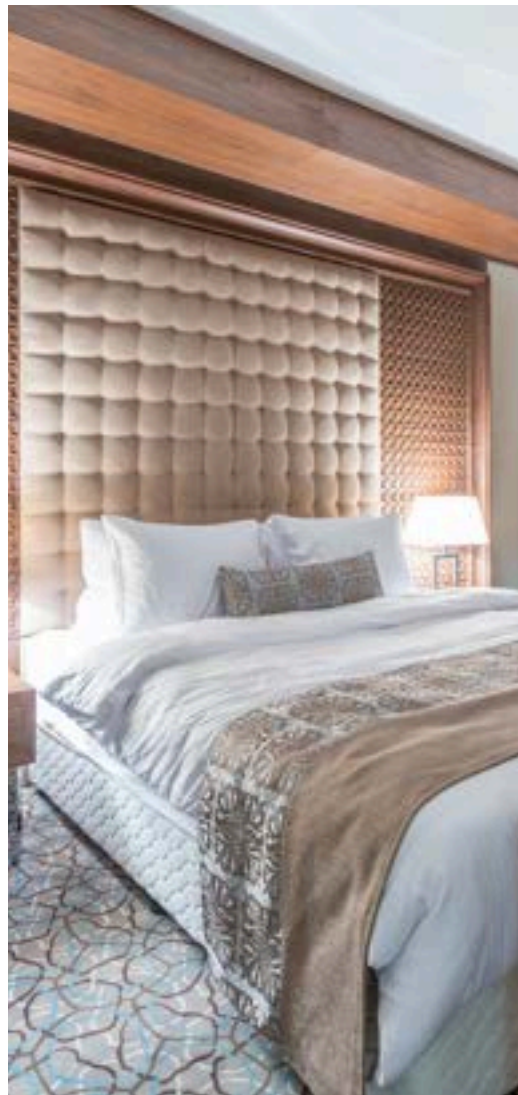


ATLANTIC TRAVEL & TOURS

BUSINESS TRAVEL

**INSPIRATIONAL
BROCHURE**



USA

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FROM THE CEO

Dear travelers,

We are thrilled to introduce Atlantic Travel & Tours, a tour operator specializing in tailor-made MICE travel to the United States. Our mission is to transform every corporate event, incentive, conference, and meeting into a memorable experience, combining **professionalism, creativity, and attention to detail**.

Thanks to our **many years of experience**, we collaborate with a select network of suppliers—prestigious hotels, state-of-the-art conference centers, reliable transportation companies, and charming accommodations—to offer **flawless logistics solutions tailored to your needs**. Whether you're planning an intercontinental summit, a roadshow, a product launch, or a team building program, our team can manage **every** aspect: from **planning** to **execution**, from **transportation** to **entertainment**, always keeping an eye on your **budget** and business **objectives**.

Choosing Atlantic Travel & Tours means accessing a strategic partner that puts **your satisfaction first**. Our quality of work is driven by **precision, flexibility**, and a **passion** for hospitality. We will be by your side through every phase of the project: **initial brainstorming, logistics, on-site support, final follow-up, and results analysis**.

We look forward to working together to create unique and effective MICE trips. We remain at your complete disposal for an initial meeting, either virtual or in person, to plan your next success together.



Steve Tabacchi

DR. STEVE TABACCHI
CEO - FOUNDER
ATLANTIC TRAVEL & TOURS

WHY GO TO THE USA FOR MICE

GLOBAL LEADERSHIP

The United States is the beating heart of innovation and the global economy: its major cities boast cutting-edge conference facilities, impeccable international connections, and top-notch hospitality services. Hosting meetings or conferences here guarantees visibility, global networking, and a powerful institutional image.

VARIETY OF DESTINATIONS

From East Coast metropolises like New York and Washington, which combine history and business, to the vibrant West Coast cities like Los Angeles and San Francisco, which blend entertainment, technology, and creativity. Not to mention emerging hubs like Austin, Nashville, and Denver: locations capable of combining authentic charm, innovation, and a diverse MICE offering.

LOGISTICS AND INFRASTRUCTURE

The US boasts world-class hub airports and intercity rail networks that facilitate quick, convenient, and integrated travel. Roads, conference facilities, advanced technology (Wi-Fi, AV), and conference support are top-notch.

INCENTIVE & TEAM BUILDING

The diverse landscapes—cities, national parks, deserts, beaches—make it possible to design unforgettable incentives: from customized sports activities to experiential team building, to tailor-made cultural and lifestyle itineraries. These experiences strengthen teams, boost motivation, and create lasting memories.



AIRLINES

GROUND AND ONBOARD SERVICES

A brief review of the main airlines in the USA and their ground and on-board services for a business trip that is not only comfortable, but also a source of energy and motivation.



DELTA AIRLINES



BRIEF HISTORICAL NOTES

Founded in 1924 as a modest agricultural air transport company in Georgia, Delta Air Lines is now an extraordinary company that inspires the world of aviation. Since its first passenger flight in 1929, it has grown with determination and vision, achieving exceptional milestones thanks to strategic mergers such as the one with Northwest Airlines in 2008. Headquartered in Atlanta, Georgia, Delta connects over 300 destinations in more than 50 countries, demonstrating every day what it means to push the boundaries of what is possible.

