

Living 360 THE NORDIC TRAVEL GUIDE

Winter is nigh and the Nordics are calling. From witnessing the Northern Lights in Iceland to lobster fishing in Sweden, there's no shortage of unforgettable experiences to be had here. In this guide, we explore the wonders of this region, showcasing the best services and providers to help you discover these enchanting landscapes.

A SEASON OF WONDER

Discover the wonder and experience the magic of Blue Lagoon Iceland
Soak in the waters, enjoy award-winning accommodation, delight in gourmet cuisine and revel in world-class hospitality – all beneath the enchanting midnight sun.

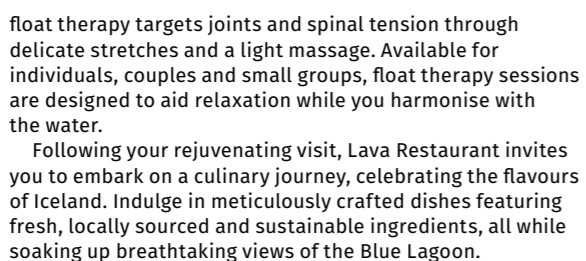
Blue Lagoon Iceland unveils a universe of vibrant wellbeing for each guest, all centred around its iconic centrepiece, the Blue Lagoon. The water composition is unique: 70% seawater and 30% freshwater. It's extracted through geothermal wells and is naturally enriched with silica, microalgae and minerals. This is what makes the Blue Lagoon Water one of a kind, unlike any other on the planet.

Founded in 1992 to harness the benefits of its geothermal seawater, Blue Lagoon Iceland has since evolved into a renowned destination offering unique spa experiences, groundbreaking research and development, an award-winning skincare line, Michelin-acclaimed cuisine and a seamless blend of hospitality and wellness.

Nestled in the heart of UNESCO Global Geopark Reykjanes, the Blue Lagoon boasts a variety of amenities, including a sauna, steam cave, in-water refreshment bar, massage waterfall and an in-water mask bar. The face masks at the mask bar feature signature ingredients sourced from the Blue Lagoon Water, such as silica, microalgae and minerals.

Among these offerings is the award-winning Silica Mud Mask, renowned for its skin-cleansing benefits, which is a complimentary gift for all guests to try while in the Blue Lagoon. With these amenities, the Blue Lagoon provides visitors with ample opportunities for a rejuvenating journey for the mind, body and spirit.

You can enhance your experience with a range of in-water treatments, including the signature massage and float therapy. Designed to soothe the body, calm the mind and evoke inner peace amid the weightlessness of the waters,



float therapy targets joints and spinal tension through delicate stretches and a light massage. Available for individuals, couples and small groups, float therapy sessions are designed to aid relaxation while you harmonise with the water.

Following your rejuvenating visit, Lava Restaurant invites you to embark on a culinary journey, celebrating the flavours of Iceland. Indulge in meticulously crafted dishes featuring fresh, locally sourced and sustainable ingredients, all while soaking up breathtaking views of the Blue Lagoon.

For those looking to extend their visit, Blue Lagoon Iceland is home to two award-winning hotels. Silica Hotel provides comfort and hospitality against the backdrop of an otherworldly landscape. Its rooms boast private terraces and scenic views, complemented by an intimate, private lagoon. For a luxury stay, the five-star, all-suite Retreat Hotel offers an exceptional wellness sanctuary. From its subterranean Retreat Spa to its Michelin-starred Moss Restaurant, Retreat Hotel is an all-encompassing luxury resort, promising guests an immersive experience in this wonder of the world.

● **Blue Lagoon Iceland, Norðurljósavegur 9, 240 Grindavík, Iceland. E: info@bluelagoon.com T: +354 420 8800**

DISCOVER ICELAND'S BEAUTY ON HORSEBACK

Islandshestar is a renowned farmer-owned company, offering authentic riding tours on the unique Icelandic horse. Islandshestar, a leading provider of horse-riding tours in Iceland, offers an unforgettable opportunity to explore the country's breathtaking landscapes on the back of an Icelandic horse. Whether you're an experienced rider or a beginner, Islandshestar has a variety of tours to suit your needs, ranging from day trips to multi-day adventures.

