

IMPACT REPORT 2024

Photo: Joonas Pöytäniemi

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INTRODUCTION



2024 marked my first year as the proud CEO of 50 Degrees North. It's been a year of leading, and leaning into the values that have always made this company special. One of my biggest priorities has been to ensure we don't lose sight of the path that Tietse paved for us - where responsible travel, sustainability, and being a genuinely good company are not just something on paper, but part of everyday decisions for all of us.

We are incredibly proud to be a certified B Corp. But for us, we don't do the right thing because of a certification. We do what we do because it simply is the right thing to do. The B Corp framework is extremely important, as it helps us stay on course, especially when the road gets tough. It reminds us to keep responsible travel at the heart of every decision we make on behalf of our clients.

We also believe that as travel professionals, we carry a very deep responsibility to make the right choices on behalf of our travelling clients. With the trust of our clients, we believe we can take the lead to make choices that shape the future of travel. And yes, those choices can be hard—balancing purpose with profit is not easy. But we've always believed that growth can be a force for good. The bigger we become, the more influence we have to show what it means to care—for our clients, our suppliers, and our team.

This impact report is not just a document we produce because we have to. It's a reflection of our commitment to honesty, progress, and action. We take our goals seriously, and we hold ourselves accountable to them. A year ago, we launched our Impact Fund, through which we donate 10% of our profits to support environmental charities and scientific research focused on protecting nature. It's one of the many ways we're working to reduce our footprint and give back to the world we explore. We've come a long way from where we started—but we know we can go further. With a clear mission, a passionate team, and a growing community of like-minded businesses, we're excited to keep pushing forward. Together, we can shape a travel industry that's not only successful, but truly sustainable.

- Mari Räsänen | CEO



950,000 NOK

donated to charitable causes



59

employee net
promotor score



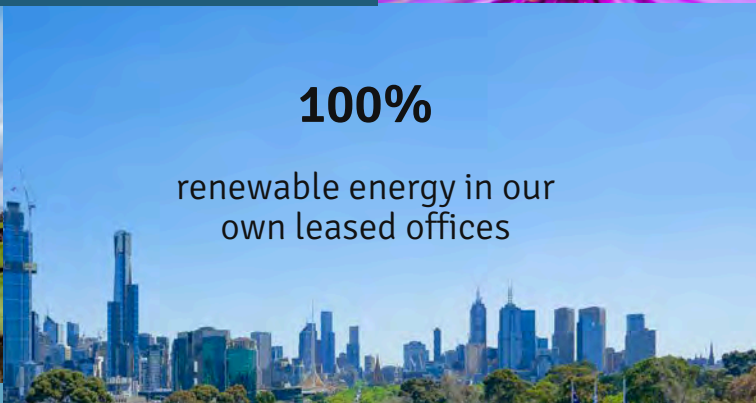
257

hours
community
volunteering



100%

renewable energy in our
own leased offices



6

Impact Fund
partners



2024



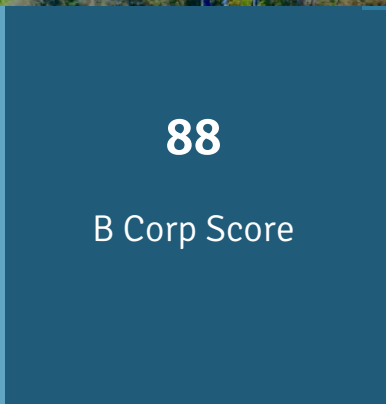
20

off-season trips
added



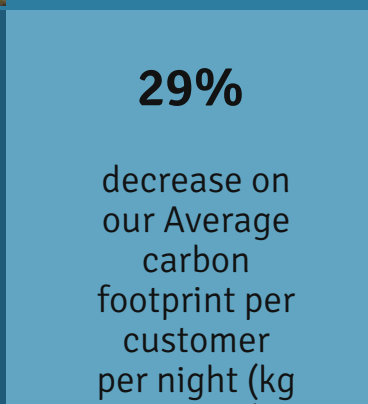
88

B Corp Score



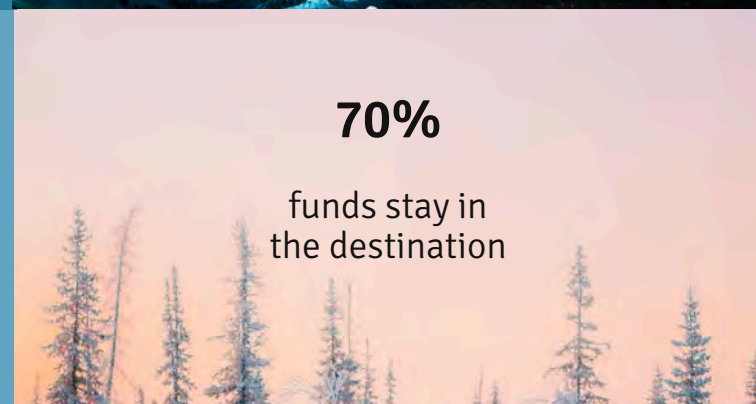
29%

decrease on
our Average
carbon
footprint per
customer
per night (kg
of CO₂e)
(since 2019
baseline)



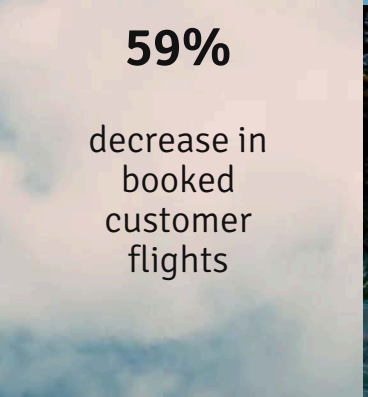
70%

funds stay in
the destination



59%

decrease in
booked
customer
flights





OUR SUSTAINABILITY MISSION

We aim to create and maintain sustainable business practices that not only provide economic benefits for the local populations in our destinations, but also respect and protect nature, cultural heritage, and local values, with the aim of preserving all of these for future generations.



WHO WE ARE

OUR JOURNEY SO FAR

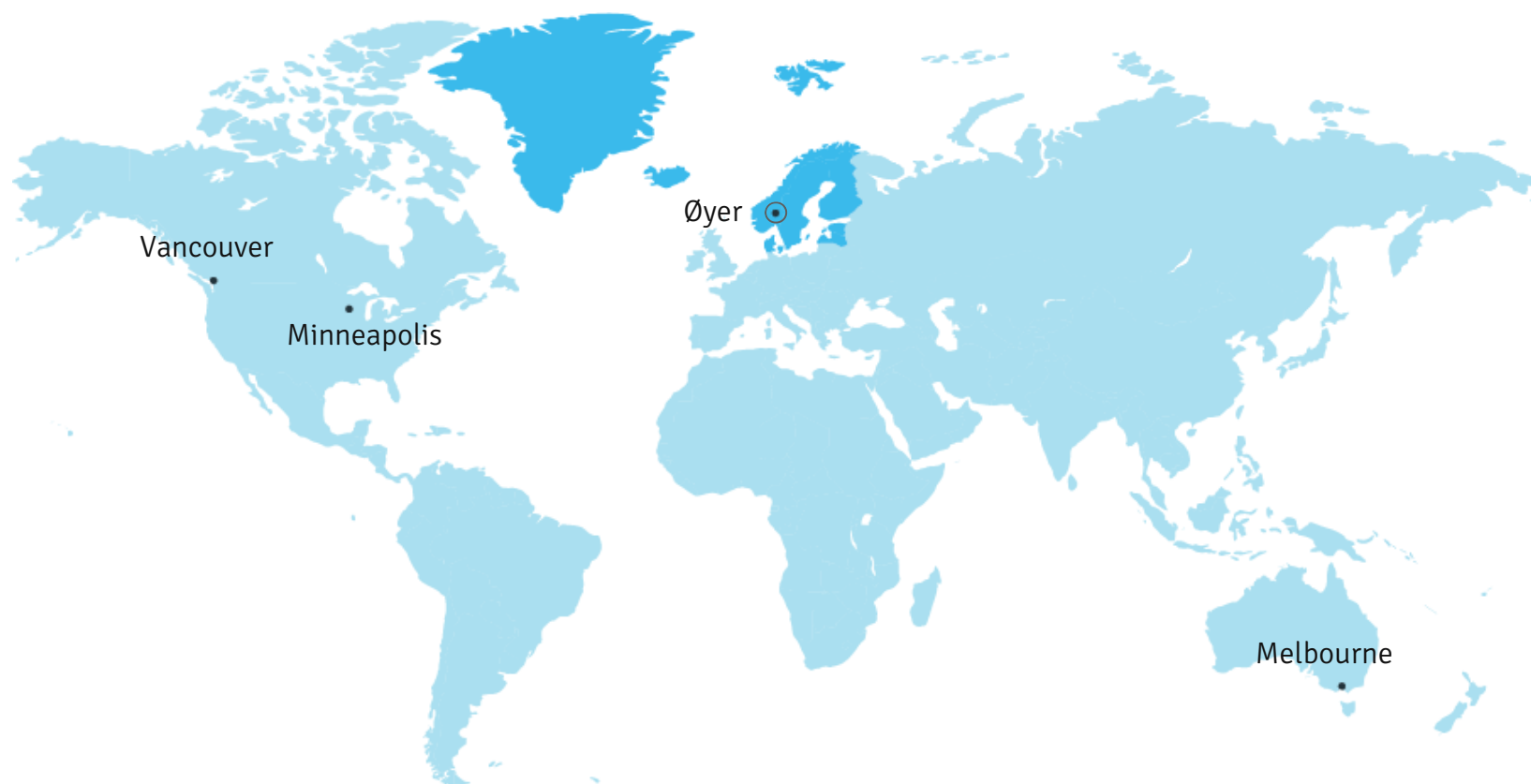


- 2010 50 Degrees North is launched in Melbourne, Australia.
- 2011 First employees hired.
- 2015 New team and company headquarters are established in Lillehammer, Norway.
- 2017 The Vancouver office is opened in Canada.
- 2019 Company revamps its organisation and has a new strategy focused on people.
- 2020 With approximately 50 employees across three continents, operations come to a temporary pause due to the global pandemic.
- 2021 The Glasgow Declaration signed, committing 50 Degrees North to climate action.
- 2022 Company invests heavily in growth. New office opened in Minneapolis, USA; 43 staff across four offices and growing rapidly.