TRAVEL CLASSES FOR MICE

DELTA ONE - BUSINESS CLASS

The ideal solution for exclusive **incentive** trips, **executive trips**, or **high-level international meetings**. Featuring fully lie-flat seats, direct aisle access, chef-designed menus, and Sky Club lounges + international partner lounges, it is designed for executives, distinguished speakers, premium clients, and strategic stakeholders. Perfect for those seeking maximum privacy, productivity, and representation during a transatlantic or intercontinental flight.

DELTA COMFORT+

Suitable for **corporate** groups, delegates, middle management teams, or event coordinators who travel frequently and seek superior comfort compared to economy. With extra legroom, early boarding, complimentary beverages, and dedicated baggage compartment space, it's an efficient choice for medium- to long-haul travel, balancing in-flight comfort with cost savings.

DOMESTIC FLIGHTS

Delta's domestic First Class is ideal for MICE travel within the United States, especially between hub airports and conference cities. It offers priority check-in, expedited boarding, complimentary snacks and light meals, spacious seats, and personalized service. It's perfect for **executives traveling between events, speakers**, or **key individuals** who need to travel quickly and comfortably between meetings and operations.

AMERICAN AIRLINES



BRIEF HISTORICAL NOTES

American Airlines is one of the largest and most important airlines in the world, officially founded in 1930. Its origins date back to several smaller airlines that merged during the 1920s and 1930s to create a larger and more organized flight network. American Airlines' headquarters is at Dallas/Fort Worth International Airport (DFW) in the United States. Today, it operates a vast global network, with thousands of daily flights and a fleet of hundreds of aircraft.

TRAVEL CLASSES FOR MICE

FLAGSHIP BUSINESS

The ideal solution for top managers, prestigious speakers, investors, and high-level corporate clients attending international **events** or premium **incentive** trips. With fully flat-bed seats, Flagship Lounge access, catering by award-winning chefs, luxury amenity kits, and high-speed Wi-Fi, it offers a complete experience of comfort and prestige. It's the ideal solution for those who need to arrive at their destination well-rested and productive, while maintaining an executive standard.

PREMIUM ECONOMY

The excellent choice for corporate groups, sales or technical teams traveling, and attendees at **trade shows, conferences, or corporate events** abroad. It offers wider seats with extra recline, priority boarding, hot meals, enhanced entertainment, and two checked bags included. It's perfect for those seeking a comfortable and productive experience without the financial commitment of business class.

DOMESTIC FLIGHTS

Domestic First Class is perfect for executives, senior consultants, and VIP guests traveling between **corporate offices** or **U.S. conference cities**. It includes priority check-in, early boarding, premium onboard meals or snacks, available Wi-Fi, and more space for in-flight work. It's especially suited to those who need to manage busy travel in a short timeframe while maintaining efficiency and comfort between meetings.

UNITED AIRLINES



BRIEF HISTORICAL NOTES

United Airlines is a major American airline headquartered in Chicago, Illinois. Founded in 1926 as Varney Air Lines, it changed its name to United Air Lines in 1931 and is now one of the largest airlines in the world. United operates a global network of passenger and cargo flights, with over 4,500 daily flights to 210 U.S. destinations and 120 international destinations. Its major hubs are located in Chicago O'Hare, Denver, Houston, Los Angeles, Newark, San Francisco, and Washington, D.C. The airline is a founding member of the Star Alliance, which provides passengers with access to a global network of shared flights with other partner airlines.

TRAVEL CLASSES FOR MICE

UNITED POLARIS – BUSINESS CLASS

The perfect choice for high-end MICE travel such as international corporate missions, **premium incentives**, **global board meetings**, or **executive trips**. Designed for C-level executives, distinguished speakers, and strategic clients, it offers fully lie-flat seats, direct aisle access, designer amenity kits, gourmet dining, and exclusive Polaris lounges. It is designed to ensure maximum comfort, privacy, and productivity on transoceanic and intercontinental routes.

DOMESTIC FLIGHTS

United First is ideal for short, frequent trips within the United States and is particularly suited for middle managers, consultants, sales executives, and VIP guests traveling to national **meetings or trade shows**. It includes wide, reclining seats, dedicated service, included snacks or meals depending on the flight duration, expedited boarding, and more personal space. It's an efficient solution for those who need to optimize time and comfort even on short flights. **United Business** is ideal for medium- to long-haul domestic travel, such as between hubs or large convention centers (e.g., New York–Los Angeles). It's designed for managers, speakers, event coordinators, and team leaders **traveling between conferences, training programs, and operational headquarters**. It offers spacious front-row or separate cabin seats, full meals, priority boarding, and a smooth yet professional travel experience.



CHARTER FLIGHTS

REASONS TO USE THEM

Charter flights are private or semi-private flights rented specifically for specific needs, such as business trips, corporate events, or group transportation. They are widely used by companies seeking flexibility, time savings, and comfort.

- Flexibility to decide on times and airports (even the less busy ones)
- Save time: No queues, long checks and waits at commercial airports
- Privacy and comfort: Perfect for working or meeting on board
- Access to secondary airports: Often closer to business destinations

Book your charter flight now with our support and experience the difference!