Each tour is led by knowledgeable local farmers who are passionate about Icelandic horses and the country's natural beauty. The unique breed of Icelandic horses, known for their strength, sure-footedness and friendly nature, makes every ride a comfortable and exhilarating experience. These horses have been bred in Iceland for centuries and are well adapted to the rugged terrain and ever-changing weather conditions.

On your tour, you'll ride through awe-inspiring landscapes, from volcanic lava fields with glaciers view to lush valleys and rivers. Most of the tours allow you to ride alongside a herd of free-running horses, a magical experience for any rider.



Safety is a top priority at Islandshestar, and all tours are conducted with the utmost care and attention to detail. The farmers breed and train their own horses and will find the perfect one for their guests. The company's goal is to provide not only a secure riding experience, but also an opportunity to connect with Iceland's natural wonders in a unique and personal way.

For those seeking a deeper adventure and a connection to Iceland's culture, nature and history, Islandshestar's horse riding tours are the perfect choice.

● **Contact Islandshestar today for an unforgettable riding experience. Visit islandshestar.is or E: info@islandshestar.is for more information.**

AN UNFORGETTABLE JOURNEY

For your next holiday, take up the opportunity to experience the Nordics like never before with Unforgettable Nordic. As a premier destination management company, Unforgettable Nordic specialises in tailor-made travel experiences to multiple destinations within the countries of Iceland, Sweden, Denmark, Norway, Finland, Greenland and the Faroe Islands.

Whether you're in the market for luxury getaways, family vacations or adventure-filled holidays, Unforgettable Nordic designs a bespoke itinerary that's tailored to your every preference and interest.

The company's team of local specialists take care of every detail, from sorting the booking process to building your day-by-day schedule, leaving you the time to focus on what matters: making memories that'll last a lifetime. Clients regularly get the chance to dine under the Northern Lights, kayak in the world-famous Glacier Lagoon or venture by helicopter over an active volcano, experiencing the stunning beauty of the Nordics first-hand.

In addition to leisure travel, Unforgettable Nordic



also offers corporate team-building trips for companies looking to enhance collaboration and personal development through adventurous activities. With trust-building glacier hikes in Iceland or outdoor strategy sessions in the rugged landscapes of Lapland, the company ensures that every corporate trip is both impactful and memorable, fostering teamwork in a unique environment.

With a five-star reputation, Unforgettable Nordic has built long-standing partnerships with local experts, ensuring that each journey under its brand is seamless and first-rate. Thanks to Unforgettable Nordic's extensive on-the-ground insights, it provides clients with unparalleled access to the Nordics' most exclusive destinations and experiences. Look no further for your next getaway and make it truly unforgettable with Unforgettable Nordic.

● **Ready to begin your adventure? Visit unforgettablenordic.com or reach out to them at E: unforgettablenordic@unforgettablenordic.com to start crafting your Nordic Saga today.**



HIDDEN GEMS SALE

\$500 ONBOARD CREDIT + **BOOK A VERANDA OR SUITE TO GET UNLIMITED WI-FI OR A PREMIUM BEVERAGE PACKAGE***

BOOK BY 30 OCTOBER 2024



EXCLUSIVE EXPERIENCES IN SWEDEN

Elite Tours creates personalised, authentic experiences in Sweden – from private boating trips and lobster fishing to authentic seafood feasts in small fishing huts. Elite Tours can arrange to take you to places only a local can access. The company will introduce you to local people who can add value to your experience and take you to places only a local with strong relationships and networks would know.

Elite Tours can also design and execute your corporate and private experiences – island-hopping on a private boat, forest bathing, and hikes and picnics surrounded by forests and lakes, cold bathing and Swedish saunas with health and wellness coaches or even yoga on the rocks or docks.

