

MINI-CRUISE MARKETING TOOL KIT FOR B2B

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CONTENT



1.0 INTRODUCTION:

How to use the toolkit:

- This document and all linked assets are intended exclusively for B2B agents who have an agreement with HRS to promote the Svalbard Adventure Mini-Cruise with MS Serenissima.
- The orange buttons in the presentation link directly to the relevant folders in Dropbox, where you can download the materials. Feel free to use the copy on these slides as well, to create your own marketing materials such as landing pages, advertisements, brochures, and more promoting the Mini-Cruise.
- The assets in Dropbox are organized in the same structure as this PowerPoint to make it easy to locate.
- All materials may only be used to promote this specific product and not for other Svalbard activities or for marketing Svalbard as a destination. If you need assets for other purposes, please contact your Key Account Manager at Hurtigruten Svalbard.
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SVALBARD ADVENTURE MINI-CRUISE

[Download pictures here](#)



2.0 PACKAGE & PROGRAM

Embark on the ultimate Spitsbergen cruise to explore the heart of Svalbard's pristine wilderness.

WHAT IS SVALBARD ADVENTURE MINI-CRUISE?

6-day packages with voyage and Longyearbyen

Compact way to experience Longyearbyen and the landscapes, wildlife and historical sites of Svalbard. This combined voyage and land arrangement makes planning a Svalbard experience simple, including the best of both worlds.

MS Serenissima: Classic ship experience

Originally built in 1960, provides a classic and more nostalgic experience of the Arctic. Modernised and upgraded in 2019. Suitable for younger demographics, couples and families with older children. Average pax age in 2023: 53.

Longyearbyen experience

Longyearbyen is the world's northernmost town and is host to an international community where scientific research and tourism are the main industries. Guests will enjoy a stay in Longyearbyen, with meals at their accommodation place, free time to explore and a tour to Svalbard Museum and Camp Barentz with a local guide.

Operations handled by Hurtigruten Svalbard

Operations for the Svalbard Adventure Mini Cruise are owned and run by the team at Hurtigruten Svalbard. NO/DE/EN/FR on all departures, IT on specified departures.



TENTATIVE ITINERARY

Day-by-day programme



DAY 1: ARRIVE IN LONGYEARBYEN

Location: Longyearbyen

Arrival in Longyearbyen. Explore the town and enjoy a two-course dinner at your hotel restaurant. Overnight stay at either Radisson Blu Polar Hotel or Funken Lodge, depending on your cabin category.

DAY 2: EXPLORE TOWN AND ITS SURROUNDINGS

Location: Longyearbyen

Enjoy a guided sightseeing tour including the award-winning Svalbard Museum, and a visit to Camp Barentz in the wilderness. Here you will have the chance to meet the happy huskies and their musher, as well as enjoying a presentation about polar bears, with tasty Norwegian pancakes (sveler) and hot drinks. You will also have free time to take in the town, visit the shops, cafes and galleries, or book an additional excursion, such as a dog wagon ride, a guided tour of the historic Mine 3, or a boat trip to the nearby bird cliffs. All meals are included, so you can relax and enjoy the day at your own pace.

DAY 3: INTO THE ARCTIC WILDERNESS

Location: The Northwest Corner

Today marks your first landing, taking you to remote areas beyond the reach of day trippers, where soaring mountains, abundant birdlife, and sites of historical significance await. Possible locations include Skansbukta and Magdalenefjorden.

DAY 4: SCOUTING FOR WILDLIFE TOWARDS 80°

Location: Moffen and 80° North

Explore the diverse landscapes and scan for polar bears and other wildlife such as Arctic foxes, reindeer and seabirds. If conditions allow, sail above 80° North and approach Moffen Island, known for its massive walrus population. Possible locations include Magdalenefjorden and Lifdefjorden.

DAY 5: FJORDS, GLACIERS, AND RESEARCH

Location: Kongsfjorden and Ny-Alesund

Discover the scenic Kongsfjord area, home to towering glaciers and majestic whales. This region is rich in stories, from hunters and trappers to misguided marble miners and daring early expeditions towards the North Pole. A visit to Ny-Alesund offers a fascinating glimpse into the past and present: once a mining town, later a base in the race to the Pole, and today a hub for international Arctic research, complete with the world's northernmost post office.

DAY 6: FLYING HOME FROM THE ARCTIC

Location: Longyearbyen

Departure day, with a transfer from the ship to the town and then to the airport for your flight home. Last opportunity to explore Longyearbyen and purchase souvenirs before leaving. Not quite ready? Add an extra night to your package and make the most of your time in Longyearbyen.