Travelife Partner certification; 50 Degrees North releases Climate Action Plan; Carbon Labels on tours.
- 2023 Receives B Corp Certification; Moves to a bigger office space in Melbourne.
- 2024 Appoints new CEO; Establishes Impact Fund.

OUR LOCATIONS

- ⦿ Our headquarters
- Our sales offices
- The countries we operate in



KEY VALUES & VISION

- Spreading wealth by promoting lesser-known destinations and local places, and encouraging travel during the low season to combat overtourism.
- Supporting local people and their businesses to ensure socio-economic benefits and sustainability for local communities
- Partnering with operators who adhere to strict environmental, quality, and safety standards set by recognised national certification schemes. For example, choosing Strawberry hotels (formerly Nordic Choice) certified under ISO 14001 environmental standards.
- Promoting low-emission transport options, such as trains, public transport, electric vehicles, electric snowmobiles, and ships with strong emission reduction strategies.
- Minimising impact on local nature, wildlife, and culture by respecting destination limitations.
- Actively contributing to the preservation of local nature, wildlife, cultures, and landscapes.





SUSTAINABILITY POLICY

Our Sustainability Policy outlines our company's commitment to environmental management (including issues such as resource consumption and wildlife protection), and cultural and social issues (such as supporting local businesses and cultural preservation).

This policy helps to give clarity on the key issues we face as a company, and it provides a clear blue print on our approach to sustainability within 50 Degrees North.

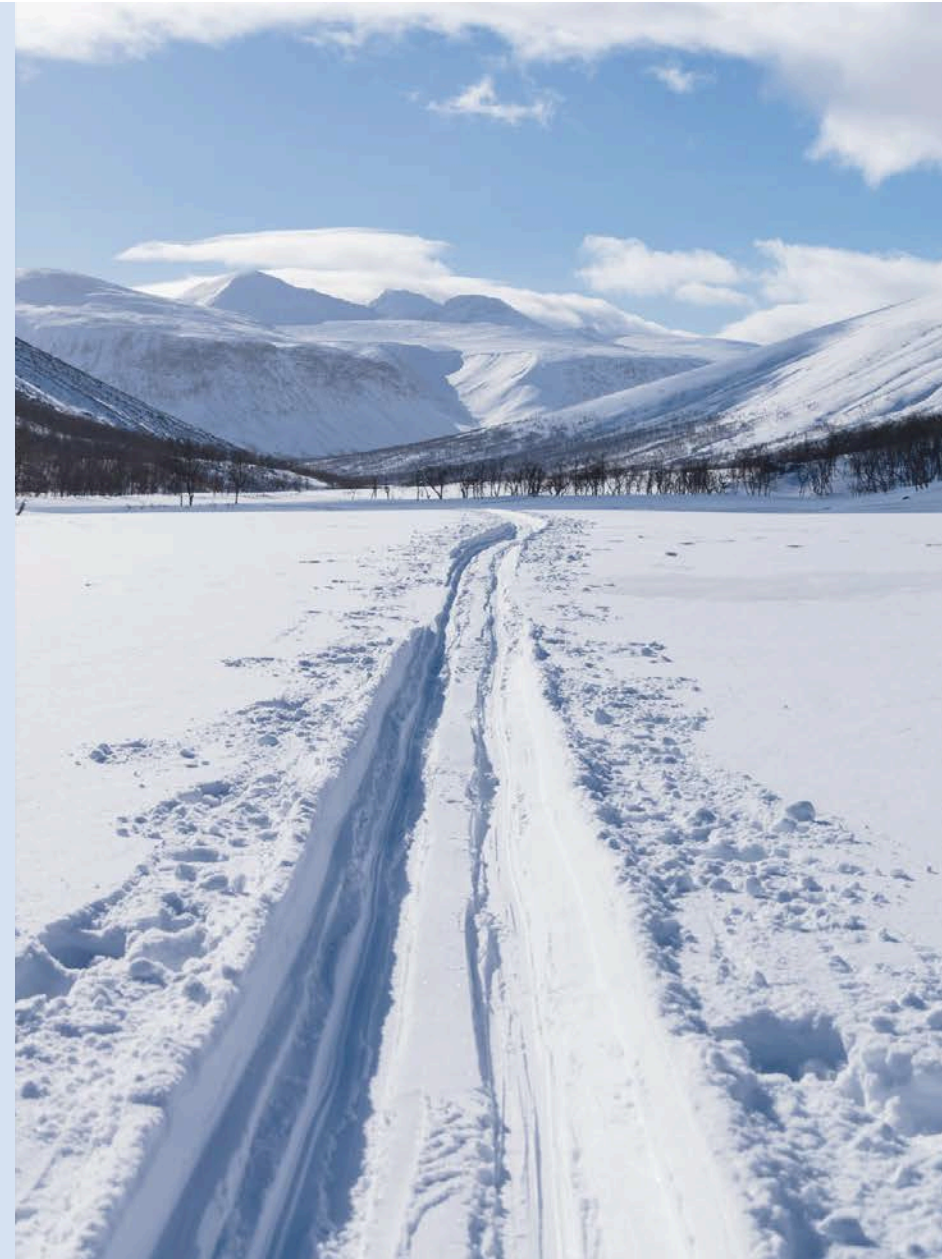
This document can be found [here](#).

CERTIFICATES

We recognise the growing importance of third-party certification in verifying the credibility of sustainability claims. This is a standard we actively seek and promote among our suppliers — but more importantly, it is a principle we apply to ourselves.

By holding ourselves to the same level of scrutiny, we reinforce our commitment to transparency and strengthen the trust our stakeholders place in us. These evaluations not only validate our efforts but also challenge us to continuously improve and evolve our sustainability agenda—ensuring our actions reflect the same integrity and accountability we expect from our partners.

The following certifications have been carefully selected because they provide frameworks that align with our values and ambitions. We believe they will help advance our sustainability goals in a direction that reflects the expectations of a rapidly changing world.



CERTIFICATES

TRAVELIFE PARTNER

In 2024, 50 Degrees North Nordic AS (our Norwegian entity) proudly achieved **re-certification as a Travelife Partner**.

Travelife is a globally recognised sustainability certification programme designed specifically for tour operators. Fully aligned with the United Nations Sustainable Development Goals (SDGs), it provides practical tools and structured frameworks to enhance environmental and social performance.

These resources have been instrumental in helping us establish a clear framework for advancing sustainability – specifically within the tourism industry.



CERTIFICATES

B CORP

Certified



Corporation

2024 marked our first full year as a certified B Corp—a milestone that reflects our commitment to high standards of social and environmental performance. While there are over 9,700 B Corps globally, only 10 are headquartered in Norway, and we are proud to be among them, working to highlight the significance of this movement to our Nordic partners

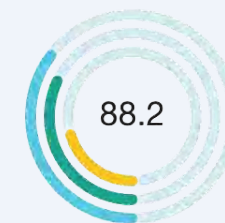
In 2025, B Lab raised the bar by introducing new standards for B Corp Certification, designed to galvanize business action on the world's most pressing social and environmental challenges. As the climate crisis intensifies and inequality deepens, these updated standards offer a clear framework for companies to take meaningful, measurable action

2025 GOALS

- We welcome the new changes and will be **undertaking a full assessment of the new standards** in 2025 to identify how we can further evolve and improve. Many of the new requirements already align with the direction our business is heading - particularly in strengthening our DEI (Diversity, Equity, and Inclusion) policies and exploring opportunities for collective action within our industry.
- We're ramping up our B Corp commitment by making it something everyone in the company can connect with, through **hands-on training, office celebrations, and real conversations** about how we can have a positive impact through our work. We'll also be **backing the wider B Corp movement** by engaging with local B Corp businesses and events

Overall B Impact Score

Based on the B Impact assessment, 50 Degrees North earned an overall score of 88.2. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 88.2 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

[See full details](#)

GOVERNANCE



LEADING WITH PURPOSE

At 50 Degrees North, our core **purpose is to inspire people through authentic, respectful, high-quality, and fun travel experiences**. We pursue this with passion and honesty every day. Our governance practices are designed to support this mission – empowering our people through a culture of freedom and responsibility.

