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## **Scandic aims to attract visitors to the Nordic countries via #Nordics48h campaign**

**Tourists from Europe dream of visiting the Nordic countries to see the landscape, midnight sun, whales and moose, as well as to experience Nordic design, fashion and music. They want a lot. And we at Scandic want to give it to them. In 48 hours.**

Through the [#Nordics48h campaign](#), Scandic has invited two well-known travel bloggers from the UK and Germany to experience the Nordic countries in just 48 hours. The purpose of the campaign is to show several sides of the Nordic region and the possibilities that exist to combine a stay at Scandic with the many activities that Nordic destinations offer.

“We see great interest in traveling to the Nordic countries in the form of increased bookings by foreign guests via Scandic’s website. They want to visit, which we think is great! This is why we would like to inspire them and show them exciting things they can do here. Our goal is to present a broad range of activities – that the Nordic countries offer moose and fjords, but also much, much more,” says Joel Nyrén, Digital Marketing Manager at Scandic.

The carefully selected writers participating in the campaign are among the biggest travel bloggers in their markets. Yaya and Lloyd from the UK are responsible for the [Handluggage Only](#) blog and Christine Neder from Germany writes [Lillies Diary](#). First up is Handluggage Only, which began their adventure on May 31.

No part of the content of the planned experiences will be revealed in advance, not even to the bloggers. Instead, they will be given only the most necessary information they need to get started. The trips will be documented through photos and film and can be followed via the travel blogs as well as on [Scandic’s website](#) and at #Nordics48h on Instagram.

“It will be a hectic 48 hours filled with fun activities and exciting experiences. And when the bloggers aren’t out exploring they will, of course, be relaxing at selected Scandic hotels. The campaign also aims to show that Scandic is a comfortable hotel where you can rest after an exciting and busy day and recharge your batteries for the next one,” says Joel Nyrén.

### **About the bloggers**

[Hand luggage only](#) is a blog written by Yaya and Lloyd from the UK who are travel bloggers and the authors of *101 free things to do in London* and *How to improve your photography*. Yaya and Lloyd will visit between May 31 and June 2.

Behind [Lillies Diary](#) is Christine Neder from Germany. She is an experienced travel blogger who reports on music, culture and cuisine from around the world. Her *40 Festivals in 40 Weeks* project was picked up by many significant European newspapers. Christine will travel to the Nordic countries from June 26 to 28.

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