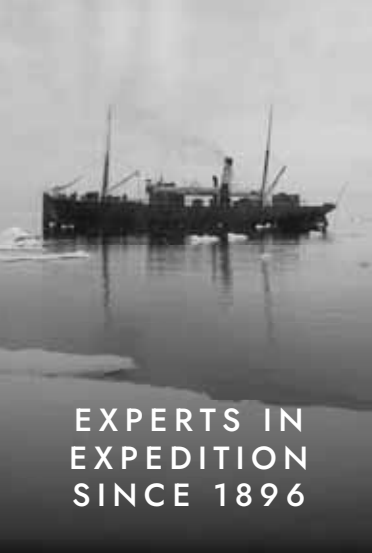


SELLING GUIDE 2024

IX



**EXPERTS IN
EXPEDITION
SINCE 1896**

Driven by the same spirit of exploration, respect of local communities, thirst for scientific discovery and sense of purpose.



**MADE FOR
CURIOUS
TRAVELLERS**

Themes of science, learning, history and culture on all voyages.



**LEADERS IN
MINDFUL
ADVENTURE**

Best ESG ranking of a cruise company by Morningstar Sustainalytics in 2023.

Why Travel with HX?



1 Expert Expedition Team

No matter where you go, you'll be led by experienced expedition experts who will guide you on your adventure, whether that's on an expedition boat landing or a fascinating talk in the onboard lecture hall. Our Expedition Team have a range of expertise from ornithologists, geologists, climate researchers, historians, professional wildlife photographers and more. All fully certified by IAATO, AECO and Galápagos National Park to safely lead you on your adventure.

2 Leading the way in onboard science

HX ships have the industry's largest and best onboard Science Centres packed with state-of-the-art equipment such as microscopes and underwater drones. Guests can take part in Citizen Science conservation projects and mingle with international scientists doing important research on and off the ship.



4 Ships that perfectly balance adventure and comfort

HX ships have a relaxed, informal atmosphere where guests enjoy a boutique hotel feel with chic Nordic design touches, incredible all-inclusive food and drink and plenty of ways for guests to treat themselves. All without the fuss of dress codes, butlers and strict hierarchies.

3 Best ESG ranking of any cruise company

We believe when done right, travel can be a force for good. It can open minds, strengthen local communities and change the way you see the world. HX is a leader in sustainability in the expedition cruise industry, which is why our guests can choose to sail on one of our hybrid-powered expedition ships with no heavy fuel oils, no single use plastics and reduced waste and emissions each year.



Adventure is All-Inclusive

The all-inclusive you might expect...



Breakfast, lunch and dinner



All-inclusive drinks



Coffee, tea and soft drinks



Sunbathing deck & hot tubs



Gratuities included

The all-inclusive that sets us apart



Expeditions and activities



Expedition gear and water bottle — yours to take home



A world leading onboard Science Centre



Wi-Fi at no extra cost



Professional photos of your trip from our Onboard Photographer

Who is the Target Audience?



Demographics

60+ couples, plenty of 34-55s and multi-gen family groups. Plus 20-30% solo travellers.



Purchase Behaviour

Overseas holiday every 2-3 years. Purchase about 9 months in advance. Budget is more than €3K pp



Related Travel Type

More likely to have taken a safari, wildlife adventure or educational holiday than a cruise



What Drives the Purchase?

Good food and drink options that are all-inclusive and a reputable, experienced company



Additional Segments

Adventurers: Motivated by adventure and exploration
Explorers: Fascinated with the natural world



Motivation for Expedition

Seen as the best way to see outstanding natural beauty and feed curiosity

The Places we Explore



Our destinations:



Antarctica



More people experience Antarctica with HX than any other expedition company



An average guest rating of 9.3/10 for Antarctica expeditions

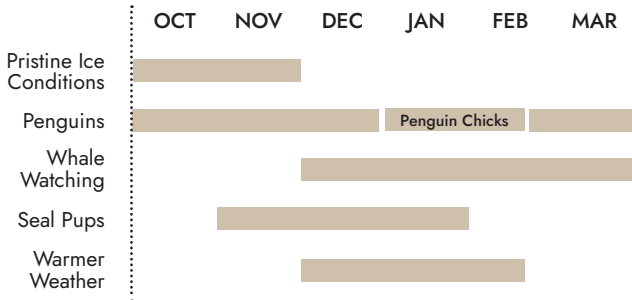


The largest hands-on science centres in the industry with state-of-the-art facilities

Why choose HX for your clients?

