



50 Degrees North Nordic AS
Granrudveien 12, 2637 Øyer, Norway
Ph: +47 21 04 01 00
www.fiftydegreesnorth.com
nordic@fiftydegreesnorth.com

FOR IMMEDIATE RELEASE

Hurtigruten, a leader in sustainable cruise travel, partners up with 50 Degrees North and their innovations are transforming travel as we know it!

Vancouver, BC November 8th 2019 - Scandinavian Travel Specialist, 50 Degrees North, is extremely proud to confirm their new global partnership with Hurtigruten, a leader in eco-friendly sea travel. Much of the excitement over the agreement stems from the way that both travel providers are leading the way in transforming travel for the better.

Hurtigruten is leading a green revolution in sea travel through their introduction of three new hybrid exploration ships, starting with MS Roald Amundsen in 2019, which will significantly reduce their emissions. The company is also leading the way in environmentally friendly travel through their ban of single-use plastic, recycling of all waste, and daily food deliveries from local suppliers. They raise awareness of environmental conservation through on-board lectures and participate in local organizations, such as the Clean Up Svalbard eco-initiative that aims to keep Svalbard's environment as clean as possible.

50 Degrees North specializes innovative and responsible travel in the wider Nordic region. Their tours and itineraries are designed to give travelers more unique and authentic travel experiences by taking them off the beaten track and away from the crowded tourist hot spots. The company builds close relationships with local service and accommodation providers and, whenever possible, steers away from international chains. These choices have important benefits for local economies and redistribute wealth more evenly across the region, thus leading the way in socially responsible travel.

“Our new signature tour **‘Beautiful Norway and Hurtigruten’** brings together the best of both worlds: It takes travelers away from highly touristy areas and into hard to reach parts of Norway’s magnificent fjord country, followed by 6 nights on a Hurtigruten voyage along the stunning coastline”, says Tietse Stelma, 50 Degrees North’s co-founder.

In terms of local environmental considerations, examples include 50 Degrees North’s use of zero emissions cruise ships in the fjords on their **‘Norway in a Nutshell’** itinerary as well as silent electric whale safaris in Iceland (<https://us.fiftydegreesnorth.com/tour/best-of-iceland>).

For more information about the ‘Beautiful Norway and Hurtigruten’ tour, visit:
<https://au.fiftydegreesnorth.com/tour/beautiful-norway-and-hurtigruten>

For more information about the ‘Norway in a Nutshell’ 5-day itinerary, visit:
<https://www.fiftydegreesnorth.com/tour/norway-in-a-nutshell-plus>

For more information about Hurtigruten’s sustainability program, visit:
<http://viewer.zmags.com/publication/8d839239#/8d839239/1>

For information on Norway’s 206 new cruising regulations, visit:
<https://interestingengineering.com/norways-fjords-will-become-zero-emission-zones-by-2026>

-30-

Media Inquiries, North America



Elyse Mailhot
Email: media@fiftydegreesnorth.com
Mobile: +1-604-818-1965

Jayde Kincaid, Australia
Email: JK@fiftydegreesnorth.com
Mobile: +61-1300-422 -82

To reach the 50 Degrees North American office please email us at nordic@fiftydegreesnorth.com or call 1-888-880-0286.

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 and Mongolia. The company operates exceptional tailor-made and small escorted tours in destinations located north of the 50th parallel. 50 Degrees North is recognized for its local expertise, the originality of their programs and detailed operation. The company was established in 2010 and their headquarters is located in Lillehammer, Norway. They have offices in Melbourne, Vancouver and Reykjavik. Co-founder, Tietse Stelma was in 2018 appointed as Norway's Consul-General in Melbourne, in honour of the company's dedication and destination contribution.

More about Hurtigruten

The cruise company is often referred as the "Norwegian Coastal Express". The 11 ship fleet sail almost the entire length of the country, completing the round-trip journey from Bergen to Kirkenes and back again in 12 days, calling at 34 ports. Their voyages along the Norwegian coast has been described as the "World's Most Beautiful Sea Voyages". Hurtigruten's expedition ships offer Explorer voyages to Antarctica, Greenland, Iceland, Spitsbergen, the Americas, Europe and across the Atlantic Ocean.