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Meeting of the Norwegians: 50 Degrees North CEO meets with Hurtigruten CEO to further solidify the two companies' partnership in Australian and New Zealand markets

Melbourne, April 30, 2019 – Tietse Stelma, 50 Degrees North's CEO and Honorary Consul-General of Norway, today joined Hurtigruten's CEO, Daniel Skjeldam, as well as Hurtigruten's Managing Director (APAC Region), Damian Perry, to discuss their collaborative marketing strategy globally as well as in the Australian and New Zealand market more specifically. As one of Hurtigruten's key partners, 50 Degrees North and its native Scandinavian sales force in Melbourne will take a leading role in the marketing and sales of Hurtigruten's coastal and expedition voyages.

There are many reasons why 50 Degrees North is the ideal travel company in Australia – and globally – for booking Hurtigruten voyages. The company has been selling Hurtigruten products for close to a decade; they have live availability and pricing information at hand at all times; and they have unparalleled expertise of the Nordics, the High Arctic and now also Antarctica. Indeed, 50 Degrees North's recent product expansion to include Hurtigruten's voyages to Antarctica was accompanied by the hiring of polar specialist and trade expert Jill Blunsom, thus demonstrating the company's commitment to providing genuine specialist knowledge to their customers.

“We at Hurtigruten are proud to align ourselves with 50 Degrees North, who are premium specialists and experts in the Nordics, the Arctic and Antarctica”, says Damian Perry, the Managing Director for the APAC Region at Hurtigruten. “It gives us a lot of comfort to know that we share the same vision of expertise in these regions and are both highly committed to our shared customer base”, adds Perry.

Both companies also share the ethos of being a leader in sustainable and low impact tourism and therefore represent the perfect Scandinavian partnership in Australia.

50 Degrees North's specialist knowledge and expertise will be extended to an elite group of agents this year with the launch of a travel industry influencers' famil, hosted jointly by 50 Degrees North and Hurtigruten. “We are excited to extend our knowledge to partners that share our passion for these beautiful and remote regions in the world”, says Stelma.

For more information on 50 Degrees North's Hurtigruten product range, please visit:
<https://www.fiftydegreesnorth.com/styles/hurtigruten>

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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, Kamchatka and Mongolia – and now Antarctica! 50 Degrees North is recognized for its local expertise, the originality of their programs and detailed, personalised operation. The company was established in 2010 and they have offices in Lillehammer, Melbourne, and Vancouver. Co-founder and CEO, Tietse Stelma was appointed as Norway's Consul-General in Melbourne in 2018, in honor of the company's dedication and contribution to the destination.