WHAT'S INCLUDED

Food and Drinks: Full board (breakfast, lunch, and dinner) with complimentary water, juice, tea and coffee.

Equipment: Floating vests and high waterproof boots are provided. Trekking poles and thermal suits for onboard activities can be borrowed upon request.

Local bilingual expedition team: English, German, Norwegian and French. Selected departures with Italian guides.

Activities:

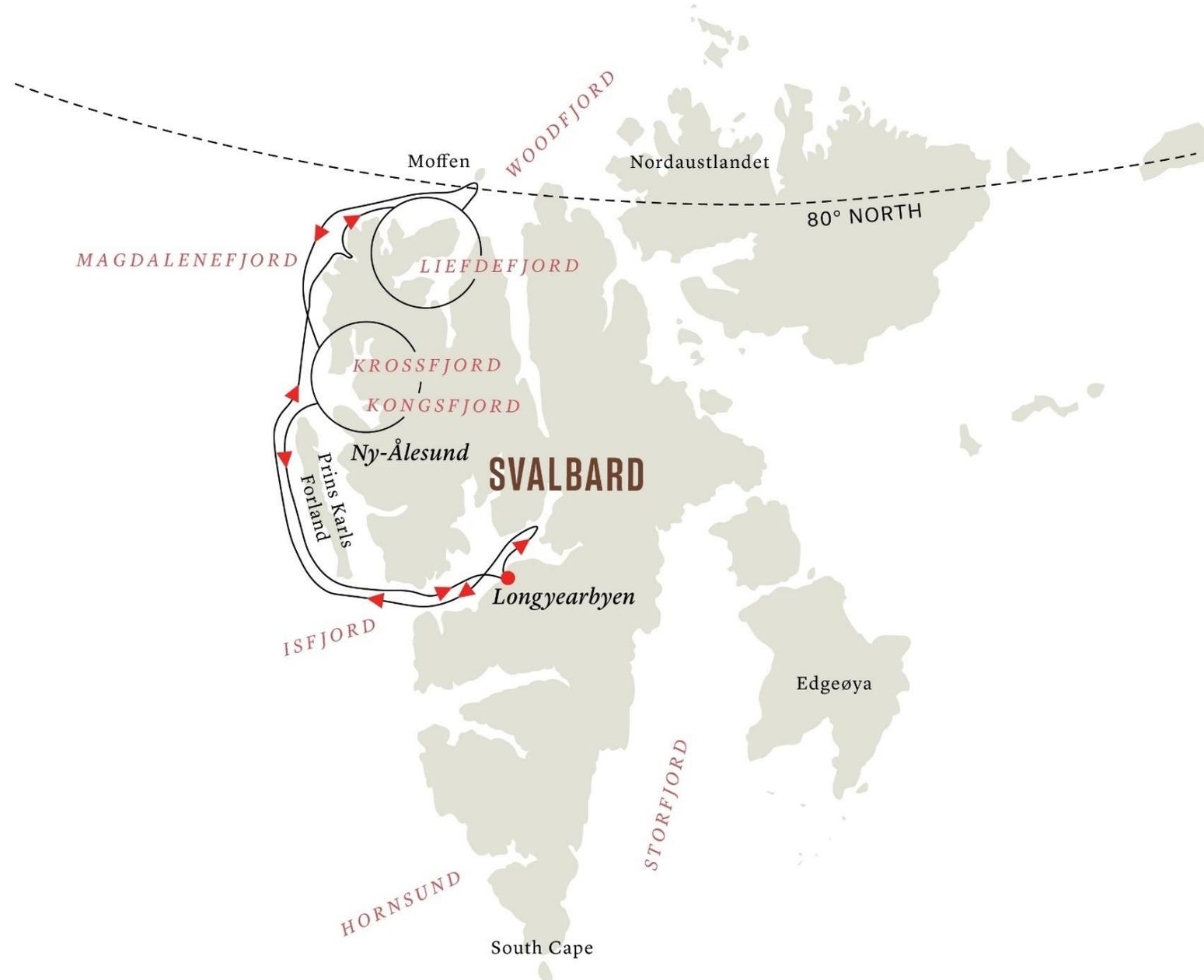
- Guided landings with zodiac boats.
- Zodiac cruising to look for calving glaciers.
- Onboard lectures by the local expedition team.
- Informal gatherings for daily recaps and preparation for the day ahead.
- Trekking and wildlife spotting, including possible sightings of seals, reindeer, polar bears and walruses.



