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Wilderness Travel Declares Norway as 2014's "Hot" Destination Thanks in Part to Disney's "Frozen"

BERKELEY, CALIF. – Aspiring princesses and princes can visit the land of Disney's "Frozen," released this week on DVD, with several tours to Norway, which has proven thus far to be 2014's hot destination, according to [Wilderness Travel](#).

"It may be curiosity sparked by the smash success of the film 'Frozen' or interest in the northern realms being piqued by all of the talk of climate, icebergs and polar bears, but our trips to Norway are wildly successful," says Barbara Banks, director of marketing and new trip development for Wilderness Travel. "For example, our hiking adventure in Norway's fjord country is a magical combination of beautiful hikes, heritage hotels and breathtaking landscapes right out of a scene from the movie."

Some of their Norwegian trips that fit the bill include:

[Hiking Norway's Fjord Country](#) – Guests travel along majestic Sognefjord, one of nature's grand-scale wonders, and discover lush Hardangerfjord with its lacy waterfalls, apple orchards and ancient farmsteads. Head out each day for hikes to high ridgetops, across the blue ice of a glacier and to historic villages nestled between mountain and fjord. The trip also includes visits to family farms and plenty of fresh Norwegian cuisine. "We've created a truly original hiking journey as striking as this magnificent land, exploring deep into one of the most breathtaking settings on the planet," says Banks.

[Wild Norway and Svalbard](#) – This sail along Norway's coast focuses on the natural side of Norway with stops at colorfully-painted fishing villages, a visit to World Heritage Site Geiranger Fjord and opportunities to see abundant wildlife, such as polar bears, puffins, seals, orca and pilot whales. Travelers also visit dramatic landscapes, such as chiseled fjords, glittering glaciers and lush tundra, blazing with purple saxifrage.

Wilderness Travel also offers thrilling expedition cruises that explore Arctic islands, including Spitsbergen in Norway. The trips are:

[Three Arctic Islands](#) (Greenland; Spitsbergen, Norway; & Iceland) – Travelers cruise through the arctic on a small ship to the land of Vikings, fjords and magnificent landscapes. They'll see glaciers, icebergs, polar bears, reindeer and walrus and sail within 10 degrees of the North Pole.

[Spitsbergen \(Norway\) Circumnavigation](#) – On this trip, guests circumnavigate Spitsbergen, an island between Norway and the North Pole, which is the best place to see polar bears, by small ship, spotting wildlife, hiking by day and enjoying optional sea kayaking.

For more information about the trips to Norway, call Wilderness Travel at 1-800-368-2794 or visit www.wildernesstravel.com.

About Wilderness Travel

Wilderness Travel, founded in 1978 and still run by founder Bill Abbott, a consummate traveler, offers some 200 trips every year to more than 75 destinations around the world. The company is known for its one-of-a-kind detailed itineraries that take travelers deep into an area's culture. There are four ways to travel with Wilderness Travel: [Small Group Adventures](#); [Private Journeys](#); [WT Expeditions: Rare Journeys and Exploratories](#); and [Small Ship Cruises](#), for which the company doubled its offerings in 2014. Constantly on the look-out for new adventures and ways to improve existing journeys, the company focuses on quality, design and the uniqueness of its trips. Almost 70% of individuals who travel with Wilderness Travel are repeat guests or direct referrals from past travelers. For more information, visit www.wildernesstravel.com or call 800-368-2794.

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EDITOR'S NOTE: Photos and detailed itineraries available upon request.