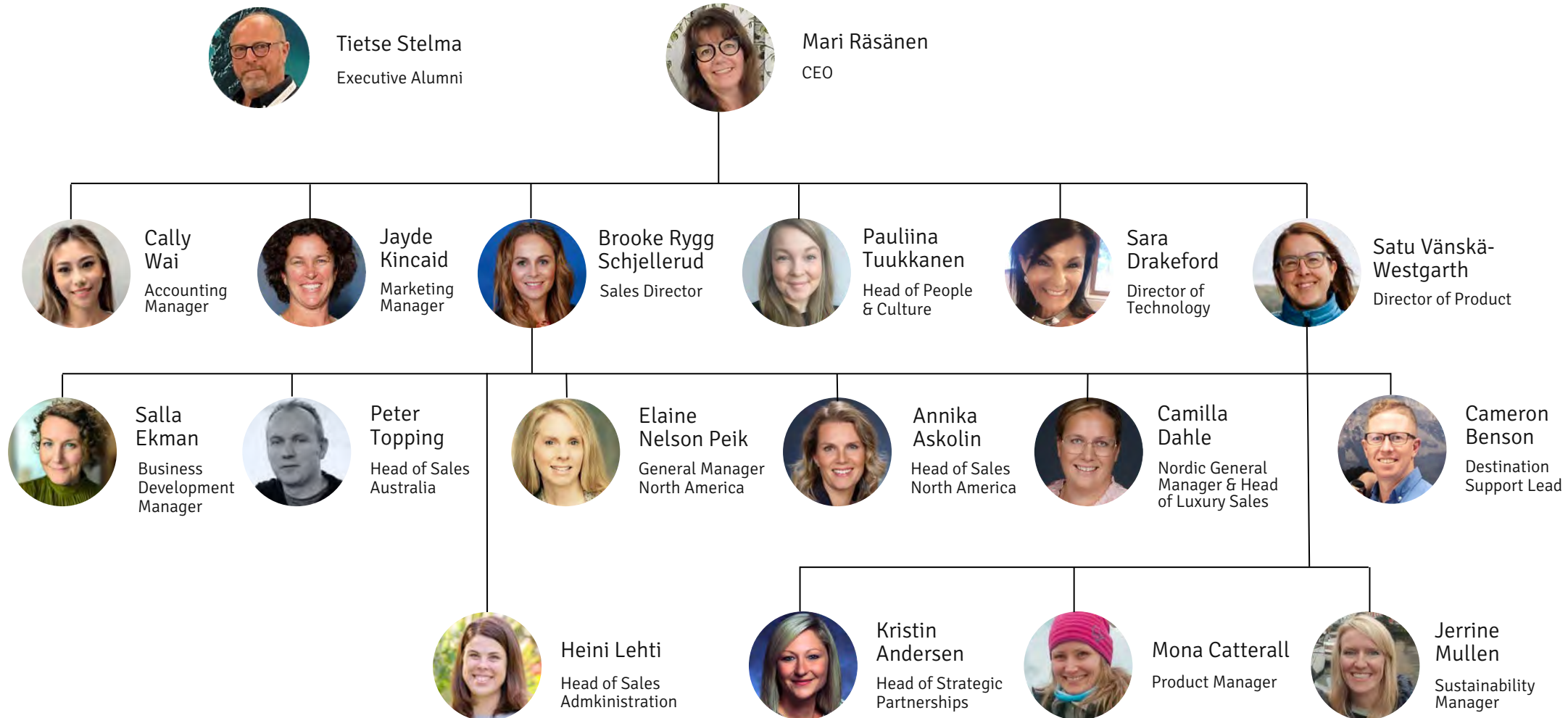
As a proud Certified B Corporation, we have made a legal commitment to consider the impact of our decisions on all stakeholders – not just shareholders. This commitment is embedded in our governance structure and guides how we operate, grow, and make decisions.

In 2024, we launched our first company-wide strategy sessions, inviting all staff to contribute ideas and insights across all areas of the business. These sessions laid the foundation for our 2025 strategy and reinforced our belief that good governance includes listening to and learning from our people.

2025 GOVERNANCE GOALS

- Strengthen engagement with local stakeholders (such as suppliers and national tourism boards) – to better understand their sustainability challenges and identify the most effective, respectful, and impactful ways to collaborate and embed action into our governance.

2024 MANAGEMENT STRUCTURE



DESTINATIONS

SUPPLIER ASSESSMENTS

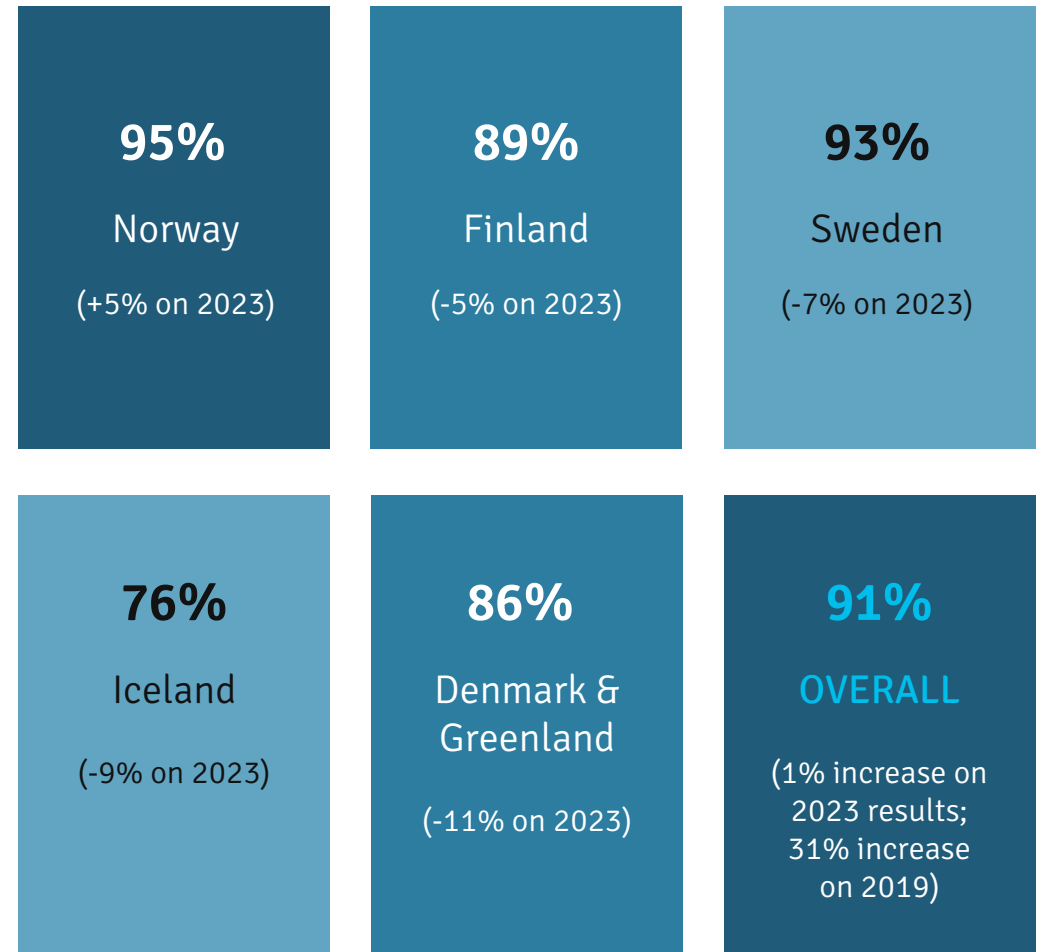
How do we select and assess our suppliers for their social and environmental impact?

ACCOMMODATIONS

At 50 Degrees North, the selection of accommodations is integral to the visitor experience. Our Scandinavian experts carefully choose properties that reflect our company’s foundations – offering genuine and authentic stays, often hidden gems, and aligning with our environmental goals in accordance with our sustainability policy.

Each year, we conduct an audit of the accommodations booked the previous year, documenting those with recognised sustainability certifications, as well as small independent properties that – while they may lack the resources to obtain formal certification – demonstrate sound sustainability practices through a written and publicly accessible sustainability policy. These results reflect our ongoing commitment to responsible travel and our support for partners who share our values.

The percentage of accommodations that have either a sustainability certificate or a publicly accessible sustainability policy



ACCOMMODATIONS

CLIMATE-RELATED SUPPLIER DATA

In 2024, we expanded our supplier audit to include data aligned with our climate goals, specifically requesting information on carbon emissions, the use of renewable energy, and the availability of electric vehicle (EV) charging stations.

60%

of room nights
are now
calculated using
supplier specific
CO₂e data

98%

met our 2030
climate goal by
achieving at least
a 50% reduction
compared to
national averages

ACCOMMODATIONS

2025 ACCOMMODATION SUPPLIER GOALS

As a company, we will increasingly focus on ensuring our customers stay in our Priority accommodations – trusted partners who consistently deliver exceptional experiences and meet our standards for safety, environmental, and social impact.

Our goal for 2025 is to ensure that **100% of these partners will have been assessed for sustainability certifications**, documented sustainability policies, and have provided data on carbon emissions and EV charging facilities. Where partners fall short, we will engage with them directly to understand their challenges and offer targeted support – such as resources on certifications, animal welfare, and climate impact measurement.