MAPS

The sailing starts from Longyearbyen in Spitsbergen. 3 hours flight from Oslo or 90 min flight from Tromsø to Longyearbyen.

[Download maps here](#)



DEPARTURE DATES 2026

All our voyages include in-depth guiding during landings in Scandinavian, English, German, French.

Departures marked with (*) have Italian guides.

[Download brochures here](#)

Date	#	Days
13 – 18 May	C1	Wednesday to Monday
16 – 21 May	C2	Saturday to Thursday
20 – 25 May	C3	Wednesday to Monday
23 – 28 May	C4	Saturday to Thursday
27 May – 1 Jun	C5	Wednesday to Monday
30 May – 4 Jun	C6	Saturday to Thursday
3 – 8 Jun	C7	Wednesday to Monday
6 – 11 Jun	C8	Saturday to Thursday
10 – 15 Jun	C9	Wednesday to Monday
13 – 18 Jun	C10	Saturday to Thursday
17 – 22 Jun	C11	Wednesday to Monday
20 – 25 Jun	C12	Saturday to Thursday
24 – 29 Jun	C13	Wednesday to Monday
27 Jun – 2 Jul	C14	Saturday to Thursday
1 – 6 Jul	C15	Wednesday to Monday*
4 – 9 Jul	C16	Saturday to Thursday*
8 – 13 Jul	C17	Wednesday to Monday*

Date	#	Days
11 – 16 Jul	C18	Saturday to Thursday*
15 – 20 Jul	C19	Wednesday to Monday*
18 – 23 Jul	C20	Saturday to Thursday
22 – 17 Jul	C21	Wednesday to Monday*
25 – 30 Jul	C22	Saturday to Thursday*
29 Jul – 3 Aug	C23	Wednesday to Monday*
1 – 6 Aug	C24	Saturday to Thursday*
5 – 10 Aug	C25	Wednesday to Monday*
8 – 13 Aug	C26	Saturday to Thursday*
12 – 17 Aug	C27	Wednesday to Monday
15 – 20 Aug	C28	Saturday to Thursday
19 – 24 Aug	C29	Wednesday to Monday
22 – 27 Aug	C30	Saturday to Thursday
26 – 31 Aug	C31	Wednesday to Monday
29 Aug – 3 Sept	C32	Saturday to Thursday
2 – 7 Sept	C33	Wednesday to Monday
5 – 10 Sept	C34	Saturday to Thursday

LOCAL EXPEDITION TEAM

- The expedition team on MS Serenissima consists of local expert guides ensuring a rich and informative experience.
- With extensive knowledge of the Arctic region, they bring the landscapes, wildlife, and history of Svalbard to life.
- Fully guided landings mean you'll have personalised service and the highest level of interaction with the expedition team.
- All guides are fully trained in Arctic first aid, rescue procedures and carry polar bear protection.



3.0 THE SHIP

Explore the vessel that seamlessly blends the charm of a classic ocean liner with modern amenities.



MS SERENISSIMA

The MS Serenissima welcomes a maximum of 100 guests, ensuring an intimate, exclusive atmosphere and a more personalized Arctic exploration experience. Onboard, 55 comfortable guest cabins provide a relaxed retreat after each day of adventure.

Originally constructed in 1960 and named Harald Jarl for the company Hurtigruten, the iconic ship ran the Svalbard Express route to Longyearbyen from the Norwegian mainland. Having left the Hurtigruten family in 2001, we are delighted to welcome the fully modernised vessel back to the Arctic in 2025.

Historic image during its time as MS Harald Jarl.



