

Hotel Alexandra – from 1884 to 2026



Anders Markusson Loen



Loen's Hotell og "Kvamme's Hotell"

The history of Hotel Alexandra in Loen spans 142 years and five generations. From a small hotel with room for just 20 guests, Alexandra has developed into one of Norway's best-known family-owned hotels and has played an important role in the development of Loen as a destination.

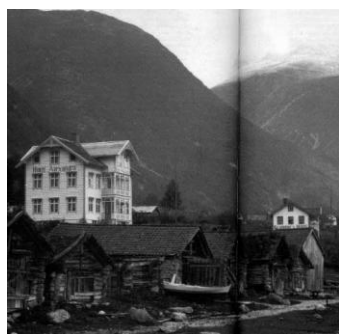
It all began in 1884

It all began in 1884, when Anders Markusson Loen opened *Loen's Hotel*. Tourism in Nordfjord was still in its infancy, but the magnificent landscape of fjords, mountains and glaciers was beginning to attract travellers from Norway and abroad to Loen.

Around 1889, his son Markus Loen returned home from America with his Swedish wife, Ida. The family continued to develop the hotel, and a few years later it was renamed Hotel Alexandra, after Princess Alexandra of Denmark, who later became Queen of the United Kingdom.

Markus was a forward-thinking hotelier who recognised the potential of international tourism at an early stage. He worked to attract tourist ships to Loen and, together with local residents, organised onward transport into the Lodal valley and across Lake Lovatnet. The hotel was expanded several times and gradually developed into one of the prominent tourist hotels of Western Norway.

Following Markus's death in 1929, the hotel was run by Ida and their nine children. Their eldest daughter, Kari, in particular, played an important role in helping the hotel through several difficult periods. In 1934, their son Richard Loen took over as managing director, and together with his wife Jenny, he carried the family tradition forward through a period of major change in Norwegian tourism.



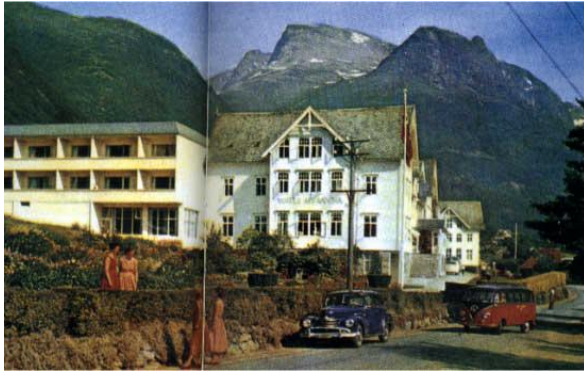
Hotel Alexandra 1884



Hotel Alexandra 1891



Hotel Alexandra 1934



Hotel Alexandra 1952



Hotel Alexandra 1957



Hotel Alexandra 1962



Hotel Alexandra 1981

Inger and Eivind Grov – A New Era

In 1965, Eivind Grov took over the management of Hotel Alexandra. He was married to Inger Loen Grov, the eldest daughter of Richard and Jenny Loen, and together they would leave a lasting mark on the hotel over several decades.

Inger and Eivind were owners, managers and hosts. They were closely involved with the guests, the employees and the day-to-day operation of the hotel, building on the tradition of personal hospitality that had been part of Alexandra since its very beginning.

When they took over, Alexandra was still largely a traditional tourist hotel, with the summer season providing the main foundation for the business. Inger and Eivind saw the need to develop the hotel into a year-round workplace and a destination capable of attracting guests throughout more of the year.

An important step in this development came in 1975, when Hotel Alexandra opened its first indoor swimming pool. This was a significant investment that made the hotel more attractive beyond the summer season and laid the foundation for Alexandra's development into a year-round hotel.

The following decades were therefore characterised by a strong willingness to invest and a continuous drive for development. The hotel was expanded and modernised, with a clear focus on the Norwegian market, conferences and events, restaurant operations, celebrations and leisure stays. Alexandra gradually developed into a modern year-round hotel.

Inger played an important role in this development. She was closely involved in the daily operation and in the role of host, helping to shape the personal atmosphere and culture of the hotel. Inger and Eivind ran Alexandra as a team, with the family visible and present throughout the hotel.

At the same time, Eivind was a strong driving force behind investment and further development – not only at Alexandra, but also within tourism in Loen and Nordfjord. He firmly believed in the importance of continuous renewal and in creating new reasons for guests to visit Loen.

In 1996, Hotel Loenfjord opened, increasing the overall hotel capacity and strengthening Loen as a destination for holidays, courses and conferences.

In 2004, Alexandra Bad & Spa opened, representing the largest single investment in the hotel's history at that time. That same year, Eivind Grov was appointed Knight First Class of the Royal Norwegian Order of St. Olav for his contribution to Norwegian tourism.

The period under Inger and Eivind was therefore crucial in transforming Alexandra from a traditional tourist hotel into the modern year-round hotel we know today.

The Fifth Generation

In 2012, Richard Grov took over from his father Eivind, bringing the family business into its fifth generation. Richard had already been actively involved in the company for many years and became a key driving force in the continued development of both the group and Loen as a destination.

He has been the driving force behind the development of activity-based tourism in Loen through initiatives including Skåla Opp, Loen Active and Via Ferrata Loen. The largest investment came with Loen Skylift, which opened in 2017. The cable car, running from the fjord to Mount Hoven at 1,011 metres above sea level, became a new landmark for tourism in the region and has made a major contribution to developing Loen as a year-round destination.

Today, Richard Grov is CEO of the group, with overall responsibility for the organisation, investments and long-term strategic development.

His sister, Ingri Grov Kämpf, is General Manager of Hotel Alexandra and is responsible for the day-to-day operation of the hotel. She works closely with department managers and employees, with a strong focus on hospitality, quality and continued development, while also preserving the hotel's history and traditions. In many ways, she carries forward the close and personal approach to hospitality that has been an important part of Alexandra for generations.

Hotel Alexandra in 2026

In 2026, Hotel Alexandra remains an independent, family-owned hotel with no affiliation to a hotel chain. The hotel has 206 rooms and offers a wide range of facilities and services, including accommodation, food and beverage, pool and spa facilities, conferences, events and leisure stays.

Together with Hotel Loenfjord and the continued investment in activities and experiences, Alexandra has played an important role in transforming Loen from a small tourist village into an internationally recognised travel destination.

From 20 guest beds in 1884 to an extensive tourism business in 2026, there is a clear thread running through the hotel's history. Each generation has built on the achievements of the one before – Anders and Markus, Richard and Jenny, Inger and Eivind, and today Richard and Ingri.

The buildings, the facilities and the way we travel have changed enormously over 142 years. But the fundamental idea has remained the same through five generations:

To develop and renew – without losing the personal hospitality, family tradition and strong roots in Loen.

Local Ownership – Part of the Foundation

Throughout its history, local ownership has been fundamental to Hotel Alexandra. The fact that the owners themselves live and work in the local community creates a long-term perspective in which the development of the hotel goes hand in hand with the development of Loen.

The value created is intended not only to strengthen and develop the hotel, but also to contribute to local jobs, activity, investment and a thriving community. Major decisions are made locally, by people who know the village, the employees and the guests – and who themselves will live with the consequences of the choices that are made.

For Hotel Alexandra, local ownership is therefore about more than simply who owns the hotel. It is about responsibility, belonging and a willingness to invest in Loen for the long term.

After 142 years, Alexandra remains locally owned – firmly rooted in Loen, with its eyes on the future.