This winter, get outside with Elite Tours with your team or friends. Some examples of trips being booked now: ice bathing in a frozen lake, cold bath coaching, warm up on a floating Swedish sauna and outdoor wood-fired hot tub, head to nature for a hot chocolate picnic; or be by the sea this lobster season with a feast.

Elite Tours has the capacity to deliver an authentic, premium Swedish experience for groups of any size. The company has decades of experience designing and executing corporate and private experiences.

● **Let Elite Tours design your exclusive experience on Sweden's West Coast. Visit elitetours.se T: +46 729 335 142 E: hello@elitetours.se instagram.com/elitetourssweden**



EMBARK ON EXTRAORDINARY JOURNEYS THROUGH ENCHANTING LANDSCAPES

With its beautiful landscapes and magnificent fjords, the Nordic region is full of natural beauty and wonderful history and culture. A visit to this unique destination offers an intimate look at stunning locations, all whilst taking advantage of our latest Hidden Gems fabulous offer.

Experience amazing destinations with Azamara® cruises
Azamara's small ships can dock at exclusive destinations that larger ships can't reach and are difficult to access by plane. Whether dreaming of azure waters or far-flung destinations, setting sail with Azamara ensures you embark on a small ship cruise filled with memories that will last a lifetime, with longer stays and overnights.

Why Azamara
Azamara Cruises lets explorers immerse themselves in cultures and locales at a more relaxed pace, discovering stunning destinations, by day and night, resulting in a richer experience.

Embark on a journey of cultural immersion as you explore at your leisure
Discover quaint fishing villages and picturesque towns or explore north of the Arctic Circle, a winter wonderland of spectacular wildlife and glistening glaciers.

Amazing historical and cultural sites await passengers, and shore excursions typically visit museums, palaces, castles and cathedrals. Cruise itineraries vary, focusing primarily on the coastal villages and breathtaking fjords of western Norway, although some itineraries include the Arctic with stops at Spitsbergen and the Svalbard Archipelago.



More time for discovery
Azamara sailings include well-known ports and those less travelled and offer the chance to explore by day, after dark, and even stay overnight. Extended Destination Days allow travellers more than 10 hours in port to explore and discover. On board, the intimate ships offer comfortable elegance, a variety of dining options and staff whose service exceeds expectations.

Inclusive onboard amenities for every traveller
In addition to the Always Azamara commitment to beverages (including alcohol), variety of dining venues and room service, gratuities and more are always included, enjoy cultural events, entertainment and locally inspired cuisine based on your itinerary. Azamara invites you to embark on an unforgettable journey exploring some of the most exotic destinations worldwide with a global leader in destination immersion. From Asia's rich cultural heritage to Africa's majestic landscapes, the curated itineraries are designed for travellers who crave relaxed and unrushed exploration.

Hidden gems sale
Book your 2024 or 2025 cruise by 30 October 2024 and receive \$500 (£375) onboard credit – plus, when you reserve a premium beverage package*. It's Azamara's way of making your trip of a lifetime even better, so get ready to embark on a journey of discovery with your loved ones by your side.

● **Azamara is ABTA & ATOL protected. T: 01707 933 348, visit azamara.com or contact your local travel agent.**

*For new bookings only made by 30 October 2024, subject to availability and change. \$500 (£375) per stateroom onboard credit is applicable on selected dates and sailings, when booking any stateroom. Additionally, Veranda or Suite bookings can also benefit from a choice between complimentary wi-fi or a premium beverage package. See azamara.com for full Terms & Conditions. © 2024 Azamara. Ships registered in Malta. *Change The Way You See™ is an international service mark of SP Cruises OGC Limited.