DECK PLAN

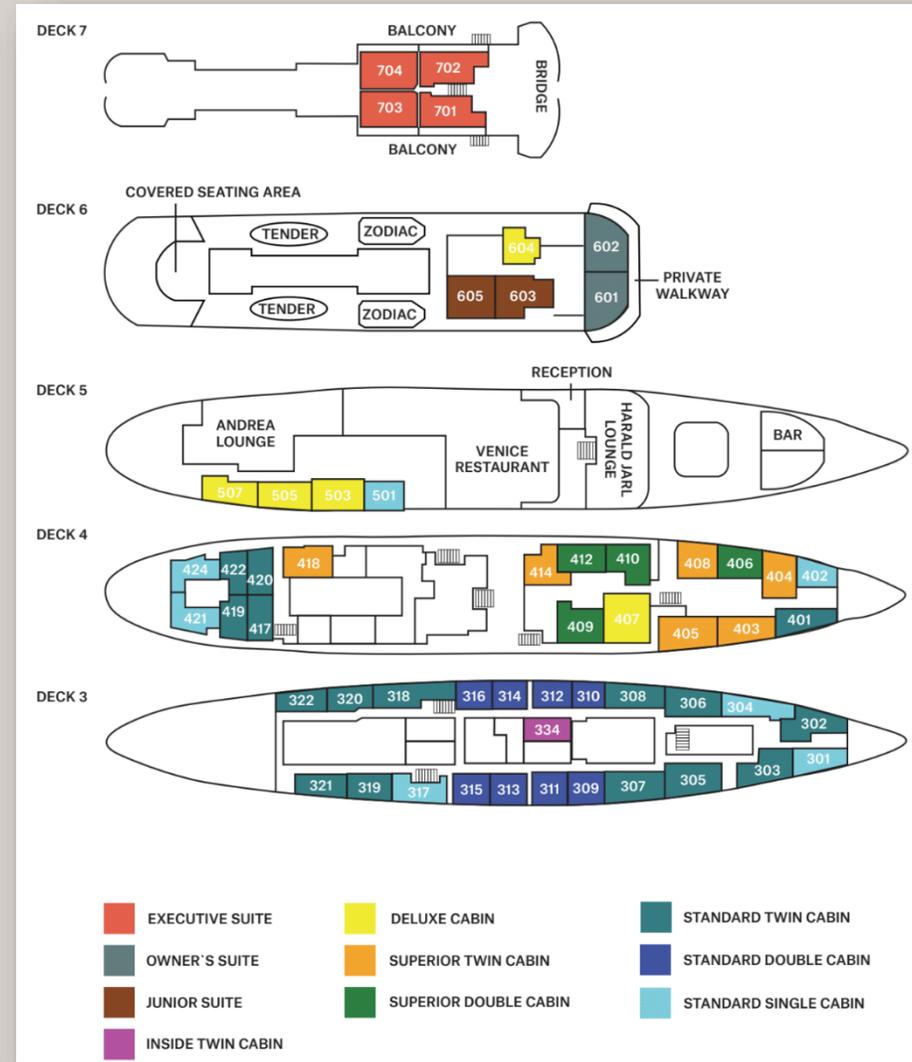
Cabin overview:

- 4 Executive Suites
- 2 Owner`s Suites
- 2 Junior Suites
- 5 Deluxe Cabin
- 4 Superior Double Cabin
- 6 Superior Twin Cabin
- 8 Standard Double Cabin
- 16 Standard Twin Cabin
- 7 Standard Single Cabin
- 1 Inside Twin Cabin

Facilities:

- Venice restaurant
- Two lounges
- Two bars
- Outdoor seating areas
- Observation deck with 360° views

[Download deck plan](#)



CABIN OVERVIEW

[Download images here](#)



Executive suite

- With balcony
- 26m²
- Passangers: 2
- Rooms: 4
- Hotel: Funken Lodge



Owner's Suite

- Private walkway
- 23m²
- Passengers: 2
- Rooms: 2
- Hotel: Funken Lodge



Junior Suite

- 21m²
- Passengers: 2
- Rooms: 2
- Hotel: Funken Lodge



Deluxe Cabin

- 15-16m²
- Passengers: 2
- Rooms: 5
- Hotel: Funken Lodge



Superior Double Cabin

- 12-20m²
- Passengers: 2
- Rooms: 4
- Hotel: Funken Lodge



Superior Twin Cabin

- 12-20m²
- Passangers: 2
- Rooms: 6
- Hotel: Funken Lodge



Standard Double Cabin

- 10-17m²
- Passengers: 2
- Rooms: 8
- Hotel: Radisson



Standard Twin Cabin

- 10-17m²
- Passengers: 2
- Rooms: 16
- Hotel: Radisson



Standard Single Cabin

- 7-13m²
- Passengers: 1
- Rooms: 7
- Hotel: Radisson



Inside Twin Cabin

- 7-13m²
- Passengers: 1
- Rooms: 1
- Hotel: Radisson

DINING AT SEA

[Download images here](#)



BREAKFAST

- Buffet, English breakfast style
- Coffee, tea and juice



LUNCH

- Mixed buffet (hot/cold dishes)
- Drinks menu offered
- Several vegetarian/vegan options



DINNER

- 3-course a la cart
- Possible BBQ
- Wine/drinks menu offered
- Vegetarian/vegan options
- Children's menu



BAR

- Open until 1am
- Drinks and snacks

4.0 EXPERIENCES

Visit the stunning fjords, scout for wildlife and go ashore with Zodiac boats to explore the rugged landscape up close.