- 1 The most experienced and reputable operator in Antarctica.
- 2 The largest, newest and most hands-on science facilities, partnerships and programmes in the industry.
- 3 Modern, spacious and stylish cabins and suites.
- 4 All-inclusive experience, including excursions.
- 5 A more-relaxed and informal atmosphere.

Best times to travel to Antarctica



Leading the Way in Onboard Science

These are just a few of the highlights from 2023 we're proud to share:

20

Citizen Science projects

1,887

Cruise nights donated to global scientific researchers

30+

Number of research projects we've supported

A Day in the Life

Morning

8am Start your day with a scrumptious breakfast in restaurant Aune.

9am Go kayaking through the ice-studded water of Orne Harbour.*

Midday Join the ship's ornithologist for a talk on the evolutionary history of penguins.

Afternoon

1pm Sit back, relax and indulge in a delicious lunch after an active morning.

3pm Head ashore and hike to a nesting colony of Chinstrap Penguins.

5pm Visit the Science Centre and analyse plankton samples collected today.

Evening

6pm Enjoy dinner while you share stories of your adventures from the day.

8pm Learn a bit more about what you discovered that day and what you may see tomorrow at our evening lecture in the theatre.

* Kayak rental is an extra charge.

Our Other Destinations



ALASKA

Our expedition cruises reveal the wild nature and vibrant cultures of Alaska and Canada's British Columbia.



BRITISH ISLES

With a focus on the Scottish isles of the Hebrides, Orkney and Shetland, you'll see the wild side of the British Isles.



GREENLAND

From the awe-inspiring south to the pristine east and the High Arctic, we have an extensive range of expedition cruises that unveil all the glory of Greenland.



EUROPE

From Portugal to Germany, discover cultural and historic delights on an expedition cruise along Europe's Atlantic coast.



ICELAND

Our expedition cruises showcase the best of Iceland's landscape, culture and geological wonders.



NORTHWEST PASSAGE

Follow legendary routes in attempt to transit the labyrinth of the Northwest Passage.



NORWAY

With our Norwegian roots we've designed some amazing itineraries based on our local knowledge.



SOUTH AMERICA

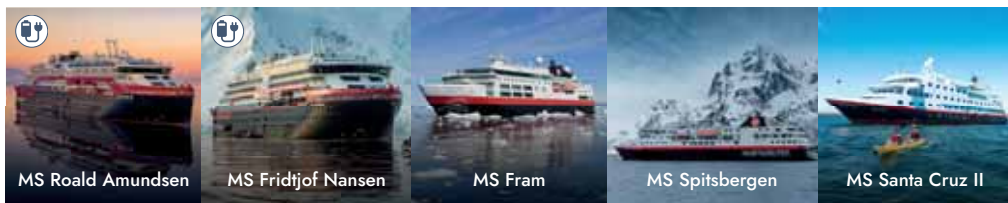
Join us on a journey of discovery in South America between the legendary Cape Horn and Chile's bohemian Valparaíso.



SVALBARD

We were the first tour operator in Svalbard and have been bringing adventurous explorers here since 1896.

Fleet Overview



MS Roald Amundsen	MS Fridtjof Nansen	MS Fram	MS Spitsbergen	MS Santa Cruz II
Year built: 2019 Refurbished: N/A	Year built: 2020 Refurbished: N/A	Year built: 2007 Refurbished: 2022	Year built: 2009 Refurbished: 2016	Year built: 2002 Refurbished: 2015 & 2021
<ul style="list-style-type: none"> 490 max. guest capacity Windows in all cabins Three restaurants Science Centre Explorer Lounge & Bar Two hot tubs Panoramic sauna Indoor and outdoor gym Wellness area and spa Small expedition boats 	<ul style="list-style-type: none"> 490 max. guest capacity Windows in all cabins Three restaurants Science Centre Explorer Lounge & Bar Two hot tubs Panoramic sauna Indoor and outdoor gym Wellness area and spa Small expedition boats 	<ul style="list-style-type: none"> 250 max. guest capacity Two restaurants Science Centre Observation decks Explorer Lounge & Bar Two hot tubs Sauna Fitness room Small expedition boats 	<ul style="list-style-type: none"> 220 max. guest capacity Aune Restaurant Science Centre Observation decks Explorer Lounge & Bar Two hot tubs Panoramic sauna Fitness room Small expedition boats 	<ul style="list-style-type: none"> 90 max. guest capacity 36 inter-connecting cabins Beagle Restaurant Science Corner Panorama Lounge & Bar Expedition Lounge Two hot tubs Fitness room Small expedition boats

- Hybrid-powered

Accommodating Explorers in Style

From cosy to capacious, HX has cabin categories to suit everyone's style. For those who value exclusivity, our serviced suites offer the perfect space for relaxation and reflection after days full of adventure and discovery.