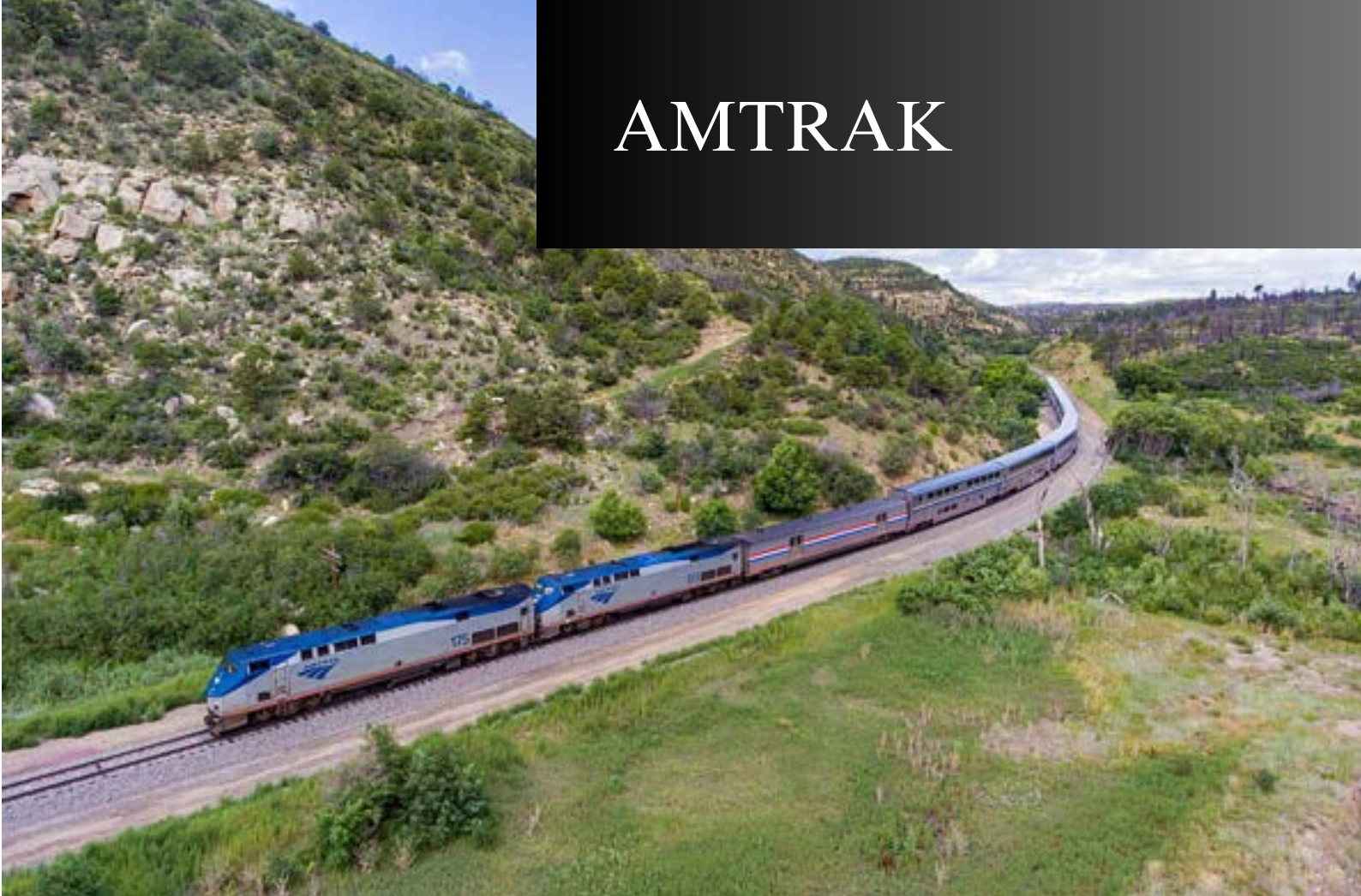
TRAINS

GROUND AND ONBOARD SERVICES

An exciting overview of the best train companies in the USA and the services on the ground and on board that make every business trip not only incredibly comfortable, but also a real boost of energy and motivation!



AMTRAK



BRIEF HISTORICAL NOTES

Amtrak (official name: National Railroad Passenger Corporation) is the American railroad company that operates intercity passenger rail service. It officially began operations on May 1, 1971. During the 1970s and 1980s, Amtrak sought to consolidate and improve its services and has continued to modernize its fleet and infrastructure to this day. It currently serves over 500 destinations in 46 U.S. states.

TRAVEL CLASSES FOR MICE

SLEEPER CAR / ROOMETTE

Ideal for experiential **incentive** trips, **corporate retreats**, or **immersive motivational programs**. It offers private cabins with beds, included meals served in the dining car, access to the Metropolitan Lounge, and priority assistance. They are perfect for small VIP groups, leadership teams, or select clients, offering a slow yet exclusive experience designed to create connections and valuable moments outside of the office setting.

FIRST CLASS

The excellent choice for executives, speakers, decision-makers, and senior professionals requiring **rapid transit between key American business cities** such as Boston, New York, Philadelphia, and Washington. It offers single or double seats with ample space, meals and beverages served at your seat, complimentary Wi-Fi, access to the Metropolitan Lounge, and priority boarding. A premium solution for frequent travelers who require efficiency, privacy, and operational continuity.

BUSINESS CLASS

An ideal solution for delegates, project managers, operational staff, and corporate groups **traveling between events or regional offices**. Available across much of the national network, it offers more spacious seats than economy, free Wi-Fi, complimentary soft drinks, and a quiet workspace. It's the ideal choice for those who need to combine efficiency and comfort on medium-haul routes.

