

FOR IMMEDIATE RELEASE

50 Degrees North expands their unique ‘independent small group tour’ concept to snowy Lapland

Melbourne, March 29, 2019 - The Nordic Travel Specialist, 50 Degrees North, has introduced the ‘Lapland Circle’ winter tour to its selection of independent small group tours. These tours are unique in the way that individual travelers follow the same itinerary on the same days, partly together.

“The independent small group journeys are a great option for anyone who wants to combine the freedom and flexibility of independent travel and the security and social benefits of group travel”, says Tietse Stelma, 50 Degrees North’s CEO and co-founder. “It’s the best of both worlds and an excellent option for solo travelers looking to find like-minded people”, adds Stelma.

The Lapland Circle is an 11-day tour above the Arctic Circle, beginning in Finland and ending in Sweden, with a few days and nights spent in Norway. It has the following key features and inclusions:

- All accommodation, including 1 night in an ice room at the ICEHOTEL
- Daily breakfasts, 1 lunch and 6 dinners
- Airport transfers
- Activities, such as a Northern Lights workshop, dogsledding safari, and reindeer farm visit & safari in Finland
- Tromsø city walk and fjord cruise
- Northern Lights snowmobile ride and ice sculpting in Sweden
- Night visit to the Aurora Sky Station
- Daytime snowmobile safari in Björkliden
- Fjord Safari
- Private 50 Degrees North minibus with room for 2-12 people from Kittilä to Tromsø and Harstad to Björkliden.

The trip runs weekly from January to mid-March with fixed departures from Kittilä every Monday (starting from 6987 AUD / 5065 USD per person).

For more information on the ‘Lapland Circle’ tour, please visit:

<https://www.fiftydegreesnorth.com/tour/lapland-circle>

For more information on independent small group tours in the summer, see for example ‘Beautiful Norway’ at <https://www.fiftydegreesnorth.com/tour/beautiful-norway> and the ‘Western Fjords of Norway’ at <https://www.fiftydegreesnorth.com/tour/western-fjords-of-norway-tour>



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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 recognised 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.