in police, military ,nurses, emergency response and crisis management, which contributes to a strong internal HSE culture and safety system for both guides and guests.

Our Guides and Professional Backgrounds:

Many of our guides are local to Western Norway, and sharing knowledge about Norwegian culture, history and outdoor traditions is an important part of the experience. During the high season we also work with a small number of experienced international guides. For some assignments we may include an assistant guide to support the lead guide during the trip.

All guides working with Norway Mountain Guides are approved by our company, where the most important qualifications are strong mountain knowledge and solid first aid skills.

Our guides come from a wide range of backgrounds. Some have completed nature guide education (3 years), others are trained hiking leaders through DNT – The Norwegian Trekking Association, while some are recruited directly based on their mountain experience. Within our team you will find nurses, outdoor instructors, ultra-marathon runners and highly experienced local hikers.

A small number of our guides are IFMGA/UIAGM certified mountain guides, used when required for more technical terrain.

Group Sizes and Guiding Philosophy:

We focus on small groups and personal guiding.

Typical group size is maximum 10 guests per guide in summer and 6 in winter.

For larger events we can host up to 100 guests in a single day, but always with multiple guides.

Our ideal setup is 12–16 guests with two guides, which provides better safety margins, closer contact between guides and guests, and flexibility within groups of mixed abilities while allowing more time to share knowledge about nature, culture and local history.

Where We Guide:

Our primary regions include Bergen and the surrounding fjords, Modalen, Rosendal, Hardanger, Sogn and Jotunheimen National Park. Our guides also have experience guiding in Northern Norway including Lofoten, the Alps, Morocco and the Himalaya (including Nepal and Bhutan).

Guiding Outside Our Main Regions:

We are of course happy to guide in areas where we are not already familiar. This simply means we need to do proper research on the local conditions beforehand.

There will also be additional costs for travel and logistics when sending guides from Bergen, but the customer is always right – and yes, over the years we have guided in quite a few unexpected places.

How We Work with Our Partners:

Norway Mountain Guides is primarily a guiding company rather than a full DMC. Our role is to provide professional guiding, outdoor program planning and safety management in the mountains.

For this reason, we normally recommend that our partners handle international travel, accommodation, meals and transport within Norway themselves. This often gives tour operators better control of pricing and logistics, while allowing us to focus on what we do best.

For partners who are less familiar with Norway, we are happy to share local knowledge and recommendations for transport providers and hotels we know and trust. You are also welcome to refer to your cooperation with Norway Mountain Guides when contacting these services.

Norway Mountain Guides is also a member of **Visit Bergen**, the official tourism organization for the Bergen region. Visit Bergen offers free assistance and advice regarding accommodation, transport and tourism logistics. More information can be found at www.visitbergen.com or by contacting info@visitbergen.com.

Moving Forward: Tour Planning:

Developing routes, activity programs and detailed itineraries requires time and local knowledge. From experience we know that good planning is essential for success.

For this reason, once we move into detailed planning and itinerary development, we charge a planning fee starting from NOK 5,000. This helps cover the time involved in preparing routes, logistics and program details.

The fee is fully deducted from the guiding services when the tour is confirmed.

Information We Ask From Our Partners:

The same information will be sent in a separate form to be completed and returned to post@nmguides.com

Please remember to mark the email subject with your company name and "Form Partner Information".

To help us plan the best possible program we ask our partners to provide some basic information.

About your company

- Please tell us a little about your company
- Do you already work with partners in Norway?
- Do you currently use other guide companies in Norway?

Planning contact

- Who will be responsible for planning the trip from your side?
- Do you already know who will be the contact person during the trip once the group arrives in Norway?

Tour leader

- Will you send your own tour leader or guide with the group?
- Does this person have mountain experience or first aid knowledge?

Travel plans

- When do you plan to run the trip?
- Is this a one-time tour or something you plan to repeat in future seasons?

The group

- Nationality of guests
- Open booking or private group
- Do participants normally know each other or not?

Fitness level

- General fitness level of guests
- Approximate age range

Travel style

- What is most important: visiting well-known highlights or exploring off-the-beaten-track areas?

Accommodation level

- Hotels (approximate standard)
- Cabins or mountain lodges
- Camping
- Special experiences such as restaurants, boats, yachts or seaplanes

Transport Preferences:

Please let us know how you prefer transport to be organized during the trip.

Some partners prefer to use public transport when possible, while others prefer private transport.

Bergen airport (Flesland) has good public transport connections:

- Light rail (Bybanen)
- Airport bus

We are also happy to organize private transport if preferred. Please note that this will naturally result in a different price level per guest.

Arrival and Welcome:

If you wish, we can organize a short welcome meeting and briefing when the group arrives in Norway. This is often helpful to introduce the program, safety routines and expectations for the days ahead.

Budget Considerations:

Pricing for guiding services is relatively straightforward. These are our own products with fixed rates, and the cost mainly depends on the number of guests and guides required. Please see our product and price list for guidance.

We work with a wide range of clients and budgets – from simple outdoor programs to high-end customized experiences. Our guiding prices are clearly listed in our product catalogue, while accommodation and transport costs vary widely

Transport and accommodation are normally provided by our partners, and their prices can change more frequently depending on demand and availability. Tourism demand in Norway is currently very high, so these costs can vary. We therefore work with trusted partners who aim to provide fair market pricing.

To help us plan realistically, it is very helpful if you can indicate the approximate budget level, either per person per day or as a total budget for the days the group will be active with us.