



50 Degrees North focus is above the 50th Latitude including Norway (incl. Svalbard), Denmark, Finland, Iceland, Sweden, the Baltics, Russia and Scandinavia's associated autonomous territories of Åland, Faroe Islands and Greenland.

SOME STORY IDEAS:

ENVIRONMENT: Stockholm, Copenhagen and Oslo have all won the title European Green Capital since 2010.

TECHNOLOGY: The Nordic country saw more registrations of zero emission cars than any other nation in the world in 2017.

LIFESTYLE / HAPPINESS: In 2017 Norway topped the global happiness rankings.

CINEMA/NORDIC NOIR (CRIME STORIES): Walk in the footsteps of 'The Girls with the Dragon Tattoo' (Lisbeth Salander), and Stieg Larsson's other main character; investigative journalist Mikael Blomkvist.

Discover the scenic beauty of Norway and the village of Undredal that inspired the Disney movie Frozen.

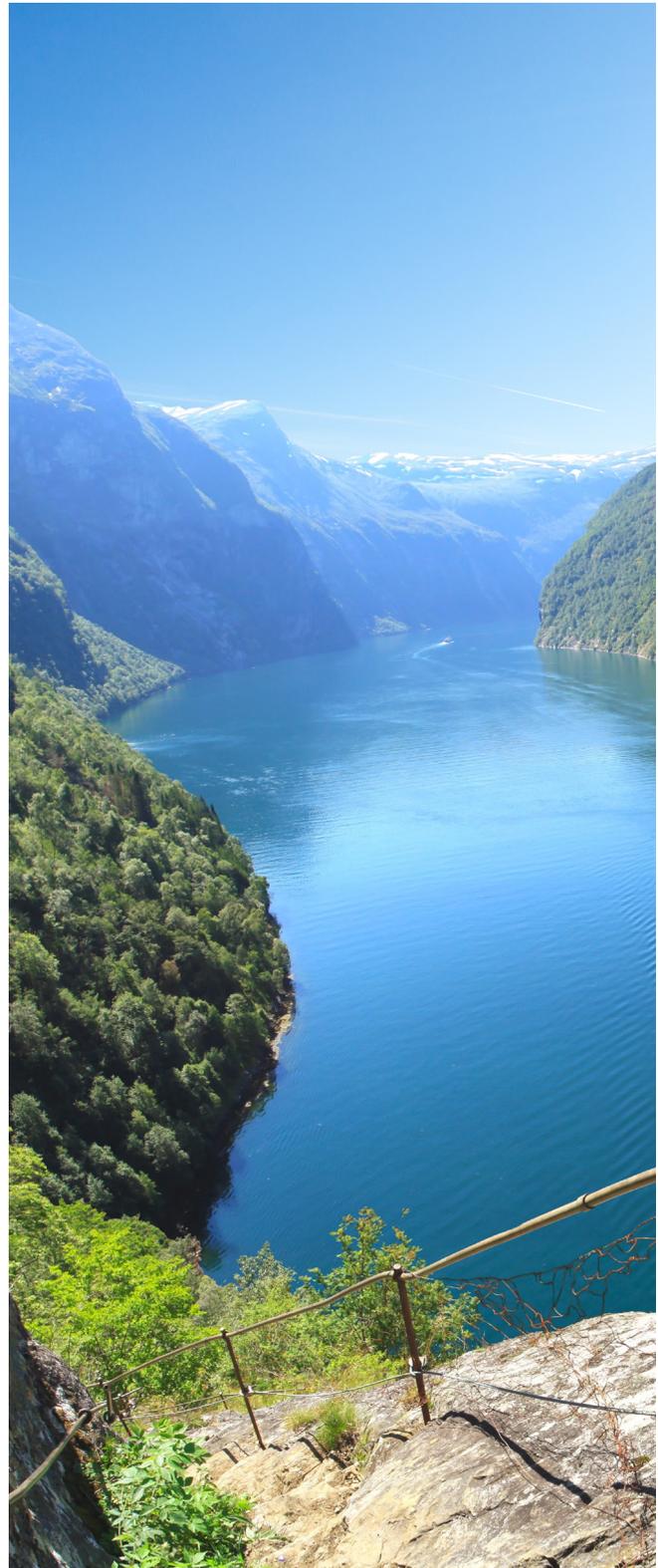
GASTRONOMY: The 5 Nordic countries finished among the top 8 in the 2015 Bocuse d'Or in Lyon, France – the most prestigious gastronomic competition.

Michelin Guide 2017 has awarded a total of 18 stars to 15 restaurants in Copenhagen.

EXPLORATION/HISTORY: The Vikings were the first European explorers to discover North America. The Vikings came to l'Anse au Meadows, Newfoundland in 1000AD, some 500 years before Cartier & Columbus.

CULTURE: Experience the unique national pride of the various Scandinavian countries by visiting during the national days of Norway 17th May and Sweden 6th June, as well as the Midsummer night festival across the region on 23th June.

INDIGENOUS CULTURE: Join us for a trip to the far north to visit the Sami people – the traditional reindeer herders of Lapland, a region spanning across Norway, Sweden, Finland and Russia. Learn about their unique culture, history and crafts.





SCANDINAVIA- OFF THE BEATEN TRACK:

- Explore Norway's magnificent and less visited Helgeland coast
- Visit the remote Siglufjörður peninsula in north Iceland
- Discover the Kingdom of Crystal in south central Sweden
- Spend a summers day in Skagen, where the Scandinavian romantic painters used to lose themselves
- View brown bears in the deep forests of eastern Finland
- See the puffins return on the same date (14th April) every single year at Lovund on the central Norwegian coast
- Discover the peaceful and remote Faroe Islands perched in the middle of the North Atlantic

BOUTIQUE STAYS & ATTRACTIONS:

- Stay on a remote island above the Arctic Circle at Fordyppningsrommet – our Arctic Sanctuary!
- Experience the restored farm in the picturesque valley of Aurland – stay at 29/2 Aurland
- Visit the newly developed Arctic TreeHouse Hotel, close to Rovaniemi
- Indulge in a Royal weekend at the beautiful Kokkedal Castle north of Copenhagen
- Pamper yourself with a spa, sauna and massage at The Well in Oslo
- Join an exhilarating rooftop walk in Stockholm
- Stay in a glass igloo under the Northern Lights
- Each room at the ICEHOTEL in Jukkasjärvi in Swedish Lapland is carefully sculpted by artists from all over the world.

DID YOU KNOW:

- Lego is made in Billund, Denmark. Lego is short for the Danish words Leg Godt, which translated “Play Well”.
- Norway is the country in the world with the most electric cars per capita.
- 85% of the total electric power in Iceland is produced by renewable resources such as geothermal energy and hydropower.

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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, Iceland and the Arctic. The company operates exceptional tailor-made and small escorted tours in destinations located north of the 50th parallel. 50 Degrees North 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. The company's headquarters are in Lillehammer, Norway and offices in Vancouver and Melbourne.