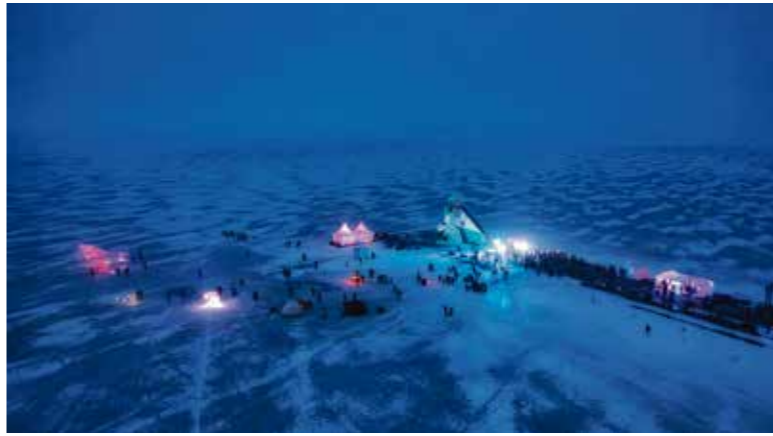
PERFECT GETAWAY IN NORTHERN FINLAND

Have you heard of this thriving and inspiring city in the north, near the border between Sweden and Finland?

Oulu has been selected as the European Capital of Culture 2026, and for good reason: it's a fascinating blend of nature and creativity, offering cultural experiences, events and activities that attract both culture enthusiasts and families alike.

A lot is already happening on the journey towards becoming the European Capital of Culture. Oulu is a city of creative energy, offering entertainment and excitement throughout the year. Visitors are invited to immerse themselves in the authentic rhythms of Nordic life, far from the beaten tourist track.

One standout event is Frozen People, a festival of electronic music, northern art and wintry style, held on the frozen sea in early March. In Oulu, you can also



discover the rich culture of the Sámi, the only indigenous people in the EU. Come and enjoy the celebrations around Sámi National Day on 6 February. With a bit of luck, you might even catch a glimpse of the Northern Lights during your winter visit. Oulu's charm shines in both the cold season and summer. In the warmer months, the region's diverse nature and festivals, along with other events, beckon. Oulu proudly hosts the Art Guitar World Championships, a quirky event that's been held annually since 1996.

Whether you opt for a luxury hotel, a boutique stay in the city centre, or a cosy cabin in the fells, you're likely to wake up to the sound of birdsong. There's a perfect balance of activities and relaxation awaiting every visitor.

The Arctic Food Lab celebrates the unique traditions of northern cuisine, bringing together culinary creators from across the region. Under the northern skies, raw ingredients grow with a purity and richness that's sure to tantalise your taste buds.

Far from the hustle of typical tourist destinations, Oulu and its surrounding region invite you to slow down, explore and fully immerse yourself in a cultural climate as refreshing as the northern air itself. The countdown to 2026 has already begun, promising an unforgettable journey to the heart of northern Finland.

● **Please visit Oulu2026.eu/en and VisitOulu.fi/en for more information**

WANT THE FULL OSLO EXPERIENCE? THIS IS JUST THE PLACE FOR YOU

Sommerro invites you to experience an award-winning art deco hotel in the heart of Oslo. Rub shoulders with locals during live jazz performances every night in Ekspedisjonshallen, the hotel's buzzing brasserie and bar. Catch classic films in Sommerro's intimate 28-seat art deco cinema or relax in the serene rooftop pool – complete with a Finnish sauna offering breathtaking views of the Oslofjord. For a culinary journey, indulge in Nordic-Japanese cuisine at TAK and Izakaya Bar & Terrace, both serving up delicious fare alongside panoramas of the city.

Sommerro has 231 beautifully designed rooms and suites, each uniquely appointed to reflect the hotel's architectural heritage while providing modern comforts. With the same interior designers as behind The Ned in London, Sommerro breathes new life into the iconic 1930s building that was once the headquarters of Oslo Lysverker, the city's first electricity company. This monumental building has been transformed into an elegant retreat that blends history with contemporary flair, functionalist design elements and an abundance of glamorous art details throughout.

As a recipient of prestigious recognitions such as the Condé Nast Hot List 2023, Condé Nast Readers' Choice 2024 and Architectural Digest Great Design Awards 2023, Sommerro is also celebrated for its unique art deco-inspired design, making it a standout among hotels in the Nordic countries. A central part of Sommerro's allure is Vestkantbadet, the hotel's restored wellness area, which also includes a large mosaic mural from 1931 by Norwegian artist Per Krohg. Complete with saunas, a rooftop pool and a state-of-the-art gym for those seeking wellness and relaxation, Vestkantbadet remains a serene escape, offering a variety of treatments and facilities to rejuvenate body and mind.

