



## Groups Department

At 50 Degrees North our groups department specialises in designing and operating custom-made group programs in the Nordics. We arrange special interest, incentive and educational tours. Our clients range from companies to educational institutions and from sports and social clubs to family groups.

We offer account management for each tour, including; coordinating and negotiating within budget constraints and time frames, sourcing appropriate travel solutions, contracting, adherence to SLA's, and most importantly, overseeing the successful delivery of operations, and travel logistics.

We are a specialist Scandinavian tour operator and deal direct with suppliers. We have offices in Lillehammer, Norway, as well as Melbourne, Australia and will be able to respond to sales and operational enquiries in two-time zones.

While travelling, our clients are personally looked after by 50 Degrees North staff, with our 24/7 contact number.

We are passionate about creating new solutions, more authentic group experiences, and finding the right options for you!

We are motivated by our core values of authenticity, innovation, inspiration, and trust. We take ownership of your booking from beginning to end and are always happy to answer your questions.

Email us today at  [groups@fiftydegreesnorth.com](mailto:groups@fiftydegreesnorth.com)

# Our Team

## Alice Chamoun

Alice grew up in Århus in Denmark – also known as the city of smiles.

She started traveling from a very early age and has travelled to most parts of the world and lived in the UK and Cyprus. Now she calls Melbourne home having moved here with her Australian husband in 2011.

Alice is passionate about travel and uses her destination knowledge, imagination and attention to detail to create the best possible experiences for our clients.

Alice has looked after group travel, incentives and events for some of Australia's major companies like Telstra, Coles, Dunlop and Norton Rose Fullbright. She has also created a variety of wonderful special interest itineraries in Scandinavia for our leisure groups with themes like Vikings, train travel, food, design and sustainable living.

So be it a complex corporate affair or a tour to experience the best of the Nordics, Alice would love to hear from you!



## Leila Myllymäki-Hay

Leila grew up in the Lake District in Finland.

Prior to moving to Australia, she worked as Sales and Product Manager in one of Scandinavia's largest Destination Management Companies looking after incentive travel and conferences in the Nordics and Russia for major European companies like Wilson (tennis), Alfa Romeo and Bayer (pharmaceuticals). Many of these events took place up north in Finnish Lapland and included exhilarating outdoor activities like snowmobiling, ice breaker cruises and rally driving on ice.

Leila has also created itineraries for 'women-only' groups with emphasis on local culture and food. Custom-made special interest tours are Leila's passion – be it design, architecture, wildlife, classical music, art or food. Or anything else, really.

According to Leila doing the research is the most enjoyable part of the itinerary creation and, of course, also absolutely essential to create a tour that 'looks like the client'.



## Sanna Niittymäki

Sanna grew up in Helsinki, Finland.

She has also lived in Oslo and on the beautiful island of Senja in Norway, located above the Arctic Circle.

Nature has always been a big part of Sanna's life. She spent her childhood summers at a holiday house surrounded by sea, green forests and pure nature on the beautiful west coast of Finland. On a family trip to Lapland she fell in love with the robust nature of the Arctic and the prevailing silence left a big impression on her. This experience sparked her love and passion for the Arctic region.

Sanna's love for nature also helps her create wonderful group tours for clients who enjoy the outdoors and might have special interests like flora & fauna, hiking and photography.

Sanna loves a challenge and thrives on creating itineraries that take you away from the crowds and along the 'roads less travelled' meeting interesting locals along the way. Her creativity and attention to detail will guarantee a unique Nordic experience for your clients.



## Marsha Datt

Born in Melbourne, Marsha spent much of her childhood travelling Australia, till her family settled in the capital, Canberra.

After graduating with a Bachelor of Management, she found her zeal for the travel industry and began her career in leisure travel. Shortly after she moved to the United Kingdom, continued working, and travelled much of Europe, and the world.

Having worked in many facets of the travel industry, Marsha is always drawn back to group and special interest travel. In similar roles, Marsha has worked for Stage & Screen, FCM Travel Solutions, and Cox & Kings. Her favourite brief was probably when she flew film crews all over New Zealand on scouting missions, including booking helicopters, remote accommodations, and 4X4 Landcruiser's so the team could get off the beaten track to find that perfect set location; clients included Disney, Warner Music, and Celebrity Speakers.

More recently Marsha has developed a love of all things Scandic, having personally experienced the Norwegian fjords on the Hurtigruten, Lapland in winter, and the Northern Lights, travelling in a small group she organised.