BRIGHTLINE



[IMAGE LICENSE LINK](#)

BRIEF HISTORICAL NOTES

Brightline is a private high-speed rail service in the United States, known for its modernity, sustainability, and innovative approach to intercity transportation. Founded in 2017, the project was developed by All Aboard Florida, a subsidiary of Florida East Coast Industries. Service launched in May 2018 between Miami and West Palm Beach. Currently, Brightline offers connections between Miami, Fort Lauderdale, Boca Raton, West Palm Beach, and Orlando, with trains reaching speeds of up to 200 km/h.

TRAVEL CLASSES FOR MICE

Perfect for **corporate MICE travel, trade shows, sporting events, and incentives** between Miami, Fort Lauderdale, West Palm Beach, and Orlando. Ideal for managers, VIP guests, sales teams, and speakers, it offers a seamless and refined experience: a premium lounge at the station, gourmet snacks and drinks on board, spacious seats with power outlets, free Wi-Fi, priority boarding, and baggage service included. It's a fast, sustainable, and lifestyle-oriented solution, suitable for business groups seeking comfort and visibility even for leisure and event travel.



ARRIVING IN THE USA WITHOUT CROSSING THE BORDER

For intercontinental flights arriving in the USA, long waits at US borders are common, but after many hours of flight, tiredness and the time difference require an immediate need for rest.

If you wish to cross the US border before landing in the USA, it is possible and this will allow you to go directly to collect your baggage once you arrive without any checks.

If you would like to include this option in your travel itinerary, we will be happy to assist you.





ANCILLARY SERVICES

We can assist with visa arrangements, currency exchange, advance luggage shipment, work materials, and insurance policies for cancellation, lost baggage, and medical care

NORTHEAST USA

**NEW YORK, NEW JERSEY,
MASSACHUSETTS, CONNECTICUT,
RHODE ISLAND, VERMONT, NEW
HAMPSHIRE, MAINE,
PENNSYLVANIA, DELAWARE,
MARYLAND, WASHINGTON D.C.**

**BETWEEN ICONIC METROPOLIS,
HISTORICAL ACADEMIES AND
LITERARY LANDSCAPES**

From the Atlantic coast of Maine to the colonial villages of Rhode Island, passing through the academic valleys of Massachusetts, the verdant mountains of Vermont, and iconic cities like New York, Washington D.C., and Philadelphia, the Northeast United States is a region that combines cultural density and inspiring landscapes. Here, American history coexists with innovation, and every place tells a story of the country's founding. Ideal for educational trips, academic programs, institutional events, and incentive programs exploring art, architecture, literature, and memory, it's a dense, elegant, and profoundly formative destination



NEW YORK



ENERGY, INNOVATION AND NATURE IN ONE DESTINATION

New York State is much more than its iconic metropolis. It's a diverse universe, where creativity and logistics come together to offer surprising MICE solutions. Skyscrapers, vineyards, castles, lakes, and Renaissance cities: every corner of the state can transform into a memorable stage for corporate events, incentive trips, conferences, and retreats. It's the perfect destination for those seeking quality, originality, and authentic connection.

WORLD-CLASS INFRASTRUCTURE AND ACCESSIBILITY

With 14 international airports, a comprehensive rail network, and rapid intermodal services, reaching any destination in the state is easy. Convention centers, such as the Javits Center in NYC, are state-of-the-art, and hotels, resorts, and historic venues offer flexible spaces to suit every need. Hospitality professionals are experienced and creative, capable of transforming every event into a seamless and flawless experience.

TAILOR-MADE DESTINATIONS FOR EVERY TYPE OF EVENT

- **New York City:** the global epicenter of business and creativity, **perfect for all MICE segments**. Here you'll find iconic venues like the Javits Center, luxury rooftop hotels for exclusive events, and endless opportunities for post-conference entertainment. NYC is the ideal choice for high-impact events, product launches, international conferences, and high-profile incentive trips.
- **Long Island:** just a few miles from Manhattan, it combines beautiful beaches with vineyards, exclusive resorts, and golf clubs. Ideal for relaxing **incentives and corporate events** in refined settings, with the option of small meetings and conferences.
- **Hudson Valley:** perfect for those seeking contact with nature and an authentic atmosphere, it offers historic estates, castles, wellness centers, and villas for events. Excellent for **meetings, incentives, and experiences** immersed in greenery, with local cuisine and excellent wines.
- **Finger Lakes & Upstate:** a land of crystal-clear lakes, waterfalls, and breathtaking views. It's ideal for experiential **incentive** trips, **corporate retreats**, and immersive **workshops**. Some college towns like Ithaca and Syracuse also offer conference facilities.
- **Buffalo and Niagara Falls:** the perfect blend of a revitalized city and spectacular nature. The falls create a unique atmosphere for emotionally charged **events and incentives**. Buffalo, with its convention center and vibrant cultural scene, is also perfect for **meetings and conferences**.
- **Albany (state capital):** A historic city, home to many government agencies and businesses. It offers **meeting and conference** spaces and is perfect for more **formal institutional or industry events**.



NEW YORK



EXPERIENCES THAT STRENGTHEN THE TEAM AND CORPORATE IDENTITY

New York State offers endless opportunities for event-related activities: from gourmet experiences at Hudson Valley wineries to Broadway shows, from excursions to the lakes of the Northeast to art experiences at world-class museums. These activities not only enrich the event, but also create cohesion, inspiration, and lasting memories for attendees. For corporate teams, it's the perfect opportunity to share emotions, develop relationships, and generate new ideas.