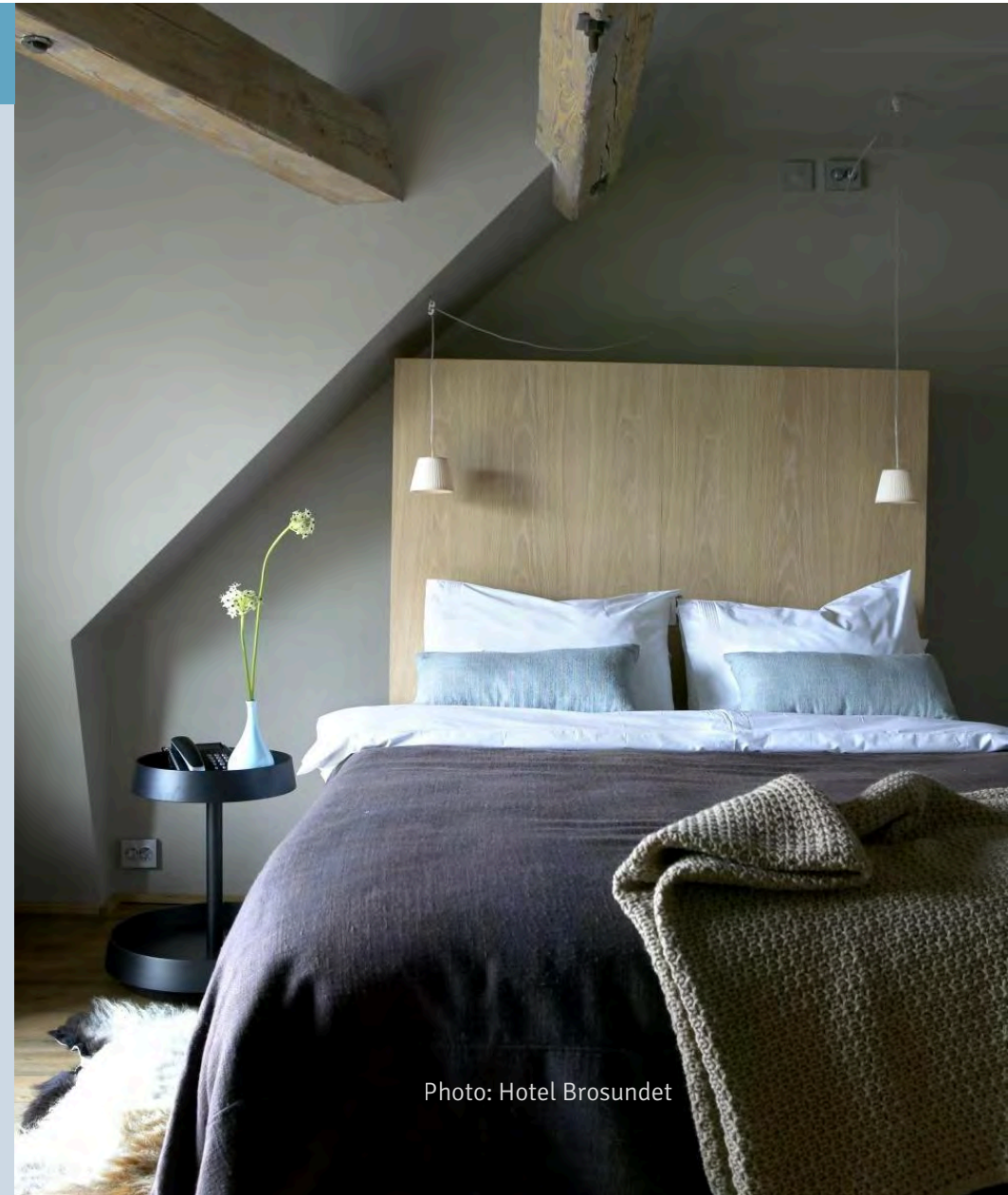


Photo: Hotel Brosundet

ACTIVITY PROVIDERS

We care deeply about offering activities that support local businesses while respecting the environmental and cultural limits of each destination, in line with our sustainability policy.

To reduce our footprint, we have removed high-emission experiences (such as private jet travel and helicopter rides) from our offerings. While some tours may include activities with a moderate carbon footprint (such as RIB boat tours or northern lights excursions by car), these are carefully selected for any cultural value and the support they provide to local partners – often being the only way to access certain experiences.

We actively promote low-impact activities (such as walking) through customer newsletters, blogs, press coverage, and internal staff training, and we clearly communicate these options on our trip pages.



Photo: XXLofoten



ACTIVITY PROVIDERS

2025 GOAL

ANIMAL WELFARE

In 2025, we will launch our Animal Welfare Policy and assess all animal-related activities to identify those with sustainability certifications that include animal welfare clauses, while documenting relevant codes of conduct and publicly available policies.

PARTNER AGENCIES

The vast majority of our itineraries are designed in-house through direct collaboration with accommodation and activity providers. However, we occasionally partner with external agencies in destinations where logistical challenges make this necessary.

These partners are carefully selected to ensure they meet our high environmental and social standards. A standout example is our Icelandic partner, GJ Travel, who were recently honoured with the prestigious Icelandic Incentive Award for Responsible Tourism – presented by the President of Iceland, Mrs Halla Tómasdóttir.



70%

of client funds
stays in the
Destination

SUPPORTING LOCAL COMMUNITIES

One of the key ways we support destinations is by supporting the businesses and communities within them. This includes ensuring that tourism funds stay in the destination by working with locally owned businesses, and partnering with suppliers who actively protect their environment through strong environmental policies that reduce harm to local ecosystems.

We also champion businesses that hold cultural and heritage significance or support Indigenous communities – such as the Sámi, Europe’s only remaining Indigenous people.

In 2025, we aim to go further by engaging directly with local stakeholders on sustainability topics, learning firsthand about the challenges they face, and identifying ways we can offer meaningful support.

SUPPORTING LOCAL
COMMUNITIES

2025 DESTINATION SUPPORT GOALS

- **Develop our Supplier Code of Conduct.** We will create a Supplier Code of Conduct outlining guidelines and minimum standards, along with practical resources (e.g. how to measure carbon footprints).
- **Create a regular supplier-focused newsletter.** This newsletter will keep partners informed about our sustainability priorities and share helpful tools.
- **Conduct a full assessment of the destinations we serve.** We will develop a heat map to highlight where our impact is greatest and identify areas requiring increased support.
- **Engage directly with local stakeholders.** Through surveys, focus groups, or meetings, we will understand local sustainability challenges and explore effective ways to support them.



Photo: Northern Lights Village Pyhä

SUPPORTING LOCAL
COMMUNITIES

CASE STUDY: AURLAND, NORWAY

We believe meaningful change begins with listening.

In 2024, we reached out to 29/2 Aurland – one of our key accommodation partners – to better understand the challenges they face on the ground. They highlighted the Nærøysfjord World Heritage Park, where their accommodation is located. As a nature-based World Heritage Park, it holds immense ecological value but faces chronic funding shortages.

In response, we selected it as a key recipient of our Impact Fund (see [page 46](#)).

This reflects our vision for regenerative tourism: identifying where our travellers have the greatest impact, engaging local stakeholders, and offering targeted support to help restore and protect the places we visit.

TACKLING OVER-TOURISM

Tourism in the Nordics is booming. Fuelled by the demand for experiential travel and the lure of the 'coolcation', passenger numbers are on the rise: last year, Rovaniemi Airport in Lapland reported a 29% increase in visitors, while cruise tourism in Norway surged by 33% in 2023. While this brings significant economic benefits, it also poses challenges. Many travellers cluster in a few popular hotspots, leading to overcrowding, pollution, habitat degradation, and growing tension among local residents.

Tackling over-tourism is one of our core values. Our team of local Scandinavian experts is passionate about sharing the lesser-known corners of our region – places that are just as breathtaking but far less visited. By guiding travellers to these hidden gems, we aim to enhance their experience, minimise environmental impact, and help spread tourism income more evenly across communities.



TACKLING OVER-TOURISM

2024 IMPACT

In 2024, we continued our mission by designing unique journeys like the Heroes of Telemark and Hardangerfjord self-drive package. These carefully crafted experiences showcase the untouched beauty of regions such as Telemark and the Gudbrandsdal Valley – offering travellers something truly special while helping to relieve pressure on the more frequently visited destinations.

2025 GOAL

We commit to engaging further with destinations to better understand which areas are most affected by over-tourism, and how we can incorporate that information into our strategy. We will do so by engaging with both accommodation suppliers and national tourism bodies.

This map highlights a few of our favourite off-the-beaten path destinations, alongside some of the more heavily visited areas in the region (red dots)



PROMOTING OFF-SEASON TRAVEL

One of the most pressing challenges of overtourism is the intense seasonal influx of travellers. In the Nordics, visitor numbers surge during the summer months (June to August), while Lapland faces overwhelming demand in the winter (December to March). These concentrated waves of tourism place immense pressure on local infrastructure, stretch resources thin, and leave a lasting mark on the fragile natural environment.

We address this issue by promoting the many advantages of travelling during the off-season. Travellers can enjoy fewer crowds, experience the stunning beauty of spring and autumn colours, and still have the opportunity to witness the northern lights, as these seasons fall within the viewing period.



26%
percentage of our
travellers that
travelled in the
low -season
(4% growth on
2023)

PROMOTING OFF-SEASON TRAVEL

2024 IMPACT

In 2024, we ramped up our efforts to promote off-season travel across our marketing channels — including dedicated blog content such as our [Autumn Northern Lights Viewing Guide](#). We also launched a [dedicated section on our website](#) highlighting off-season experiences, featuring a curated selection of 20 of our favourite itineraries designed for these quieter periods. This initiative aims to shift traveller mindsets and help distribute visitor impact more sustainably throughout the year.

2025 GOAL

As more of our destinations and suppliers extend their booking seasons, we commit in 2025 to collaborating closely with them to align our itineraries and spotlight these opportunities through ongoing, inspiring marketing efforts.



SMALL GROUP TOURS

There are many benefits to taking a small group tour. With the support of an experienced, professional guide, travellers enjoy enhanced safety, logistical support, and local expertise throughout the journey. But it's not just about comfort — group touring is also a powerful way to travel more responsibly and have a positive impact.

With expert guidance, travellers go beyond the expected, uncovering hidden corners and lesser-known stories that bring each destination to life. Our guides lead travellers off the well-worn paths to discover local favourites, offering an experience that feels more personal and authentic. Along the way, travellers gain deeper insights into local traditions, history, and everyday life — all while contributing directly to local economies and communities. Guides also play a vital role in encouraging cultural understanding, helping travellers engage more respectfully and meaningfully with the places they visit.

There are also environmental benefits. Minibus tours have a significantly lower carbon footprint due to the shared nature of transport — emissions can be up to 70-80% lower compared to an identical self-drive itinerary.*

*Based on a group size of 15 people in a petrol minibus compared to 2 people driving a medium-sized petrol car.

SMALL GROUP TOURS

2024 IMPACT

33%

passenger growth
on 2023 on small
group tours

85.3

small group Net
Promoter Score*

*Scores over 50 are
considered excellent

99%

gave a 4/5-star
rating for
sustainability

85%
gave 5
stars

13%
gave 4
stars

2025 GOAL

To double the number of passengers on our small group tours
within the next three years.



INTERVIEW WITH TOUR GUIDE KATI

DESTINATIONS | OVER-TOURISM | IMPACT REPORT 2024

“I was born and raised in Finland and have lived and travelled quite a bit around the world. My background is in business and marketing, but I wanted to do something more meaningful, international, and active — so I took the leap and tested my wings in tourism.

I love sharing how we locals truly value our surrounding nature and distinctive seasons, and how we’re committed to protecting them for future generations. Here in the North, luxury doesn’t mean abundance or the reckless use of resources. Instead, a premium experience is found in the silence and calmness of nature.

At the start of each tour, I always thank travellers for making a sustainable choice by choosing 50 Degrees North. I give them a brief overview of what to expect and explain how responsible tourism differs from mass tourism.

