

Hot news from the North.

‘One stop shop’ for Scandinavia is a fact!

Brace yourself. Brent D’Hooge (Xplore the North) and Maarten Raes (NORDIC) have breaking news for you from the North.

Two become one...

It was written in the northern stars. The merger of NORDIC & XPLORE THE NORTH is a fact. Yes, that’s right: after a busy month of setting up the framework Brent D’Hooge and Maarten Raes proudly present you the actual merger of **NORDIC and XPLORE THE NORTH**.

Summer meets winter

NORDIC has been well established in Scandinavia since 1980, specializing in a strong summer offer in Norway, Sweden, Finland and Iceland. Nordic is also international representative for Hurtigruten. XPLORE THE NORTH offers the purest and most remote parts of **Swedish Lapland in winter**, distinguishing itself from a strongly commercialized approach.

Synergy, energy and 100% complementary

Maarten Raes: “The synergies between NORDIC & XPLORE THE NORTH are huge. Brent D’Hooge and I have been working together for 2 years. We have chartered flights to Lapland together. With XPLORE THE NORTH, Brent aims for a pure offer, strives for quality and always puts the customer first. On top of that, he has a good nose for passionate staff - which he proves with his current team of 9 employees.

NORDIC & XPLORE THE NORTH complement each other perfectly. XPLORE THE NORTH’s customer today is not our typical NORDIC customer and the other way round. Where NORDIC can do better, XPLORE THE NORTH excels and vice versa. In short... as travel specialists in the North, we are 100% complementary. We are both fully engaged. I look forward to the future: to remain the reference as ‘specialist remote destinations’ together with Brent ... Scandinavia, here we come!”.

Ultra-charming meets extremely remote, 1+1=3

Brent D’Hooge: “Just like the NORDIC story, the XPLORE THE NORTH story is very unique. XPLORE THE NORTH exclusively offers Swedish Lapland, the last big wilderness of Europe. In a region the size of Belgium, our Lapland travelers enjoy an unforgettable experience in 3 exclusive top lodges. Completely unique in Europe. And that’s where NORDIC comes in sight.

My search for creating the same strong experience in summer in the North, always led me to NORDIC - Maarten Raes and his team of 22 experienced and enthusiastic employees created a unique travelling experience. NORDIC’s expertise in Scandinavia, the unique travel routes, the ultra-charming cabins in exclusive partnership and the enormously detailed road book for the traveler were impossible to exceed. In short, what XPLORE THE NORTH offers in winter, NORDIC has been realizing in summer since 1980.

As a result of this merger, NORDIC & XPLORE THE NORTH become **the one stop shop in Europe, for unforgettable summer and winter experiences in the North. We share a common vision for the future.** Together with our teams of specialists, Maarten and I are eager to continue passionately. NORDIC & XPLORE THE NORTH strengthen one another. Our current fans will benefit from **the leverage this merger will generate.** If you are already a big fan of the experiences NORDIC offers in summer, you'll find the perfect winter sequel at XPLORE THE NORTH and vice versa."

Under one roof, the NORDIC-travel brands

After the merger, you will find Nordic Info bvba offering the following travel brands under one roof:

NORDIC (will become the **overarching name** for the offer of NORDIC & XPLORE THE NORTH):

- www.nordic.be, summer specialist Norway, Sweden, Finland and Iceland (+Hurtigruten)
- www.xplorethenorth.be, winter specialist in Lapland
- www.laponie.be, travel specialist Lapland for French speaking Belgium

ATACAMA

www.atacama.be, travel specialist in Peru, Argentina, Chile, Ecuador and Bolivia

WILD ALASKA

www.wildalaska.be, travel specialist in Alaska

TRAVEL BRAND X?

A completely NEW travel brand which will be released on June 19th for all explorer travelling to Antarctica, Spitsbergen, Greenland, ... and much more!

Maarten will be overall CEO, responsible for all NORDIC summer destinations, Hurtigruten and explorer destinations, Finance and HR. Brent - as co-business manager - will be responsible for all NORDIC winter destinations, Alaska, South-America, Digital Strategy, Marketing and Quality Control.

Keep your eyes on NORDIC!

NORDIC = action with a glass of wine in Scandinavia!

Nordic greetings,

The complete NORDIC-team
Maarten & Brent