**FOR IMMEDIATE RELEASE**

**Leading Nordic Destination Specialist announces the opening of North American office**

**Vancouver, November 13, 2017 -** North American’s appetite to visit the Nordic Countries is on the rise, and when the destination is on people’s bucket list they must know whom to contact to help plan their visit**.** Nordic Destination Specialist, ***50 Degrees North*** is THE first Nordic travel company to reach, and here is why.

Destination knowledge, innovation, creativity and attention to details is what sets ***50 Degrees North*** apart. With 10+ years of expertise in design and operation of tailor-made and small group trip itineraries in regions north of the 50th parallel, the company has built a solid reputation within the travel industry.

When it comes to destination knowledge, ***50 Degrees North*** raises above, with the company Director and co-founder, Tietse Stelma a native Norwegian himself and seasoned tour operator. Together with a talented team of native “northerners” based in the Lillehammer office in Norway, they know how to plan and deliver exceptional Nordic travel experiences.

“The creative approach our local team takes when designing and operating tailor made itineraries is remarkable. They have solid relationships with suppliers and are often the first people to know of new products or activities travellers can experience in Nordic destinations”, said Tietse Stelma. “We pride ourselves on the authenticity and quality of operation we lead and experiences we deliver. Our customers’ satisfaction rate and business increase speaks volume. It gives us confidence to expand our operation to North America and have more Canadians and Americans discover our Nordic homeland”, added Tietse.

***50 Degrees North*** recognizes the appeal and renewed interest North American travellers have for Nordic Destinations. The company’s decision to open an office in Vancouver, Canada is timely. “We saw how popular Iceland has become these past years and know that North Americans are ready to discover other Nordic destinations. The appeal for these countries keeps growing and it didn’t take us long to find out. Only a few days after we connected our phone lines, it started ringing”, said Natalie Lauzon, Business Development Manager at ***50 Degree North***’s office in Vancouver. 50 Degrees North’s toll-free number for enquiries and bookings in North America is 1-800-906-0952.

For more information on 50 Degrees North and tours visit: [www.fiftydegreesnorth.com](http://www.fiftydegreesnorth.com)

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**More about 50 Degrees North:**

50 Degrees North is a niche, independently owned and fully licensed wholesaler and receptive tour operator specialising in Nordic region, the Arctic and Russia. The company operates exceptional tailor-made and small escorted tours in destinations located north of the 50th parallel. The company is recognised for its local expertise, the originality of their programs and detailed operation of innovative and authentic itineraries. 50 Degrees North was established in 2010, headquartered in Norway, with sales offices in Australia and Canada.