The hotel is not just a place to stay – it's a cultural epicentre. From concerts at the Lyseværk Scene to stage to film nights in the cinema, Sommerro's rich event programme ensures there's always something happening.

At the heart of Sommerro's DNA are the words that were first etched into the building's facade: light, power and warmth. Today, these values are manifested in every aspect of the hotel, from its welcoming ambience to its role as a social hub for locals and travellers alike. Sommerro offers a variety of spaces to gather, dine and relax – whether you're enjoying a casual coffee, attending an event or staying overnight in one of the beautifully appointed rooms, which all come with a sumptuous breakfast included.

Sommerro's location is equally impressive. Set in the charming Frogner neighbourhood, with its small shops and



cafes, the hotel is also within walking distance of some of Oslo's most renowned attractions, including the National Museum, Munch Museum, Vigeland Sculpture Park and bustling waterfront. Sommerro is conveniently located for public transport and just steps from the airport express train.

In every detail, from the pillow menu to the design elements by GrecoDeco, Sommerro is dedicated to offering a haven of comfort, energy and warmth – a place where guests can feel at home while also experiencing the vibrancy of the city. Just as Oslo Lysverker once powered the city, Sommerro experiences the present, offering a sanctuary for both locals and visitors, where history, luxury and culture blend seamlessly.

● **Explore the packages and offers at sommerrohouse.com, or send a booking request E: stay@sommerrohouse.com**



DISCOVER NORWAY'S BEST WINTER ESCAPE

Nestled in the heart of Norway's fjords, Flåm transforms into a winter wonderland when the colder months arrive. For the seasoned traveller, this renowned destination offers unparalleled access to nature, tranquility and adventure. Here, you can reconnect with the pristine beauty of Norway while enjoying unique activities that make Flåm the ultimate winter escape.

Experience the Fjord Cruise on Nærøysfjord
Embark on an unforgettable fjord cruise through the UNESCO World Heritage Site of Nærøysfjord on one of the world's first zero-emission passenger vessels. These catamarans glide silently and emission free, through the breathtaking fjord landscape – allowing you to immerse yourself in the surrounding beauty. Enjoy the serene journey with snow-dusted mountains ascending from the waters edge, their peaks reflected in the calm surface. This sustainable experience brings you closer to nature, offering a truly immersive way to explore one of Norway's most stunning fjords during the winter months.



The Flåm Railway: a renowned scenic journey through Norway's winter landscape

The famous Flåm Railway, known as one of the world's most beautiful train journeys, becomes even more magical in winter. Starting beside the Aurlandsfjord in Flåm, the railway winds through the picturesque Flåm Valley and ascends into the mountains of Myrdal. Along the way, you'll pass frozen waterfalls, wintry peaks and quaint farms blanketed in snow. The climb to Myrdal offers spectacular views, giving travellers a unique perspective on Norway's rugged winter landscape. This iconic journey brings you face-to-face with nature's untouched beauty.



Stegastein viewpoint: breathtaking panoramas
For one of the most spectacular views in Norway, visit the Stegastein viewpoint. Perched 2,130ft above sea level and extending 100ft out from the mountainside, this wood-and-steel walkway in contemporary design offers panoramic



vistas over the Aurlandsfjord and its surrounding snow-covered mountains. In winter, the landscape transforms. Stunningly calm fjords and steep white peaks create a serene and dramatic view. The viewpoint is a must-see for any visitor to Flåm, providing a wonderfully engaging experience and breathtaking views across Aurlandsfjord.