Polar Inside

- Small to medium cabins
- Up to 4 guests
- Upper and lower decks
- Upgrade available for Lindstrøm fine dining restaurant†
- Upgrade available for laundry service

Polar Outside

- Medium to large cabins
- Up to 4 guests
- Upper and lower decks
- Window
- Some wheelchair accessible*
- Upgrade available for Lindstrøm fine dining restaurant†
- Upgrade available for laundry service

Arctic Superior

- Large cabins
- Up to 4 guests
- Most on upper decks
- Window
- Some include private balcony*
- Some wheelchair accessible
- Some include a sofa bed or seating area
- Upgrade available for Lindstrøm fine dining restaurant†
- Upgrade available for laundry service

† Not available on MS Spitsbergen

* MS Fram only
† Not available on MS Spitsbergen

* MS Roald Amundsen and MS Fridtjof Nansen only
† Not available on MS Spitsbergen

Expedition Suite

- Large to extra-large suites
- Up to 4 guests
- Most on upper decks
- Window
- Most include private balcony
- Some include a hot tub
- Some wheelchair accessible
- Some include a sofa bed or seating area
- Access to Lindstrøm fine dining restaurant*
- Champagne and delicacies on arrival†
- Single-serve coffee machine
- Turn-down service
- Laundry service

* Not available on MS Spitsbergen or MS Santa Cruz II.
† Not available on MS Santa Cruz II.



Dining Options



Aune

Expedition Dining

Serving breakfast, lunch and dinner, with meals influenced by the areas we explore.

Available on:

- MS Roald Amundsen
- MS Fridtjof Nansen
- MS Spitsbergen
- MS Fram

Lindstrøm

Classic à la Carte

The ship's informal and social meeting place – casual dining at its best.

Available on:

- MS Roald Amundsen
- MS Fridtjof Nansen
- MS Fram

Fredheim

The Dynamic Diner

Bringing a contemporary twist to fine dining, our gourmet speciality restaurant is included for suite guests.

Available on:

- MS Roald Amundsen
- MS Fridtjof Nansen

Beagle

Gourmet Galápagos

Home to a wide range of dishes made from local ingredients by local chefs, often with a South American twist.

Available on:

- MS Santa Cruz II

Dining in restaurants Aune and Fredheim, or Beagle on MS Santa Cruz II, is included for all guests. For suite guests, dining in restaurant Lindstrøm is part of your package. Charges apply for cabin guests dining in Lindstrøm.

HX Onboard Sales Programme

Our Onboard Sales Programme includes exclusive booking perks that are designed to benefit both our valued customers and you.

What's in it for you?

Earn Full Commission

Every booking made on board through your agency is eligible for full commission, boosting your potential earnings.

Client Retention

Bookings made on board are automatically allocated to your agency, ensuring your clients remain your clients.

Real-time Notifications

Stay informed with updates about client bookings, helping you manage customer relationships effectively.

Exclusive client benefits

Additional Discounts

Guests enjoy Loyalty discounts plus an extra 5% off on future bookings when they book on board.

Flexible Booking Options

Guests can change or cancel their bookings within 30 days post-disembarkation without any penalties.

Price Promise

We promise the best prices. If our prices drop after booking, we will match the lower price.

Low Deposit Offer

Guests who book on board get a special reduced deposit of just 10%.

How it works

- 1 When your client books on board, they get immediate access to exclusive discounts.
- 2 The booking is automatically allocated under your agency.
- 3 You receive an immediate update about the booking.




Ways to book:


Visit our agent portal for booking, training, marketing material and much more.

uk.sales@hurtigruten.com
agentportal.travelhx.com

Contact us

hxtradesupport@hurtigruten.com
0203 993 4189

 HX Hurtigruten Expeditions UK Trade

 @hxtravelagentsuk

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TTG Industry Awards 2023
Expedition Cruise Line & Travel Company of the Year

Travel Gossip Awards 2024
Agents' Favourite Expedition Company

ABTA/ATOL Bonded