

Unique Icelandic Adventure Launches from UK

Super Break Launches Epic Arctic Experience with Exclusive Flights to Akureyri, North Iceland

Be the First to Fly to a Brand-New Destination Previously Unreachable from UK Airports

A rare opportunity to go genuinely off the beaten track is being offered to UK holidaymakers thanks to a brand-new and exclusive Arctic experiences launching this week by Super Break.

This very special short break includes the only direct flights from UK airports to Akureyri in North Iceland, with flights available exclusively with Super Break. Representing the ultimate one-of-a-kind adventure, the newly chartered flights are predicted to go straight to the top of the UK's travel bucket list.

But it's not just the new flights that holidaymakers have to look forward to. In Akureyri, Iceland's lively second city, travellers can visit their first volcano or embark on their first lava walk. They can even go to their first ever beer spa.

A series of must-do experiences await Brits in Akureyri. Discover a brand-new destination before the crowds, and take advantage of the region's fantastic opportunities to search for the spectacular Northern Lights on a tour included in the price of every break.

All Super Break trips to Akureyri also include a Lake Myvatn Adventure – Land of Fire and Ice Tour, which includes the chance to see the region's many magical terrains, the Goddafoss Waterfall, the boiling mud pools of Namafjall and a stop at Vogafjos working farm. There is also the opportunity to visit Myvatn Nature Baths – the Blue Lagoon of the North or take part in a Snowmobiling Experience (extra charge applies).

Holidaymakers can choose from a huge variety of additional action-packed activities to create the perfect short break, with getaways starting at just £699 per person:

- Whale watching - head out to Eeyjafjörður with excellent chances to see the resident humpback whales, harbour porpoises and dolphins
- Icelandic Horse riding where you can ride across coasts and into the scenic mountains

- Lofthellir Ice Cave Winter Challenge - a unique lava cave filled with ice formations, stalagmites and sculptures.

Get ahead of the trend and book a ticket today for the chance to try something for the first time this winter, when the inaugural flights take off in January 2018 from Exeter, Bournemouth, Humberside and Newcastle Airports, and in February 2018 from East Midlands, Liverpool, Leeds Bradford and Norwich airports.

Inga Hlín Pálsdóttir the Director of Visit Iceland said: "We are very excited about the introduction of these direct flights to Akureyri. Iceland and its different regions are exciting to explore, especially during the wintertime. The North of Iceland has everything from breathtaking nature, rich cultural life and fantastic restaurants and accommodation options so holidaymakers can look forward to an epic experience, whatever their interests."

Katherine Scott from Super Break said: "At Super Break we take pride in selecting the very best travel experiences for UK holidaymakers to enjoy during a short break. We've pulled out all the stops to deliver our customers with the first ever flights to Iceland's Arctic North, chartering our first Super Break aircraft to provide British bookers with direct access to this incredible destination. From lava walks to some of the best chances of seeing the Northern Lights, adventure really does await those heading to Akureyri."

Akureyri: Experience Iceland's Arctic North from only £699 per person.

(Flight + Hotel + Lake Myvatn "Land of Fire and Ice Tour" + Search for Northern Lights Tour)

Price based on three nights' accommodation at 3 Hotel Nordurland by Kea Hotels including breakfast, Lake Myvatn "Land of Fire and Ice Tour" and Search for the Northern Lights Tour, plus return flights from Exeter Airport departing 19th January 2018.*

To book the trip of a lifetime, visit the [University Super Break website link](#) or call 0800 042 0288 quoting **HB637** or University of Manchester.