NEW YORK, WHERE EVERY EVENT HAS AN EXTRA EDGE

Choosing New York State for your MICE event means investing in quality, inspiration, and results. Here, every detail is designed to amaze, engage, and exceed expectations. It's a destination that speaks to every audience, adapts to every objective, and, above all, leaves a lasting impression. If you're looking for a place where efficiency meets excellence, where creativity meets nature, and where business meets heart... New York is your next stage.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

New York State is a four-season MICE destination, but each time of year has its own strengths:

- **Spring (April-June)** is ideal for dynamic events, incentive trips, and outdoor meetings: cities awaken and landscapes blossom, offering breathtaking views.
- **Summer (July-August)** is perfect for events immersed in nature, in lakeside or mountain locations, and for incentive experiences in wine regions.
- **Autumn (September-October)** is considered the "golden" period: the foliage lights up the Hudson Valley, the urban pace returns to an intense but manageable pace, and the weather is perfect for any type of event.
- **Winter (November-March)** is magical for elegant indoor events and charming incentives: think of an exclusive dinner in a lodge with a fireplace or a high-tech conference in Manhattan with a snow-capped skyline.

Every season in New York tells a different story. And every event finds its perfect setting.





AUTHENTIC NEW YORK: IDENTITY, INSPIRATION, AND IMPACT

ITINERARY – INTEGRATED MICE

DAY 1 – HUDSON VALLEY: WELCOME TO VINEYARDS AND VISTAS

In the afternoon, the group arrives in the picturesque **Hudson Valley**, about two hours from New York City. Check-in takes place at a charming resort overlooking the Hudson River, nestled among vineyards and rolling hills. Before a cocktail hour, a kick-off meeting is held in a glass house overlooking the vineyards, where the management presents the retreat's objectives. In the evening, a softly lit welcome dinner with farm-to-table cuisine opens the experience, accompanied by a tasting of local wines selected by a private sommelier.

DAY 2 – CATSKILLS: ALTITUDE STRATEGIES AND TEAM BUILDING IN THE WOODS

After a leisurely breakfast, we depart for the **Catskills**, a mountainous region of wild and spiritual beauty. The group settles into an eco-luxury property nestled in the forest, amidst designer cabins and quiet trails. During the day, the following activities will take place:

- A strategic session in a meeting room with a rustic-contemporary design
- A team coaching experience in the woods, led by expert facilitators
- Outdoor activity of your choice: guided excursion or light survival experience

The evening concludes with a forest lodge-style dinner and storytelling around the fire, focusing on corporate storytelling and shared values.

DAY 3 – COOPERSTOWN: AMERICAN ROOTS, CORPORATE IDENTITY

The group continues to **Cooperstown**, a charming town on the shores of Lake Otsego, famous as the birthplace of baseball but also a little-known historical and cultural hub. The morning is dedicated to a plenary session at the **Agricultural Museum**, where the concept of "legacy and innovation" is explored in a room surrounded by artifacts from America's rural past. In the afternoon, participants split into teams for a creative storytelling challenge: imagining the company's future as if it were a temporary exhibition, curated as a group. This is followed by a mini-exhibition and group feedback. A casual dinner on the lakeside, with live folk music and local specialties, is served.

DAY 4 – FINGER LAKES: SUSTAINABILITY, WELL-BEING, AND A LONG-TERM VISION

The day begins with a transfer to the **Finger Lakes**, a cluster of glacial lakes nestled in verdant hills. The final destination is an eco-resort with a spa, near Skaneateles or Seneca Lake. In the afternoon, an immersive workshop on sustainable leadership takes place, in collaboration with a local agroecological organization. Afterward, there will be free time for a choice of activities: wine tasting at a biodynamic vineyard or kayaking. In the evening, the experience concludes with a convivial dinner in the resort's wine cellar, accompanied by a closing speech from the CEO and a souvenir for each participant.

DAY 5 – FINGER LAKES: SUSTAINABILITY, WELL-BEING, AND A LONG-TERM VISION

After a leisurely breakfast and a guided group reflection ("What are you taking with you?"), the group heads back to the **Syracuse or Albany** airport for their return flight. Alternatively, they can conclude with an experiential stop in Aurora (a small artistic village), including a visit to a ceramics studio and a farewell lunch.

NEW JERSEY



BETWEEN CULTURAL DIVERSITY AND INNOVATION

New Jersey is a dynamic MICE destination that combines vibrant metropolitan areas with stunning natural landscapes. From its proximity to New York City to the beaches of the Atlantic Coast, the state offers modern infrastructure, well-equipped conference centers, and a wide range of unique venues. Here, innovation and tradition coexist to create tailor-made events that leave a memorable impression.

ACCESSIBILITY AND INFRASTRUCTURE

Thanks to a network of airports, including Newark Liberty International, and efficient road and rail connections, getting around New Jersey is quick and easy. The convention centers in Jersey City, Atlantic City, and Princeton offer cutting-edge technology and flexible spaces. Designer hotels, beachfront resorts, and historic locations complete the offering, supported by high-quality services.

