

## FOR IMMEDIATE RELEASE

### 50 Degrees North celebrates 10 years of operations with exciting developments

**Melbourne, October 15, 2020** – This week, 50 Degrees North celebrates exactly 10 years of operations. It has been an action-packed decade that has seen the company transform from a small but passionate family unit to a large, knowledgeable team of Scandinavians across three offices in three continents – until the arrival of COVID-19 which put an abrupt stop to the company’s growth trajectory.

However, 50 Degrees North has tried to harness the opportunities presented by the crisis. In July this year, the company’s Norwegian entity was awarded a NOK 2.2 million (approx. AUD 330,000) innovation grant from the Norwegian government. The company has matched this in order to create a NOK 4.4 million war chest towards innovating and upgrading their tour operator IT systems, ready for 2021 and the return to busier times.

Although 50 Degrees North is currently operating in a much-reduced capacity, the IT and product teams have kept busy. The company is investing in new Nordic tours and experiences, including a range of day tours and Short Nordic City Breaks for FIT and cruise clients throughout the region. They are also due to have more small group tours for both the midnight sun and the northern lights. Finally, they have a Danish architectural firm designing a 20-room seaside lodge for their 54-acre property above the Arctic Circle in Norway.

“Deep down, I strongly believe that 2020, our 10th anniversary, has given us the break we needed to reset, make us stronger and a lot more efficient. We are extremely motivated and very confident that whenever travel is back on people’s agenda, we will be there to serve travellers’ needs with some very exciting and competitive travel experiences”, says Tietse Stelma, 50 Degrees North’s CEO and co-founder.

For more information on the new range of Short Nordic City Breaks, please visit <https://www.fiftydegreesnorth.com/styles/nordic-city-breaks>

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### More about 50 Degrees North

50 Degrees North is a niche, independently owned and fully licensed tour operator specialising in Scandinavia, Finland, Iceland, Greenland, the Arctic, the Baltics, Russia, Mongolia and Kamchatka – and also Antarctica in the south. The company operates exceptional tailor-made and small escorted tours in destinations located north of the 50th parallel. 50 Degrees North is recognised for its local expertise, the originality of their programs and detailed operation. The



company was established in 2010 and they have offices in Melbourne, Vancouver and Lillehammer. Co-founder and CEO, Tietse Stelma, was in 2018 appointed as Norway's Consul-General in Melbourne, in honor of the company's dedication and destination contribution.