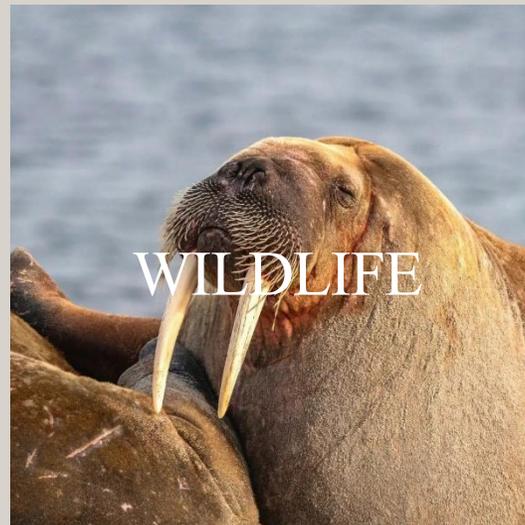
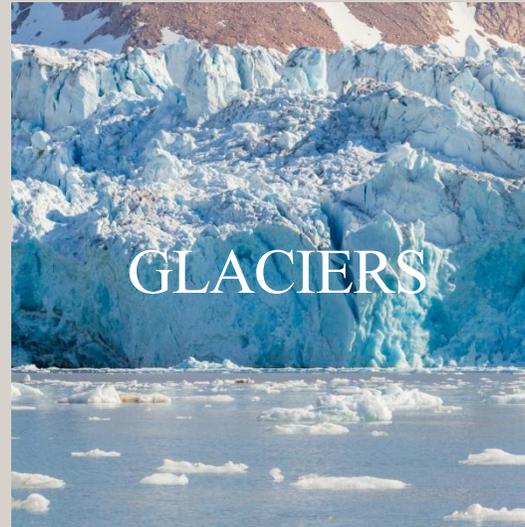
THE FULL ARCTIC EXPERIENCE

The mini-cruise transforms your polar summer trip into a complete Arctic experience. In just a few days, you'll explore glacier fronts, remote fjords, and historic sites from Svalbard's mining era, whaling history, early expeditions, and unique communities such as Ny-Ålesund and the marble ruins of Ny-London.

The cruise brings you deep into the wilderness and gives you an authentic impression of Svalbard's cultural and natural heritage—far beyond what you can experience in town alone.

Get a close-to-nature experience where wildlife encounters and Arctic silence take center stage. Expect thriving bird cliffs, walrus, whales, seals, reindeer, Arctic foxes—and, with a bit of luck, polar bears.

If conditions allow, the voyage may also reach Møffen Island at 80° North, a true High Arctic milestone. Add activities like tundra walks, Zodiac landings, and even a refreshing Arctic dip, and you get an incredible amount of nature, wildlife, and adventure in a remarkably short time.



LONGYEARBYEN: WORLD'S NORTHERNMOST TOWN

The experience starts with a guided tour in Longyearbyen including a stop at the Svalbard Museum, the global seed vault and the famous polar bear sign.

Located at 78° north and only 1,300 km from the North Pole, Longyearbyen is the escape to the wonders of the Arctic region with 53 exciting excursions starting from here. The 'capital' of Svalbard, situated on the island of Spitsbergen, is the largest island in the Svalbard archipelago.

Around 2,500 people call this place "home". Most of its residents are Norwegians, but you can find about 50 other nations living here.

Longyearbyen is a three-hour flight from Oslo or a 90-minute flight from Tromsø.

With its multiple museums, historical buildings as well as a verity of duty-free shops, Longyearbyen has become a vibrant, modern, international settlement, while keeping its unique industrial atmosphere.

Guided
sightseeing
included





ISFJORDEN

A Fjord of Majesty and Mystery

Sail through Isfjorden, one of the most prominent fjord systems on the Svalbard archipelago. As you glide through its icy waters, you'll be surrounded by stunning glacier fronts and U-shaped valleys carved by ancient glaciers. This fjord is a sanctuary for diverse wildlife, including Arctic foxes, reindeer, and a variety of seabirds. The dramatic landscapes and the tranquility of the fjord create a truly immersive Arctic experience.