MICE DESTINATIONS OUTSIDE THE BOX

- **Jersey City:** Overlooking the Manhattan skyline, it offers modern spaces for exclusive **conferences** and **events**, as well as a vibrant cultural scene.
- **Princeton:** a historic and academic center, it is ideal for formal **meetings** in refined settings and for creative **workshops** in historic villas.
- **Cape May:** a gem on the Atlantic Coast, it offers elegant locations and **incentive** activities among beaches, historic lighthouses, and food and wine tours featuring local products.
- **Delaware Water Gap:** a natural area perfect for **outdoor team building**, experiential hikes, and **nature retreats**.
- **Montclair:** an arts district with galleries, theaters, and spaces for innovative **cultural and corporate events**.



NEW JERSEY



EXPERIENCES THAT INSPIRE AND UNITE

New Jersey offers authentic experiences like private cruises on New York Harbor, craft beer tastings at local breweries, cooking classes with award-winning chefs, and guided street art tours. Trekking through nature reserves, visits to organic farms, and live performances create unforgettable team-building and inspirational moments.

NEW JERSEY, A UNIQUE MICE EXPERIENCE

Organizing an event in New Jersey means choosing a versatile and contrasting destination, where business and creativity merge to exceed every expectation. Perfect for those seeking originality, accessibility, and extraordinary settings, capable of engaging any audience.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March-May):** Ideal for **outdoor meetings**, **cultural tours**, and **incentive activities** in coastal areas.
- **Summer (June-August):** perfect for **seaside events**, **cruises**, and **outdoor team building** on beaches and parks.
- **Autumn (September-November):** Excellent season for **food and wine events**, **creative workshops**, and **trekking** in nature parks.
- **Winter (December-February):** Suitable for **indoor meetings**, **exclusive dinners**, and **cultural events** in cities.





NEW JERSEY: BETWEEN COASTAL HISTORY AND URBAN INNOVATION

ITINERARY – INTEGRATED MICE

DAY 1 – JERSEY CITY: URBAN ENERGY AND UNIQUE VIEWS

The group arrives in **Jersey City**, with its breathtaking skyline overlooking Manhattan. After checking into a modern and refined hotel, the day begins with a dynamic meeting in a contemporary location that fosters creativity and exchange. In the evening, an exclusive dinner on a rooftop overlooking the Statue of Liberty offers moments of networking and relaxation.

DAY 2 – PRINCETON: CULTURE AND ACADEMIC INSPIRATION

Moving to **Princeton**, the team immerses itself in a refined atmosphere amidst historic campuses and elegant villas. The morning is dedicated to workshops and brainstorming in stimulating environments. In the afternoon, a guided tour of the renowned campus and local museums offers food for thought and innovation. Dinner at a gourmet restaurant serving local cuisine rounds out the day in style.

DAY 3 – CAPE MAY: RELAXATION AND TEAM BUILDING BY THE SEA

The third day takes the group to **Cape May**, where beaches, historic lighthouses, and Victorian architecture provide the backdrop for team-building sessions inspired by the area, including beach walks and creative activities. Dinner on the promenade offers seafood flavors and moments of sharing under the stars.

DAY 4 – DELAWARE WATER GAP: NATURE AND OUTDOOR CHALLENGES

The experience continues in the **Delaware Water Gap**, with hiking, kayaking, and team coaching challenges immersed in breathtaking natural scenery. Outdoor workshops help strengthen leadership and collaboration, while the evening is dedicated to a convivial dinner in a rustic yet elegant setting, celebrating the connection between team and nature.

DAY 5 – MONTCLAIR: ART AND NETWORKING

The final day takes place in **Montclair**, an arts and culture district. The group visits contemporary art galleries and unique cultural spaces, followed by a creative lunch at a local bistro. The program concludes with a moment of shared reflection and networking before the transfer to the airport.

MASSACHUSETTS



INNOVATION AND HISTORY, TOGETHER: A UNIQUE ECOSYSTEM FOR MICE

Massachusetts is an extraordinary place where America's most authentic past meets cutting-edge research. Revolutions have been born here: political, cultural, and technological. It's the state where you breathe in Harvard and MIT, but also where you can savor the salty air of historic ports, stroll through ancient woods, and dine in eighteenth-century inns. This unique blend makes it perfect for MICE events that aim to leave a lasting impression: cultured, engaging, and transformative.

ACCESSIBILITY AND INFRASTRUCTURE

With Boston's Logan International Airport well connected to Europe and the rest of the US, Massachusetts is easily accessible. The rail and highway network also allows for quick travel to coastal and rural destinations. Modern convention centers, historic homes converted into exceptional venues, eco-chic resorts, and universities offer unconventional spaces for all types of events.

WHAT TO DO, WHERE TO DO IT: MASSACHUSETTS' MICE DESTINATIONS AND VOCATIONS

- **Boston & Cambridge:** beating hearts for **conferences, meetings and exhibitions**, thanks to world-renowned universities, high-tech hotels and cutting-edge conference spaces.
- **The Berkshires:** ideal for **retreats** and immersive **meetings** immersed in nature and art. Excellent for experiential **incentives** and outdoor activities, perfect in all seasons.
- **Lowell:** a hub for alternative **conferences** and **workshops** in former creative factories. Perfect for **events** related to design, urban regeneration, and collaborative culture.
- **Cape Cod:** excellent for high-profile seaside **incentives** and **meetings**, with elegant resorts, historic lighthouses, and nautical activities. It's also perfect for small, exciting **exhibitions**.
- Historic Deerfield and Concord: Intimate and history-filled settings, perfect for **training, brainstorming, and corporate storytelling**.
- **Martha's Vineyard and Nantucket** (optional for VIP summer events): ideal for exclusive **incentives** or **board meetings**, with access via ferry or private flights.
- **Cape Ann:** an alternative to the more famous Cape Cod, with fishing villages, elegant inns, and cliffs for emotional **events** and **intimate getaways**.
- **Pioneer Valley:** a cradle of college and independent art, it offers spaces for **corporate retreats** and immersive **workshops** among cutting-edge fields and galleries.