Myrkdalen Ski Resort: a winter paradise for skiing and more
Just a 50-minute drive from Flåm, you'll find Myrkdalen, one of Norway's most snow-sure destinations. With excellent skiing and snowboarding for all skill levels, Myrkdalen is ideal for anyone looking to hit the slopes. Whether you're a beginner on gentle runs or an expert seeking off-piste powder, there's something for everyone – and Myrkdalen offers adventure to non-skiers too. If you're in the mood for other winter activities, the resort provides horse-drawn sleigh rides, snowshoe hikes and even a mountain sauna. Whether you crave adventure or a peaceful escape, Myrkdalen Ski Resort is the ultimate winter playground.



Find tranquility in Fretheim Hotel
After a day of exploring Flåm's winter wonders, retreat to the historic Fretheim Hotel for a luxurious and relaxing stay. This charming hotel overlooking the fjord offers a warm and welcoming atmosphere, where you can unwind by the fire or indulge in locally sourced cuisine. With its blend of historic charm and modern comforts, Fretheim Hotel is the perfect place to relax after your adventures in the snow.

In Flåm and Myrkdalen, you'll discover more than just a destination – you'll find a place to reconnect with nature, embrace stillness and experience the beauty of Norway in its purest form. Whether skiing in Myrkdalen, enjoying a peaceful cruise on Nærøysfjord or taking in the stunning views from Stegastein, western Norway offers the perfect winter escape for travellers seeking a unique and unforgettable experience. Your Nordic winter adventure awaits.

● **Further information and booking at norwaysbest.com**



TOP WINTER PICK: AURORA-HUNT IN TROMSØ

Yearning for an unforgettable winter adventure in the Arctic? When it comes to the best experience in the wilderness, Wandering Owl should be your top choice. Seeing the Aurora Borealis is a once-in-a-lifetime adventure, but what can make it even more special is what goes with it. Wandering Owl delivers a full experience: folktales about the Northern Lights, a campfire in the Arctic, homemade soup with local ingredients to warm you up and delicious hot chocolate in your hands while you can't take your eyes off the wonders in the sky above.

Yes, that's the experience you get with Wandering Owl – a small Norwegian company whose goal is to show travellers the Arctic region.

Their tours are also designed to minimise impact on the environment, allowing you to fully enjoy the beauty of the Arctic without compromising its delicate ecosystem. Your Arctic adventure might be more than just a holiday; it will be a journey of discovery and wonder.

● **Don't wait for your dreams until it's too late. Book your tour today, using the promo code AuroraHunt10, and create memories that will last a lifetime. Valid until 12 December 2024. wanderingowl.com**



SCANDINAVIA'S LARGEST SPA

Discover the ultimate destination for wellness and relaxation at The Well
Located just 20 minutes outside Oslo, The Well offers a world-class retreat where luxury and tranquility meet. With over 110,000sq feet of spa facilities at your disposal, you can explore 15 unique saunas and steam rooms, 11 pools and both indoor and outdoor baths, along with many exciting sauna rituals such as aufguss, involving steam infused with essential oils.

Relax in peaceful surroundings, enjoy soothing treatments or treat yourself to delicious food at the two restaurants, Mori and Brasserieit. Whether you're looking to recharge or simply enjoy a day of pampering, The Well provides a unique spa experience that will leave you feeling refreshed and renewed. Escape everyday life and embrace wellness at The Well.

● **For more information visit thewell.no. E: booking@thewell.no**



TRANQUILITY AND MEMORIES TO LAST A LIFETIME

At the heart of the Lyngen Alps, you'll find Lyngen Experience and the Lyngen Experience Lodge – where Nordic local familiarity meets high-end hospitality. Lyngen is located in northern Norway, two hours by car from Tromsø and 225 miles north of the Arctic Circle. This means, in Lyngen, you can experience both Arctic winter when the sun never rises and the midnight sun, also called the Arctic summer.

Did you know that during winter from November until February fin whales, humpback whales and orca's come to Lyngen to feed on the migrating herring? Imagine seeing these giants of the sea from the comfort and security of Lyngen Experience's boat, a Targa 46.

Lyngen Experience is a full-service provider. All you have to do is to get off the plane and leave the rest to them. From transport – by boat, car or helicopter – to high-end accommodation, activities and top-class dining, it takes care of it all.