[Download images here](#)

MAGDALENEFJORDEN

A window from the past

Land at Magdalenefjorden, a breathtaking site steeped in history and natural beauty. This fjord is not only known for its spectacular alpine-like scenery but also for its historical significance. Here, you'll find the remains of a 17th-century whaling station, including blubber ovens and a cemetery of 130 graves, offering a glimpse into the harsh life of early Arctic explorers. The area's scree slopes and beaches are also important breeding grounds for various bird species, adding to the fjord's vibrant natural tapestry.

[Download images here](#)





LIEFDEFJORDEN

The heart of Arctic wilderness

Liefdefjorden, is a landscape of contrasts, where rolling red hills meet snow-capped mountains. This fjord is a paradise for nature enthusiasts, offering ample opportunities for wildlife spotting and hiking. The region is home to a variety of Arctic flora and fauna, with towering cliffs that echo with the calls of thousands of seabirds. As you explore this rugged terrain, you'll be captivated by the untouched beauty and serenity of the Arctic wilderness.

[Download images here](#)

MOFFEN

A polar adventure beyond the 80° parallel

Venture above the 80° North latitude to the island of Moffen, an outpost renowned for its walrus population. As you sail under the Midnight Sun, you'll witness these impressive marine mammals lounging on the shores, a rare and unforgettable sight.

[Download images here](#)



KONGSFJORDEN & NY-ÅLESUND

The pinnacle of Arctic exploration

Land at Magdalenefjorden, a breathtaking site steeped in history and natural beauty. This fjord is not only known for its spectacular alpine-like scenery but also for its historical significance. Here, you'll find the remains of a 17th-century whaling station, including blubber ovens and a cemetery of 130 graves, offering a glimpse into the harsh life of early Arctic explorers. The area's scree slopes and beaches are also important breeding grounds for various bird species, adding to the fjord's vibrant natural tapestry.

[Download images here](#)



A large flock of birds, likely terns, is captured in flight against a clear, pale blue sky. The birds are scattered across the upper right portion of the frame, with some appearing closer and larger, while others are smaller and further away. Below them, a steep, snow-covered mountain slope descends from the left towards the right. The snow is bright white, contrasting with the dark, rocky terrain visible at the bottom left and along the ridge. The overall scene is serene and evokes a sense of a remote, natural environment.

5.0 WILDLIFE

Book additional experiences to do on the first or second day in Longyearbyen during the free time.

WILDLIFE IN THE OCEAN

[Download images here](#)



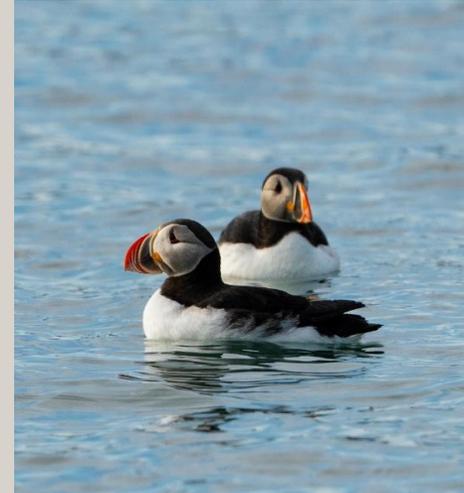
Seals



Polar bears



Whales



Arctic birds



Walrus

WILDLIFE AND FAUNA ON LAND

[Download images here](#)



Flora



Arctic fox



Svalbard Reindeer



Svalbard Rock Ptarmigan



Flora

IN THE SEA

The icy waters of the Arctic Ocean surrounding Svalbard are home to a big variety of marine life, offering the chance of thrilling wildlife encounters during your cruise. We follow AECO guidelines on keeping a safe distance to ensure we don't disturb the animals in their natural habitat. For example, we'll stay at least 300 meters from polar bears. Your safety and the well-being of the wildlife are our top priorities.