MASSACHUSETTS



EXPERIENCES THAT COMBINE CULTURE, NATURE AND VISION

Food and wine tastings at local farmers' markets, lectures in historic theaters, team building activities among the woods and lighthouses, creative workshops in art centers: Massachusetts stimulates the mind and heart. Musical experiences, storytelling, creative writing, or sailing become tools for building connections and a shared vision.

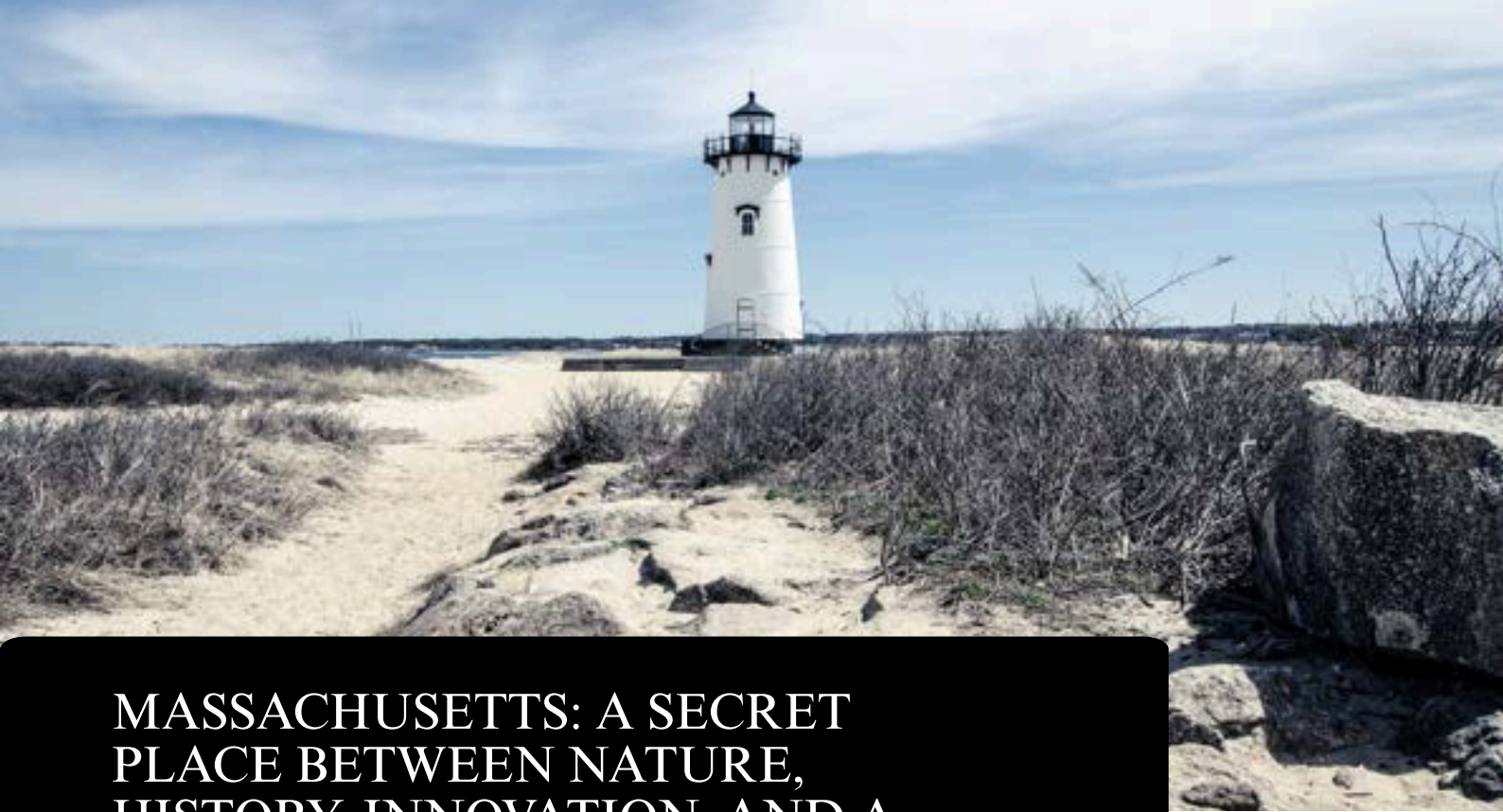
MASSACHUSETTS, WHERE IDENTITY IS RENEWED

Those who choose Massachusetts for MICE choose authenticity, but also concreteness. They choose places that stimulate thought and connection. Whether it's an executive retreat in the woods, a creative incentive along the coast, an immersive conference in a former factory, or an exhibition in a lighthouse, here every event becomes a narrative, a grounding, a vision. It's the perfect place to cultivate ideas, strengthen teams, and build the future. In Massachusetts, MICE isn't an event: it's an experience that endures.