I also enjoy showing them how to identify genuinely locally made handicrafts and



souvenirs. I believe most travellers want their tourism dollars to support the countries they visit — but it’s not always easy to tell which items are truly local and which are made halfway across the globe. That’s where we tour leaders come in — we’re here to help both the travellers and the locals.

We address this issue by promoting the many advantages of travelling during the off-season. Travellers can enjoy fewer crowds, experience the stunning beauty of spring and autumn colours, and still

have the opportunity to witness the northern lights, as these seasons fall within the viewing period.

We stay at smaller, locally owned accommodations that care for the environment. In the Nordic countries, this often means staying in stunning locations close to nature — like beside the Aurlandfjord or in glass-roofed igloos in Levi. We use shared transport such as minibuses and public transport like trains, which helps reduce carbon emissions. Travelling in a small group also allows us to enjoy authentic experiences and dine at smaller restaurants that serve delicious, seasonal, and locally sourced food. It also helps reduce strain on destinations, as we can avoid busy places during peak times.

I love facilitating connections, and I feel like I’ve succeeded in my role when our travellers connect — with each other, with themselves, and with the destinations we visit.”

PEOPLE

OUR PEOPLE

2024 marked a pivotal year of transformation. As we continued to grow rapidly in the wake of the pandemic, we strove to focus on shaping the company into one that stays true to our purpose and core values. At the heart of this evolution are our people. We believe that by investing in our teams and creating a culture where everyone can bring their true, authentic selves to work, we empower the kind of thinking and collaboration that drives lasting impact and long-term success.

A key part of this journey has been involving our people in shaping the future of the business. **In 2024, we launched our first company-wide strategy sessions**, inviting all staff to share their ideas and insights on the topics of Product, Sales, IT, HR, and Sustainability. These in-person sessions weren't about metrics, reports, or gathering statistics – they were about meaningful conversations, creating space for open, honest dialogue, and ensuring every voice could be heard. The ideas shared during these sessions, combined with the results from our anonymous annual Employee Engagement Survey, laid the foundation for our 2025 strategy and reaffirmed our belief that the best way to build the future is to build it together.





WELLNESS

Workplace wellness is crucial to a happy, healthy team.

In 2024, our wellness initiatives included:

- Free access to gyms and fitness suites for our US and AUS offices
- Weekly yoga sessions for our Norway team
- Weekly nutritious meals for our office staff
- Community volunteering days
- Social events and out-of-work activities
- Ensuring all staff have access to free medical care** (including offering health insurance for our US staff)
- Staff travel incentives (discounts on staff travel)

*In our 2023 Impact Report we stated that we had an eNPS of 77. This was calculated incorrectly. We will therefore be using our 2024 eNPS score as our new benchmark

**This excludes one of our sales team members who worked remotely overseas in 2024

59

Employee Net Promoter Score* (eNPS)

Scores over 50 are considered excellent

1564

nutritious meals delivered to staff

55%

of staff took part in community volunteering days (257 hours donated)



2025 GOALS

We've seen that team-based wellness activities not only boost happiness but also help people build stronger bonds and friendships. In 2025, we plan to introduce group challenges that engage our staff at a global level – while encouraging fresh air and physical activity.

COMMUNICATION, LEARNING & DEVELOPMENT

With rapid growth, global offices, and more staff working remotely, we've had to evolve how we connect, support, and upskill our teams to meet the needs of a more dynamic and distributed workforce. Communication across the company was highlighted during our 2024 team strategy sessions as an area with the most potential for improvement. As a result, one of the key changes we made in 2024 was how we communicate and learn as a company. In 2024, we:

- Introduced a brand-new internal communication and learning hub for all offices – strengthening cross-department collaboration and improving transparency, resulting in faster information access and increased efficiency.
- Provided a generous Training Fund for all staff, along with two paid days off for study.
- Delivered additional training for management on topics such as conflict management and self-awareness.
- Offered mentorship training to all AUS staff.
- Organised team-building trips – such as our Norwegian team's bonding autumn trip to Beitostølen.
- Provided familiarisation (FAM) trip opportunities.



33%

took part in our Training Fund on topics such as Accounting, HR and Norwegian Language



68%

of sales staff went on a FAM trip

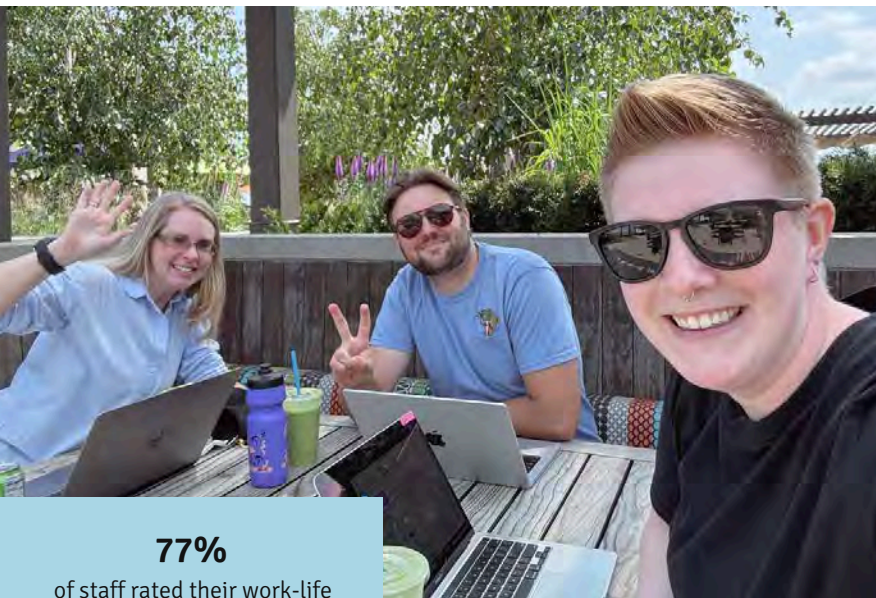


2

staff members received mentorship training

2025 GOALS

- We will explore new ways to standardise processes across all regions, with the aim of enabling our staff to upskill on different roles more easily.
- We will create an initial roadmap to explore how AI can support our development across the company. We're mindful of the environmental impact of AI and will incorporate carbon impact considerations into any future rollout or policy development.



77%

of staff rated their work-life balance as 'good or excellent' (and 33% as 'ok')

10%

of our net profit in 2024 was distributed as a bonus to all staff



FLEXIBILITY, FREEDOM & FINANCIAL SECURITY

One of our core values is providing our teams with the foundation for a happy life. From the beginning, we set out to build a company that values flexibility and gives people the freedom to shape a healthy work-life balance. We build a culture of trust and, where possible, adapt roles to fit individual lifestyles and needs – whether that means offering part-time positions, flexible start times, working while abroad, or other arrangements that help people thrive both at work and at home.

2025 GOALS:

- While feedback from our teams shows they enjoy the flexibility of their roles, workload has been identified as a key challenge in achieving a good work-life balance – particularly during seasonal peaks. One of our key goals for 2025 is to address this challenge. We will conduct a thorough evaluation of all roles within our Sales department to identify opportunities for providing flexible support when and where it's needed most.
- We will ensure that staff have clearly defined goals for progressing within salary bands.



DIVERSITY, EQUITY & INCLUSION

At 50 Degrees North, we are committed to creating a workplace that values and respects diversity and inclusion. While we proudly embrace our Scandinavian roots and celebrate Scandi culture, we believe that a diverse and inclusive workforce encourages creativity, drives innovation, and leads to better decision-making – contributing to the overall success of our company.

We have detailed policies around diversity, equity and inclusion (DEI) and ensure effective processes are in place to escalate any concerns. In 2023, we launched our first DEI Staff Survey. This was instrumental in giving us a clear picture of the diversity and needs within our organisation, and highlighted areas where we can make meaningful changes – such as creating 'calm' spaces for those who need them.

2025 GOALS

While many organisations are scaling back their focus on DEI, 50 Degrees North is stepping up. In 2025, we will take meaningful steps to strengthen our efforts. This includes conducting a comprehensive workplace evaluation, engaging our staff through both open dialogue and anonymous surveys, and reviewing all policies to ensure they reflect our values and commitment to equity.

Although we committed to DEI training for our leadership team in 2023, rapid growth and leadership transitions in 2024 meant this was not delivered. We acknowledge this gap, and in 2025 we will make it a priority to ensure this training is completed.



"Do you feel that the company fosters an inclusive environment where everyone feels welcome?"

98% said 'Agree or Strongly Agree'

"Do you feel that all employees are treated equally and fairly regardless of their background?"

92% said 'Agree or Strongly Agree'

OUR SUSTAINABILITY DEPT

While responsible tourism has always been a core value, in 2022 we took a significant step forward by appointing our first dedicated Sustainability Manager. This marked a new chapter in our commitment to sustainable practices and accelerated our progress towards achieving our environmental and social goals. As a new department, it is continuously evolving, innovating, and adapting to meet the needs of our business and the wider world.

We hold our Sustainability Department to the same high standards as every other team in our organisation. In 2024, we expanded our Employee Engagement Survey to include questions on sustainability. Combined with insights from our team strategy sessions, this gave us a clear understanding of both our strengths and areas for improvement.

How important is sustainability to you in your work environment?

77.5% said 'important or very important'

How well do you believe the company integrates sustainable practices into its daily operations?

73.5% said 'well' or 'very well'



What we're doing well:

Employees highlighted the passion of our staff, the resources we dedicate to sustainability, the sustainability of our products and suppliers, and our community engagement.

Opportunities for improvement:

Key areas identified included the need for more staff training, better integration of sustainability into KPIs, and improved communication on sustainability topics across offices. In 2024, we launched several new initiatives to embed sustainability more deeply into our operations:

- Introduced a dedicated sustainability section in monthly leadership meetings
- Created a new learning hub with sustainability resources and regular news updates
- Delivered in-depth sustainability training to all new staff during onboarding

2025 Goals:

While our training efforts are making an impact, feedback shows there's more to do. In 2025, we will:

- Expand our learning hub with more accessible formats (e.g. quizzes, short videos)
- Identify knowledge gaps and deliver live training sessions for existing staff
- Relaunch our 'Green Champions' – regional representatives who help drive sustainability in each office. While the team began strongly in 2023, it lost momentum in 2024 as workloads increased. This year, we'll revisit the setup to ensure each Green Champion has the time and support needed to succeed.