- **Polar Bears:** Often called the "King of the Arctic," polar bears are the most iconic wildlife you can encounter. While they primarily live on the sea ice, they are excellent swimmers and are sometimes spotted hunting seals in the water or resting on ice floes. PS. Illegal to seek out and disturb. We are required to keep minimum 500m distance at all times.
- **Walruses:** Known for their large tusks and social behaviour, walruses are a common sight. They can be seen lounging on ice or rocky shores, especially around Moffen Island.
- **Whales:** Several species of whales frequent the waters around Svalbard, including Blue Whale, Fin Whale, Humpback Whale, Minke Whale, Beluga Whale, Bowhead Whale, Narwhal, Sperm Whale, Orca, Northern Bottlenose Whale, Pilot Whale and Sei Whale.
- **Seals:** The Arctic is home to several species of seals, including the Bearded seal, Harp seal, Hooded seal and Ringed seal. These animals are often seen resting on ice or swimming gracefully in the cold waters.
- **Arctic Birds:** The region is a paradise for birdwatchers, with species such as the Arctic tern, Puffin, Little Auk, and black-legged kittiwake nesting on the cliffs. During the summer months, the skies are filled with these birds as they migrate to the Arctic to breed.

ON LAND

On land, Svalbard's harsh climate and unique ecosystem support a surprising variety of flora and fauna:

- **Svalbard Reindeer:** This small, hardy species of reindeer is well-adapted to the Arctic environment. They can often be seen grazing on the sparse vegetation.
- **Arctic Fox:** A master of camouflage, they are often spotted on the tundra, their white coats blending perfectly with the snow in winter and turning brown in the summer.
- **Svalbard Rock Ptarmigan:** The only bird species that remains in Svalbard year-round, the Svalbard rock ptarmigan changes its plumage with the seasons to blend into its environment. It's a common sight in the valleys and mountain slopes.
- **Flora:** Despite the extreme conditions, Svalbard's tundra is home to over 170 species of plants. The short summer brings a burst of color to the landscape with purple saxifrage, Arctic poppies, and tufted saxifrage blooming across the rocky terrain. These resilient plants are a vital part of the ecosystem, providing food for herbivores like the Svalbard reindeer.

6.0 HOTEL OPTIONS

Based on cabin category selected for the cruise:

Standard cabin = Radisson Polar Hotel

Superior or above = Funken Lodge

◆
F U N K E N
L O D G E

◆
FUNKEN
LODGE



FUNKEN LODGE

SUPERIOR OR ABOVE CABIN-PACKAGE

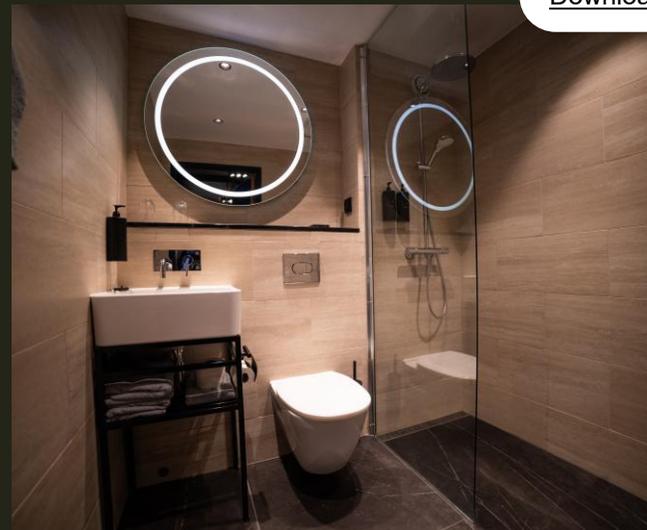
This 5-star hotel is located at Haugen, a hill just 10 minutes walk from the centre of Longyearbyen. Here, you have beautiful views over town.

At Funken Lodge, there is elegance and comfort in every corner. Thoughtful interior design, gourmet dining with meticulous attention to detail, and amazing service make this hotel a true gem. 88 premium rooms and suites, renovated in 2019 and 2025. Today, Funken Lodge represents its history with a perfect blend of elegance and cultural heritage.

- Breakfast with a view
- Sauna & Gym
- Meeting rooms
- Funken Bar
- Funktionærmessen Restaurant
- Champagne Tasting
- Wine tasting



[Download images here](#)



The image shows the Radisson BLU Polar Hotel Spitsbergen, a large blue building complex situated in a high-altitude, mountainous region. The foreground is a dry, brownish field. In the background, there are large, rugged mountains with patches of snow and some low-hanging clouds. The sky is blue with scattered white clouds. The hotel building has a modern design with multiple stories and many windows. A crane is visible on the right side of the image.

Radisson

POLAR HOTEL SPITSBERGEN

RADISSON BLU POLAR SPITSBERGEN

STANDARD CABIN-PACKAGE

4-star property, renovations completed in 2019.

Located in the heart of Longyearbyen, with the iconic mountain Hiortfjellet as a backdrop, this hotel offers the perfect mix of nature and an “Arctic urban pulse”.