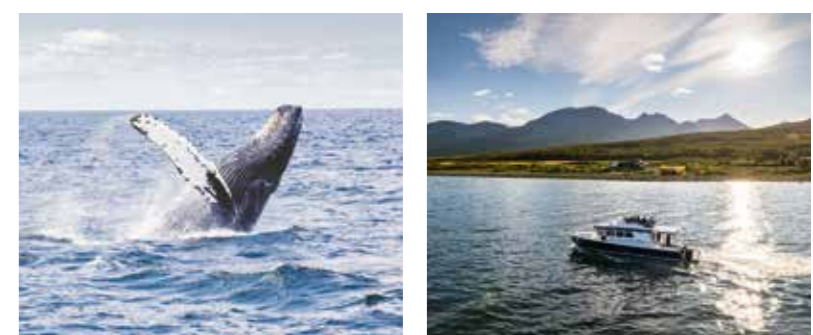
EXPLORE NORWAY BY BIKE

Embark on an unforgettable self-guided cycling journey through some of Norway's most breathtaking landscapes
Cycling from Tromsø to the amazing Lofoten Islands, you pedal along the dramatic coastline, where rugged mountains meet the endless horizon of the Arctic Ocean. For an adventure in the fjord region, go for a round-trip from Bergen exploring the Hardanger fjord area, where snowcapped mountains, cascading waterfalls and lush orchards define the landscape.

Local tour company Discover Norway has 25 years of experience in taking care of all the logistics, allowing you to focus entirely on the adventure. From comfortable accommodation and luggage transport to delicious meals, transportation and route planning, every detail is handled. Electric bikes are available for rent on all tours, making these experiences accessible to cyclists of all levels.

Discover Norway – adventure travel with the concept of freedom, comfort and safety.

● **Book your self-guided tour today and discover the nature of Norway by bike! Visit discover-norway.no T: +47 917 25 200**



There are a host of unforgettable experiences to choose from that will provide visitors with memories of a lifetime. During winter it offers Northern Lights' tours, whale safaris, snow scooters, snowshoes, dog-sledding, winter fishing and fjord cruises. And during summer you can ride e-bikes among the magnificent Lyngen Alps, go for a hike, and experience and swim in a stunning blue lake. Or why not play golf in the middle of the night on the world's northernmost full 18-hole golf course under the midnight sun? The Targa 46 is a central part in all activities Lyngen Experience offers and is used for transport, fishing, whale safaris, Northern Lights' tours or even just a quiet cruise in the Lyngen fjords.

When the guests arrive back at the lodge after a day outside with activities, experiencing the beauty of Lyngen and creating memories together, their culinary experience is another essential part of their stay. Every single dish tells a story of the region and is prepared with love, care and the freshest produce from the area. This is where local seasonal ingredients meet high-end cooking.

● **Book your unforgettable stay with Lyngen Experience now. Use the "LYNGEN2024" and get 20% off the room rate, valid for bookings made before 31 November 2024. E: booking@lyngnexperience.no lyngnexperience.com**



TURNING DREAMS INTO REALITY

Looking for an extraordinary travel experience in Sweden? Let Luxury Travel Sweden show you the way

All activities led by local storytellers promise individual and authentic experiences, whether you're travelling alone or with your partner, family, friends or colleagues. As a luxury travel agency for the next generation, the company focuses on creating 'haute couture' trips that are tailored to guests' preferences and dreams. The travel menu includes great escapes, private tours, meeting creators, culinary events and explorations. Experience true cultural immersion and uncover hidden gems in the city, the archipelago, the countryside, the mountains or on a private island. Each trip is a unique and unforgettable experience, designed to create lasting memories and moments in Sweden. The company caters to thrill-seekers, cosmopolitans, industry leaders and luxury travellers who are bored of generic activities and want to be entertained by storytellers.

● **For further information and bookings, visit luxurytravelsweden.com or contact the team on T: +46 70 38 722 64. E: info@luxurytravelsweden.com**