COMMUNITY

IMPACT FUND OVERVIEW

In 2024, 50 Degrees North launched our Impact Fund, through which we **donate 10% of our company profit** (post-tax). The Impact Fund is more than just a vehicle for charitable giving — it reflects our broader vision of investing in local communities and supporting regenerative tourism. The fund is dedicated to identifying and supporting projects across the Nordics that protect and revitalise the places we cherish and explore. In its first year, the **fund totalled 950,000 NOK.**

SUPPORTING THE NÆRØYFJORD WORLD HERITAGE PARK



Nestled within the iconic western fjords of Norway, this UNESCO-listed site is dedicated to supporting nature- and culture-based community development. With Flåm and Aurland being key destinations for 50 Degrees North, the Nærøysfjord region holds a special place in our hearts.

This partnership came to our attention through our close relationship with one of our suppliers, the accommodation 29/2 Aurland, whose owners are also actively involved with the park. Despite the incredible work carried out by the World Heritage Park, it faces significant funding challenges. We are honoured to provide much-needed support to help them continue their critical work and raise awareness of their efforts.

2024 IMPACT

Through our donation of 250,000 NOK, we aim to support vital initiatives in the park that balance tourism with environmental protection, ensuring that this extraordinary heritage is preserved for generations to come. Projects include:

- **Sustainable Tourism Management:** Monitoring of popular hiking trails to gather data on visitor numbers and ensure responsible tourism practices. This data supports planning for the sustainable management of trails and attractions.
- **Trail Restoration and Maintenance:** In collaboration with local landowners, volunteers, and park partners, the park restores and maintains hiking routes to keep them accessible while protecting the surrounding environment.
- **Restoration of Cultural Heritage:** Preserving historic buildings and structures of cultural significance.

- **Community Engagement:** Educational field trips, interpretive tours, and events that involve children, young adults, and local communities in the care and protection of the UNESCO site — fostering a sense of ownership and stewardship.
- **Guided Tours and Public Awareness:** With the help of local partners, the park organises guided tours and installs informative signage to educate visitors on the cultural and environmental importance of the Nærøysjøen.

2025 GOAL

In 2025, we aim to go beyond our financial contribution by engaging more closely with the park to explore how, as a tour operator, we can further support their work and help shine a spotlight on the importance of this remarkable region.

IN THE PRESS

AURLAND WORLD HERITAGE ECONOMY AND BUSINESS TOURISM SUSTAINABILITY

[LINK](#)

Tour operator saves world heritage park: – We need more people to take responsibility



Bjørn Vike is deputy chairman of the board of Nærøysjøen World Heritage Park. He also owns and operates the hotel 29/2 in Aurland with his wife Tone Rønning Vike. Photo: Maria Fomysta Skovsen/arkiv

– I think it is sad that it should be so difficult to get support from the world heritage municipalities that benefit from having world heritage in their municipalities. Then it is gratifying that there is someone from outside who sees the value in it, says Tone Rønning Vike.

She owns and runs the hotel 29/2 in Aurland with her husband Bjørn Vike, and has also held a board position at Nærøysjøen Verdsarvpark for many years. Her husband is now deputy chairman of the board.

The World Heritage Park functions as a brand

As a company operating in the World Heritage area, they have been committed to promoting sustainable tourism. 29/2 Aurland is one of 22 ecotourism certified companies in the country.

– For us, the world heritage park has been a huge brand as an organic farm, says Rønning Vike.

The World Heritage Park has been facing financial headwinds for a long time, and is dependent on contributions from the municipalities associated with the park; Aurland, Lærdal, Vik and Voss.

– No recognition

When one of the tour operators the hotel collaborates with got in touch and wanted tips for a sustainable project they could support with money, the owner had no doubts.

At her request, 50 Degrees North, which has been one of 29/2 Aurland's best customers for years, ended up donating 250,000 kroner to Nærøysjøen World Heritage Park.

– It came as a great rescue on the eve of a year of economic crisis. It is far more than what the world heritage municipalities provide and a recognition that we operate in a world heritage that we must preserve. The world heritage park does a great job with marking trails, education about cultural and natural values, and applications for support for the restoration of boathouses and sheds. They have put up signs everywhere, outdoor toilets in Aurlandsdalen and much more. I think it is sad that the enormous brand that a world heritage status is, and a park that manages it well, is not properly appreciated by the municipalities, says Rønning Vike.

Kelp forests cover 25% of the world's coastline — including much of Norway's — and are vital hubs of marine biodiversity. They provide food, shelter, and nursery grounds for countless species, while also playing a crucial role in combating climate change by capturing carbon at a rate five times faster than rainforests.



The tourism industry thrives on the rich biodiversity and natural beauty these forests offer, supporting activities such as kayaking, snorkelling, and wildlife watching. These experiences attract thousands of visitors annually and deliver a substantial boost to local economies. Yet over the past few decades, 50% of the world's kelp forests have vanished, due to rising global temperatures, pollution, and — in Norway's case — overgrazing by sea urchins.

SeaForester's mission is to restore these lost underwater Kelp forests. As finalists of the Earthshot Prize, they have already achieved success restoring kelp ecosystems in Portugal. Building on this achievement, they are now focusing their efforts on revitalising kelp forests along Norway's coastline.

SUPPORTING SEAFORESTER

WHY THIS MATTERS TO US

A vibrant and healthy Norwegian coastline is of immense importance to 50 Degrees North. We rely on — and deeply value — the many benefits it provides, from supporting coastal communities to enabling tourism experiences that connect travellers with these remarkable environments.

This partnership also aligns closely with our Climate Action Plan, where we are committed not only to reducing emissions but also to actively contributing to solutions that restore and regenerate nature's capacity to absorb carbon.



2024 IMPACT

We are immensely proud to be SeaForester's first partner from the tourism industry. Our donation of 250,000 NOK came at a crucial moment, as their pioneering efforts in Norway are still in the early stages.

This funding has provided essential support, enabling them to:

- Hire staff
- Identify planting sites
- Secure permits to deploy their innovative "green gravel" solution

This collaboration is not only instrumental in launching their project but also helps spotlight the vital role of kelp forests — and their significance to tourism operators who depend on these rapidly disappearing ecosystems.

SUPPORTING LA HUMLA SUSE

In 2024, we continued our support of La Humla Suse, matching our 2023 donation of 350,000 NOK. La Humla Suse works to support and promote the importance of wild pollinators — particularly bumblebees — in Norway and across the Nordic region. Bumblebees are vital pollinators for many plant species and are essential for their reproduction and survival.

They were selected as a partner as part of our ongoing commitment to counteracting biodiversity loss in the regions where we operate, and in alignment with our long-term goal of climate restoration.



2024 IMPACT

With our contribution, La Humla Suse has been able to make several key advancements in their mission. The most significant outcome was their ability to hire a full-time biologist, which has enabled them to:

- Dedicate more time and resources to their core work and respond to a growing number of requests for guidance and support.
- Prioritise political advocacy, effectively influencing policy decisions and promoting the protection of wild bee populations and their habitats.
- Expand their initiatives, offering more in-depth and frequent training sessions for new business partners and their on-the-ground teams across various locations.



SUPPORTING THE ØYER COMMUNITY

At the heart of our Impact Fund is a strong commitment to creating meaningful change — both across the Nordics and within the communities where we operate. **Our headquarters are located in a small office in the quiet, picturesque town of Øyer**, a thriving and welcoming community off the typical tourist trail.

We're proud to contribute to the local economy by bringing employment and revenue to this beautiful region. Beyond that, we're committed to deepening our involvement by supporting a range of community projects designed to strengthen local ties and enhance the sense of belonging. Through these efforts, we aim to play an active role in the continued growth and vitality of Øyer.

2024 IMPACT

Our donation of 100,000 NOK supported a variety of local initiatives:

Øyer-Tretten Idrettsforening and Skolekorps (sports club and marching band)

- Replaced outdated lighting with energy-efficient LED systems.
- Improved ski track infrastructure through updated signage.

Øyer-Tretten Frivilligsentral (Volunteer Centre)

- Norwegian language conversation sessions for individuals from diverse backgrounds.
- Knitting cafés and walking groups to reduce isolation.
- Assisted with local health events and supported individuals with shopping and medical appointments.
- Contributed to the expansion of a local lending programme that provides recreational equipment to youth, promoting accessibility and a circular economy.



VOLUNTEERING

2024 marked the first year of our staff volunteering scheme, which gives each of our global offices an **annual volunteering day** to come together as a team and support local community projects. We were pleased to see strong participation from our teams in Norway and Australia, with just over half of those offices taking part.

2025 GOAL

In 2025, we aim to build on this momentum by increasing participation across all regions. We're particularly focused on supporting our US offices and remote team members in identifying and coordinating local initiatives, so they too can engage meaningfully with their communities.

55%
of staff
volunteered

247
volunteering
hours donated





STRANDRYDDEUKA

Our Norway office took part in Strandryddeuka, Norway's largest annual ryddedugnad (litter clean-up initiative), which brings together over 40,000 volunteers each year.

The team focused their efforts on cleaning the area around our office in Øyer. As part of the initiative, the clean-up was registered through Rydde, an online database that collects valuable data to support national efforts against marine litter. The information gathered is used by the Norwegian Environment Agency to inform public policy and develop targeted solutions to address littering at its source.



CERES

Our Melbourne office selected CERES Community Environment Park for their volunteering day. This much-loved community hub operates as an urban organic farm and offers workshops that address the current climate and ecological crisis.

The team spent the day weeding, clearing, building paths, and generally helping to prepare the site for a new season of growing sustainable, organic produce.