The hotel offers 128 rooms and meeting rooms that can accommodate up to 150 guests.

- Breakfast with a view
- Sauna and jacuzzi
- Meeting rooms
- Restaurant Nansen
- Barentz Gastropub



[Download images here](#)



7.0 OPTIONAL TOURS

Book additional experiences for the first/second day
in twon or extend your stay to explore more.

DOG SLEDDING ON WHEELS

Many associate dog sledding with winter and freezing temperatures, but the dogs need exercise during the summer months as well.

Here, the dogs are eagerly waiting for your arrival. After getting dressed with a warm exposure suit, boots and mittens, you'll help the guide to harness the dogs. The barking and howling may seem somewhat chaotic at first, but that will change after a short moment.

As soon as the dogs start to run, they become completely silent. Fully focused on the task at hand, the dogs pull the sled on wheels, so that you can focus on enjoying the fantastic landscape around you.

- **Duration:** 4 hours
- **Season:** June - Oct
- **Difficulty:** 3 (average physical fitness)
- **Age Limit:** 12 years
- **Includes:** Transfers from/to hotel, and equipment.

[Download images here](#)





FOSSIL HUNTING AT LONGYEARBREEN

Join us in the search for the most unique Svalbard souvenirs!

Hidden in the moraine behind Longyearbyen, we can uncover fossils dating back 60 million years. At the head of the valley where Longyearbyen lies, there are two glaciers: Larsbreen and Longyearbreen.

Over thousands and thousands of years, Longyearbreen has eroded the mountain beds and pushed out rocks and gravel to create a large moraine.

Here one can find 40-60 million year old fossils, mainly from plants.

Duration: 3 hours

Season: July - Sept

Degree of difficulty: 3 (average physical fitness)

Age limit: 6 years

[Download images here](#)

WILDLIFE AND GLACIER - HYBRID CATAMARAN TOUR

AM Wildlife and glacier cruise - Hybrid Catamaran Tour

The trip with hybrid electric catamaran MS Bard takes you through magnificent landscapes, to Billefjorden and the glacier front of Nordenskiöldbreen.

In addition, we will see the ghost town Pyramiden from a distance and drive by Skansbukta, a bay with a lot of interesting history. The engine and propellers are specially designed to minimize the noise and vibration. This not only takes you closer to nature; More importantly, the surrounding wildlife is less disturbed by our presence.

Regardless of the season, you can expect unique experiences in beautiful Svalbard nature.

Duration: 6.5 hours

Season: May - Oct

Degree of difficulty: 1 (suitable for all)

Includes: Light lunch

[Download images here](#)





FROM SUMMIT TO SEED VAULT HIKE

Panoramic views, historical mining areas and the Global Seed Vault. This scenic hike offers more than just a physical challenge; it's an experience rich in history and nature.

As we pass the old entrance to coal mine 3, you'll learn about both the historical and modern use of the mountains surrounding Longyearbyen. We'll take short breaks to admire the tiny Arctic flowers and explore the region's rich coal mining heritage.

As a reward for making the climb to the peak at 317 meters, you will have amazing panoramic views over the surrounding fjords and mountains while enjoying a warm drink.

On our descent, we'll walk past the iconic entrance of the Global Seed Vault. While the vault is a secure location, and we are not allowed inside, the guide will explain its international significance, as well as its construction.

Duration: 4 hours

Season: June - Sept

Degree of difficulty: 3 (average physical fitness)

Age limit: 8 years

[Download images here](#)

WILDERNESS EVENING AT CAMP BARENTZ

Explore the outposts of Longyearbyen for a dinner and informal lecture in a cosy, authentic cabin. The topic of the evening is polar bears. How much do you know about the King of the Arctic?

A bus will pick you up at the hotel. As we leave town and drive into the large 'Advent Valley', the anticipation increases. After a 10–15 minute drive, we arrive at Camp Barentz. This is a small set of cabins, one of which is a copy of the cabin that the discoverer of Svalbard, Willem Barentz, overwintered in on Novaya Zemlya in 1596.

We are met by our knowledgeable host for the evening – who also is equipped with polar bear protection, since the cabin is located outside town. In front of a large campfire inside, we get served some drinks, a delicious homemade reindeer bidos and coffee and dessert.

Duration: 6.5 hours

Season: May - Oct

Degree of difficulty: 2 (suitable for most)

Includes: Reindeer soup, drinks, coffee and cake

[Download images here](#)