ENVIRONMENT

CLIMATE ACTION PLAN

In 2021, 50 Degrees North became one of the **founding signatories of the Glasgow Declaration**, making a public commitment to reduce carbon emissions in accordance with UN goals. In 2022, we released our Climate Action Plan, and since then we have been measuring, assessing, refining, and adjusting our goals year on year. The year 2024 marks the third year since that plan, and this Impact Report now includes a new – evolved – version.

Our commitment:

“We declare our shared commitment to unite all stakeholders in transforming tourism to deliver effective climate action. We support the global commitment to **halve emissions by 2030 and reach Net Zero as soon as possible before 2050**. We will consistently align our actions with the latest scientific recommendations, so as to ensure our approach remains consistent with a rise of no more than 1.5°C above pre-industrial levels by 2100.”

MEASURE

REDUCE

PROTECT &
RESTORE

COLLABORATE

EVOLVE

MEASURING OUR IMPACT

In 2022, we partnered with ecollective – a specialist carbon consultancy – to measure our emissions in line with the GHG Protocol. This includes Scope 1, 2, and 3 emissions, covering HQ operations (such as staff meals, commuting, business travel) and all products and services booked through our company.

Until 2023, calculations were based on country averages. **In 2024, we began collecting carbon data directly from key suppliers** – primarily coastal voyage and accommodation partners. Where available, this supplier-specific data has been applied retroactively to previous years to improve accuracy.

We only include emissions from products and services booked through our company. Therefore international and domestic flights, meals, and activities not booked through us are excluded.

Due to significant business growth – almost doubling passenger numbers over three years – **we now report emissions on a per passenger per night basis**, in addition to total emissions. This metric is used to track progress against our reduction goals.

As a result of these changes, figures in this year's report may differ from previous Impact Reports.





THE RESULTS

- CO₂e footprint per customer per night: 53kg (target 64kg)
- 29% reduction on our baseline
- 18% ahead of our target (50% reduction by 2030)

KEY DRIVERS OF SUCCESS

- Fewer flights booked
- Partnerships with sustainable accommodations
- Emissions improvements at HQ

29%

Reduction in carbon footprint per customer night (since baseline)

	2019 (baseline)	2023	2024	% Change since base year
Average carbon footprint per customer per night (kg of CO ₂ e)	75	55	53	-29%
Total Passenger Numbers	3490	4544	6062	+74%
Total Company Footprint (CO ₂ E)	2187	2132	2594	+19%
Scope 1&2	20.5	11.9	11.7	- 43%
Scope 3	2177	2120	2582	+19%

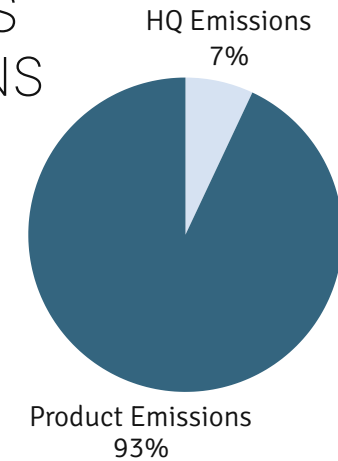
2025 GOALS

- Improve accuracy of carbon footprint data per product booked in order to refine and advance goals
- Full revised Climate Action Plan to be released

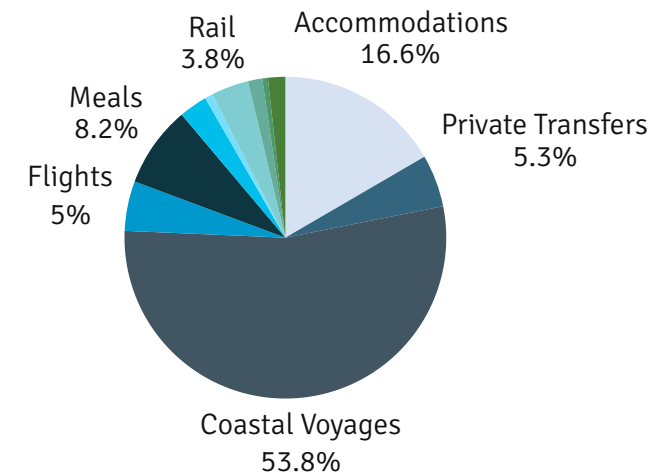
MEASURE

2024 Breakdown of Product Emissions	Kg of CO2e	% of Product Emissions
Accommodations	3,590,580	16.6
Coastal Voyages	11,634,170	53.8
Transport - Ferries	172,087	0.8
Transport - Private Transfers	1,137,970	5.3
Transport - Car Rental	310,380	1.4
Transport - Rail	815,270	3.8
Transport - Minibuses	376,480	1.7
Transport - Flights	1,081,590	5
Meals	1,767,790	8.2
Activities	120,967	0.6
Other	614,730	2.8

BUSINESS EMISSIONS



PRODUCT EMISSIONS





REDUCING OUR EMISSIONS

COASTAL VOYAGES

CONTEXT & CHALLENGE

The iconic journey along Norway's renowned coastline remains central to our business and continues to be one of the primary reasons customers choose to travel with us. However, coastal voyages carry a significantly higher daily carbon footprint compared to land-based travel.

2025 GOALS

In recognition of this environmental impact, we are committed to working exclusively with cruise operators whose climate strategies align with our own. From 2025 onwards, we will continue to offer voyages only with Havila and Hurtigruten. Both operators have:

Emission reduction
targets aligned with
United Nations climate
standards

A global reputation for
leadership in sustainable
shipping and cruise
operations



REDUCE

ENVIRONMENT | CLIMATE ACTION | IMPACT REPORT 2024

ACCOMMODATIONS

2024 HIGHLIGHTS

In 2024, we began collecting accurate carbon footprint data from our accommodation partners. The initial results were encouraging:

- **50% response rate** to our carbon footprint survey (focusing on partners with over 100 nights booked).
- Of those surveyed; 98% met our climate goal by achieving at least a 50% CO₂e reduction on Nordic regional averages.
- Our average carbon footprint per person per night for accommodation: 7.36 kg CO₂e, significantly lower than the Nordic regional average of 12 kg CO₂e.
- **33% reduction in emissions** compared to our baseline year.

These improvements reflect both our commitment to partnering with sustainability-minded providers and the proactive efforts of our current accommodation partners to reduce their environmental impact.

2025 GOALS

Data Collection

Aim to collect carbon footprint data from 90% of our Priority Hotels. Require this data from all new accommodation partners.

Data Utilisation

Integrate carbon footprint performance into our review process when selecting and evaluating Priority Partners.

33%
reduction in
emissions
compared to our
baseline year



Photo: 29|2 Aurland

CARS

The Nordic countries are global leaders in electric vehicle (EV) adoption, with Norway at the forefront — nearly 90% of new car sales are electric. However, integrating EVs into the tourism sector presents distinct challenges:

- Charging infrastructure strain during peak travel periods, leading to long queues.
- Performance limitations in cold weather and rugged, mountainous terrain.

These factors can impact the travel experience for self-drive tourists and limit broader EV adoption in tourism.

2025 GOALS

In 2025, we will prioritise addressing these barriers to support the expansion of EV usage across our tours.

- Private Transfers
 - **Collect EV usage data** from our **private transfer partners**.
 - Aim to increase the proportion of electric transfers by **20% by 2026**.
- Rental Cars
 - In 2024, we assessed accommodation partners for EV charging capabilities. In 2025, we will analyse these findings to **adapt our self-drive itineraries**, making it easier for travellers to choose electric vehicles.



REDUCE

ENVIRONMENT | CLIMATE ACTION | IMPACT REPORT 2024

FLIGHTS

DOMESTIC FLIGHTS

59%

decrease in
flight bookings

We have significantly reduced the number of domestic flights booked through 50 Degrees North. In 2024, **only 5.7% of passengers booked an internal flight, down from 14% in 2022.**

This figure excludes domestic flights booked independently. Given the remote nature of many of our destinations – particularly in Lapland during winter – flying remains the only viable option in some cases.

2025 GOALS

We aim to improve our understanding of aviation-related emissions. In 2025, we will conduct **further research into factors that influence a flight's carbon footprint**, such as:

- Aircraft age
- Use of Sustainable Aviation Fuel (SAF)
- Flight distance and routing

This research will help inform more sustainable flight booking practices.



INTERNATIONAL FLIGHTS

Although we do not book international flights as part of our packages, we acknowledge their significant contribution to overall trip emissions. Our estimates indicate that international travel accounts for approximately 90% of the total carbon footprint of a typical tour.

2025 GOALS

We will encourage customers to offset their flight emissions through verified carbon removal programmes. However, the priority should always be emission avoidance.

To support this, in 2025 we will **develop resources for travellers and agents on how to book flights with a lower carbon footprint**, including guidance on:

- Choosing direct routes
- Selecting airlines with strong sustainability credentials
- Understanding the role of SAF and modern aircraft



MINIBUS TRAVEL

Customers travelling by minibus are part of our small group tours. These tours not only offer a rich and immersive travel experience, but also significantly reduce emissions on transport – by as much as 70-80% compared to an equivalent self - drive itinerary.

2025 GOAL

We aim to **double the number of travellers on our small group tours within the next three years**, supporting both our sustainability objectives and our commitment to more responsible travel.



RAIL TRAVEL

Due to the nature of our trips – such as remote adventures and winter holidays in Lapland – many itineraries are not easily accessible by public transport. This is reflected in our carbon footprint, with rail travel currently accounting for only 3% of our total emissions.

2025 GOALS

Although rail comprises a small share of our bookings, it remains a scenic and sustainable way to experience the Nordics. In 2025, we will:

- Continue **promoting rail-inclusive itineraries** where feasible.
- Highlight rail options through a **dedicated Rail & Ferry section** on our website
- **Launch new rail - based itineraries**, including those that leverage emerging routes



Photo: 29/2 Aurland



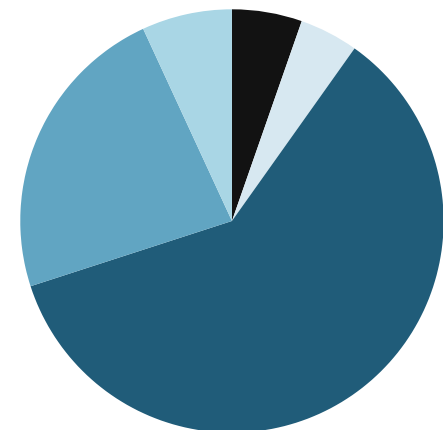
RUNNING SUSTAINABLE OPERATIONS

Running sustainable operations has always been a priority at 50 Degrees North. Our Green Office Policy provides a framework for sustainability across all offices. It encourages:

- Responsible local purchasing, supporting staff to choose local businesses and fellow B Corporations in their area
- Energy, water, and waste reduction, with detailed guidance embedded in daily operations

As a result of these efforts, we have successfully **reduced our Scope 1 and 2 emissions by 43% since our baseline year.**

- Utilities
- Staff Meals & Ev...
- Business Travel
- Staff Commuting...
- Purchased Goods...



2024 SUMMARY AND 2025 GOALS

A summary of our 2024 performance and the goals set for 2025 is provided below. These targets reflect our ongoing commitment to reducing our operational footprint and leading by example in sustainable business practices.

RUNNING SUSTAINABLE OPERATIONS

UTILITIES

In 2024, we increased renewable energy purchasing for our Norway office to **100%**. Across all offices, **we now purchase the highest proportion of renewable electricity available to us.**

This shift reflects our ongoing commitment to reducing Scope 2 emissions and supporting the transition to clean energy.

MEALS

As part of our staff wellness programme, we provide a weekly meal in each of our offices. 2024 was the first year we began measuring the emissions associated with this, to better understand where improvements can be made.

2025 Goal: Increase the volume of vegetarian and vegan meals provided, and address any associated waste linked to meal purchasing.

STAFF WORKING PATTERNS

In 2024, we began assessing the emissions associated with working from home (WFH). Our findings showed that **50% of staff are on a renewable energy home tariff.** We also reviewed commuting patterns and found that **68% of staff walk or use public transport**, while half of those who drive, use electric or hybrid vehicles.

2025 Goal: We will expand our staff sustainability training to include practical guidance on reducing environmental impact at home. We will also explore ways to support staff in making these changes, helping them take meaningful action beyond the workplace.

PURCHASED GOODS

To help reduce waste, we've introduced a more structured **device loaning scheme** across our offices – we hope this will cut down on lost equipment and reduce the need for unnecessary procurement.



REDUCE

ENVIRONMENT | CLIMATE ACTION | IMPACT REPORT 2024

RUNNING SUSTAINABLE OPERATIONS

BUSINESS TRAVEL

We have detailed policies in place to minimise business travel. Staff are encouraged to use online meetings wherever possible, and our travel policy mandates economy class bookings only. However, as a business operating in the tourism industry, some travel remains essential. We attend conferences and trade expos, and familiarisation (FAM) trips are a key part of our operations, ensuring our sales team has firsthand knowledge of our products.

Given this, we do not anticipate a significant reduction in the volume of business travel. Instead, our focus is on improving the sustainability of the travel we do undertake.

2025 GOALS

- Accommodation – Ensure staff prioritise **booking accommodations that use renewable energy**.
- Flights – Develop a guide to help staff book the most **carbon-efficient flights** available.

PROTECT & RESTORE

As part of our climate action plan, we are committed to protecting the natural environments we depend on and restoring those that have been degraded. Our approach goes beyond just reducing our emissions, we look across our business to identify where we can make a meaningful impact. In 2024, we advanced this commitment through the following initiatives:

- **Invasive Species Awareness:** The Arctic is home to unique and fragile ecosystems. In 2024, we supported the Norwegian Institute for Nature Research (NINA) by updating our travel documents with guidance on how travelers can pack responsibly, helping prevent the unintentional spread of invasive species through clothing and gear.
- **Volunteering:** our offices donated 247 hours of volunteering to local nature-based projects
- **Impact Fund.** Through our Impact Fund we invested 850,000 NOK in conservation projects and scientific research that actively seeks to protect and restore nature in the Nordics.
- **Nature-based carbon credits:** as part of our carbon credit portfolio we invested in forest conservation projects (see next page)





Photo: Bara Mineraler Carbon Removal

FUNDING CLIMATE ACTION PROJECTS

In 2024 we partnered with South Pole, a founding member of the recently established Nordic Carbon Removal Association, to purchase **2,585 tonnes of verified carbon credits to offset our emissions, equivalent of the entire carbon footprint of our company** (our absolute emissions). We invested in three projects that reflect our climate ambitions:

Biochar Tech Removal: Bara Mineraler is a Swedish project that uses biochar to improve soil health and create durable carbon sinks in urban areas. There is great potential for expanding the Carbon Removal industry in the Nordics, and we want to play our part. That is why **42% of our investment has backed this project.**

Forest Conservation: The Katingan Peatlands in Indonesia works with local communities to protect and restore forest peatlands in Indonesia that otherwise would have turned into plantations. We believe that nature based avoidance projects are essential to prevent the release of carbon.

Renewable Energy: The Hong Phong solar project expands solar energy to meet Vietnam's rising power demand, reducing dependence on fossil fuels. By displacing emissions from coal and gas, it prevents future carbon buildup—making it a vital part of the global carbon avoidance effort.



Photo: Katingan Peatlands



COLLABORATE

As part of our Climate Action efforts, we are committed to collaborating with stakeholders to raise awareness of climate change, and to go beyond awareness by empowering action.

In 2025, we will **launch our first supplier-focused newsletter**, which will include a survey enabling hotels to measure their carbon footprint, along with practical tips for reducing emissions. We will also **engage with national tourism bodies** to learn about their carbon reduction goals and policies, and explore how we can support and align with their efforts.

EVOLVE

In 2025 we will also **publish our updated Climate Action Plan**. 2025 marks the third year since we released our initial plan, and whilst we have seen great success in reducing our emissions in line with our goals, we are aware that now some of the easier wins have been achieved it may become harder to make reductions. Our new evolved plan has goals in place to start taking on these challenges, such as understanding how we can adopt electric vehicles into our itineraries, or reducing emissions associated with meals.

We've also evolved one of the key pillars of our action plan. What was once known as **"Offset"** is now **"Protect & Restore."** While offsetting emissions remains a component of our strategy, it is no longer our primary focus. This change reflects a deeper, more holistic approach to regeneration. We are expanding our efforts to understand how every part of our business can contribute to restoring ecosystems, protecting biodiversity, and supporting resilient communities.

COLLABORATE & EVOLVE



CUSTOMERS



OUR PURPOSE

50 Degrees North was founded with a clear purpose: to reveal a different side of the Nordics. Sharing this love for the real Nordics with our customers is at the heart of everything we do and reflects who we are as a company.

We request customers to leave feedback as a Google review. To increase transparency and trust, in **2024 we integrated these reviews onto our homepage** to make them more accessible.

In 2024, we also focused on **strengthening our operations** to better serve our customers and stay true to our purpose. We streamlined internal processes to boost efficiency, enhanced team communication for smoother collaboration, launched new learning platforms to support staff development, and upgraded customer data security. These improvements allow us to dedicate more time to what matters most – delivering exceptional service and creating meaningful travel experiences for our customers.

2025 GOALS

- Develop practical guides – such as a “Tips for Travellers” document and advice on booking lower-carbon flights – to help customers make more sustainable choices.
- Ensure sustainability information is clearly presented throughout the customer journey, from planning and booking to travel documentation.
- Launch a new project to streamline how we collect and manage customer data, improving operational efficiency and offering enhanced security.

"From the initial enquiry to departure day, the reservations team at 50 Degrees North were friendly, responded quickly, and provided an endless supply of information. On tour, our Tour Leader Johanna was brilliant! She made sure we knew where we needed to be and when, was passionately knowledgeable about everything we saw, and was good fun too!"

– Caroline Foster

"50 Degrees North provided us with the most magical Christmas our family of four could have ever hoped for. From the Santa experience to the Northern Lights, to every little detail taken care of – including the 'fun factor' for our kids – we had the holiday of a lifetime, and we couldn't have done it without them. For a well-travelled family of four, we had very high expectations, which were exceeded at every point."

– Milo Wilkinson

85

Customer Net Promoter Score*

(+15 on 2023)

Scores over 50 are considered excellent

99%

of our customers gave our small group tours a 4 or 5* rating for sustainability

(+3% on 2023)



PARTNERING WITH AGENTS: A PURPOSE-DRIVEN APPROACH

Working with agents is a cornerstone of our business. We take pride in the strong relationships and deep trust we've built with our agent partners. Agents are more than just a booking channel – they are an essential part of our customers' journeys and are often seen as an extension of our own team.

Agents play a vital role in sustainable tourism - they can educate customers on the importance of considering sustainability in the selection of holidays, and navigate them in their selection of experiences and operators.

In 2024, we significantly increased our presence and visibility with agents, ensuring our training is impactful and includes key sustainability topics such as overtourism and supporting local communities. We also **joined the Virtuoso Sustainability Committee**, allowing us to connect with thousands of agents on sustainable tourism topics.



2025 GOALS

- Develop a **Travel Advisor Training Hub** that includes learning resources on sustainability and our company values.
- Enhance **sustainability on agent familiarisation trips**, ensuring they have a stronger focus on sustainability
- Share **practical sustainability resources**, such as guidance on how to book a **lower-carbon flight** for their customers.
- Launch our first **Agent Roadshow in Australia**, in collaboration with a fellow B Corp tour operator. This roadshow will bring our joint purpose-driven message directly to agents across the country.





CONTACT | IMPACT REPORT 2024

THANK YOU!

Please contact us at
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if you have any questions or feedback.

AI Disclosure Statement

This document was created with the assistance of AI tools.
All content was reviewed, edited, and approved by human authors.

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