WHEN TO GO: THE BEST TIMES FOR MICE EVENTS

- **Spring (March–May):** Perfect for outdoor campus workshops, launch events, and team coaching among the wildflowers of the Berkshires.
- **Summer (June–August):** ideal for coastal retreats, island incentives, and events between the lighthouse and the ocean.
- **Fall (September–November):** Foliage lights up Cape Ann and the Pioneer Valley, perfect for inspirational events and incentive trips.
- **Winter (December–February):** Gala dinners in historic homes, indoor events in museums, and exclusive gatherings in university cities.





MASSACHUSETTS: A SECRET PLACE BETWEEN NATURE, HISTORY, INNOVATION, AND A SIGNATURE COAST

ITINERARY – INTEGRATED MICE

DAY 1 – THE BERKSHIRES: NATURE AND LATERAL THINKING

Far from the urban hustle and bustle, the participants land in Boston and are escorted west, into the green heart of the **Berkshires**. They are welcomed by an eco-luxury resort nestled in the woods, amidst silence, trails, and art. The rooms are rustic yet elegant, and the meals are prepared by local chefs using organic ingredients. In the afternoon, the first strategic meeting is held in a glass-enclosed greenhouse, surrounded by greenery: they discuss vision, the future, and new goals. After a break with fresh juices and guided meditation, the group participates in a storytelling session with a communications expert: each participant constructs a "mini-history of the company's future." In the evening, a rustic dinner in a 19th-century barn concludes with live music and a tasting of local spirits.

DAY 2 – DEERFIELD: LIVING HISTORY AND A CREATIVE TEAM

After breakfast, the group departs for **Historic Deerfield**, a perfectly preserved colonial village. Participants divide into teams for a unique activity: a "historical mission" that combines escape rooms, treasure hunts, and role-play, with costumed actors posing puzzles inspired by corporate decisions. After lunch in a period inn, the afternoon turns into a co-creation workshop: they work on conceptual prototypes (physical or digital) that represent future corporate values. Each group presents its project before a "creative jury." They return to the Berkshires in the evening, with a gourmet dinner served on the terrace under the stars, followed by an astronomical observation session with telescopes and a guide from the nearby Lenox Science Center.

DAY 3 – LOWELL: NEW INDUSTRIES, NEW IDEAS

In the morning, we depart for **Lowell**, a former textile capital and now a hub of urban culture and innovation. The group is welcomed into a former spinning mill converted into an events and co-working space. A fluid conference takes place here: roundtable discussions with local entrepreneurs, speakers from sustainable startups, creatives, and researchers from UMass University.

Lunch is served on an industrial rooftop overlooking the historic chimneys. In the afternoon, participants engage in an "urban design sprint": developing a concept for sustainably reusing empty spaces, simulating a socially impactful action. The ideas are presented theatrically in a small, local experimental theater. A casual yet effective dinner is served in a former power plant transformed into a design-led restaurant, complete with live jazz and gentle networking.

DAY 4 – CAPE COD: AN ELEGANT FAREWELL BY THE OCEAN

The final stop: **Cape Cod**, reached in the late morning. After checking into an elegant coastal resort in Chatham or Provincetown, participants relax on the dunes or take a stroll along the pier. After lunch, an open-air plenary session takes place overlooking the ocean: the CEO or team leader reviews the journey, followed by a moment of collective feedback. In the afternoon, a mini-sailing cruise or an excursion to Nauset Light, one of the most evocative lighthouses in the area, follows. A closing ceremony on the beach follows, with a private dinner featuring lanterns, acoustic music, a fire pit, and drinks. The experience concludes at dawn the next day, with the return to Boston via private transfer or dedicated bus.

CONNECTICUT



DISCREET ELEGANCE, AUTHENTIC INSPIRATION

Connecticut epitomizes quiet American luxury: historic villages, picturesque coastlines, period residences, pristine forests, and an exclusive yet unobtrusive atmosphere. It's an ideal destination for MICE events seeking inspiration, sophistication, and relational value. Here, far from the hustle and bustle of the city yet just steps from everything, every encounter takes on depth and meaning.

STRATEGIC ACCESSIBILITY AND TOP-LEVEL SERVICES

Perfectly connected to New York City and Boston, Connecticut is easily accessible by train (Amtrak, Metro-North), car, and through nearby Hartford, JFK, LaGuardia, and Boston Logan airports. Convention centers, historic hotels, and wellness resorts are ready to host bespoke events, with versatile spaces and highly personalized services.

MICE DESTINATIONS IN CONNECTICUT

- **Greenwich & Gold Coast** – Discreet luxury and proximity to NYC: perfect for **board meetings**, **financial events**, and refined **incentives**.
- **New Haven** – University city, home of Yale: perfect for **events** focusing on innovation, culture, education, and international **networking**.
- **Litchfield Hills** – Romantic and natural hilly region, ideal for immersive **retreats**, **team coaching**, and **slow events**.
- **Mystic & East Coast** – Seaside villages and historic ports: perfect for experiential **events** and **incentive** trips combining maritime culture and wellness.
- **Hartford** – Capital city with modern **conference** facilities, suitable for institutional and industry **events** and high-impact **plenary sessions**.



CONNECTICUT



ENGAGING AND REGENERATING EXPERIENCES

Activities in Connecticut are designed to create deep connection and mental well-being:

- Workshop at Yale Historical Libraries
- Strategy sessions in colonial residences
- Cooking class in the vineyards or farmhouses
- Sailing regattas and team building along the coast
- Wellness itineraries in resorts immersed in the woods
- Creative workshops with local artisans, artists, or university professors

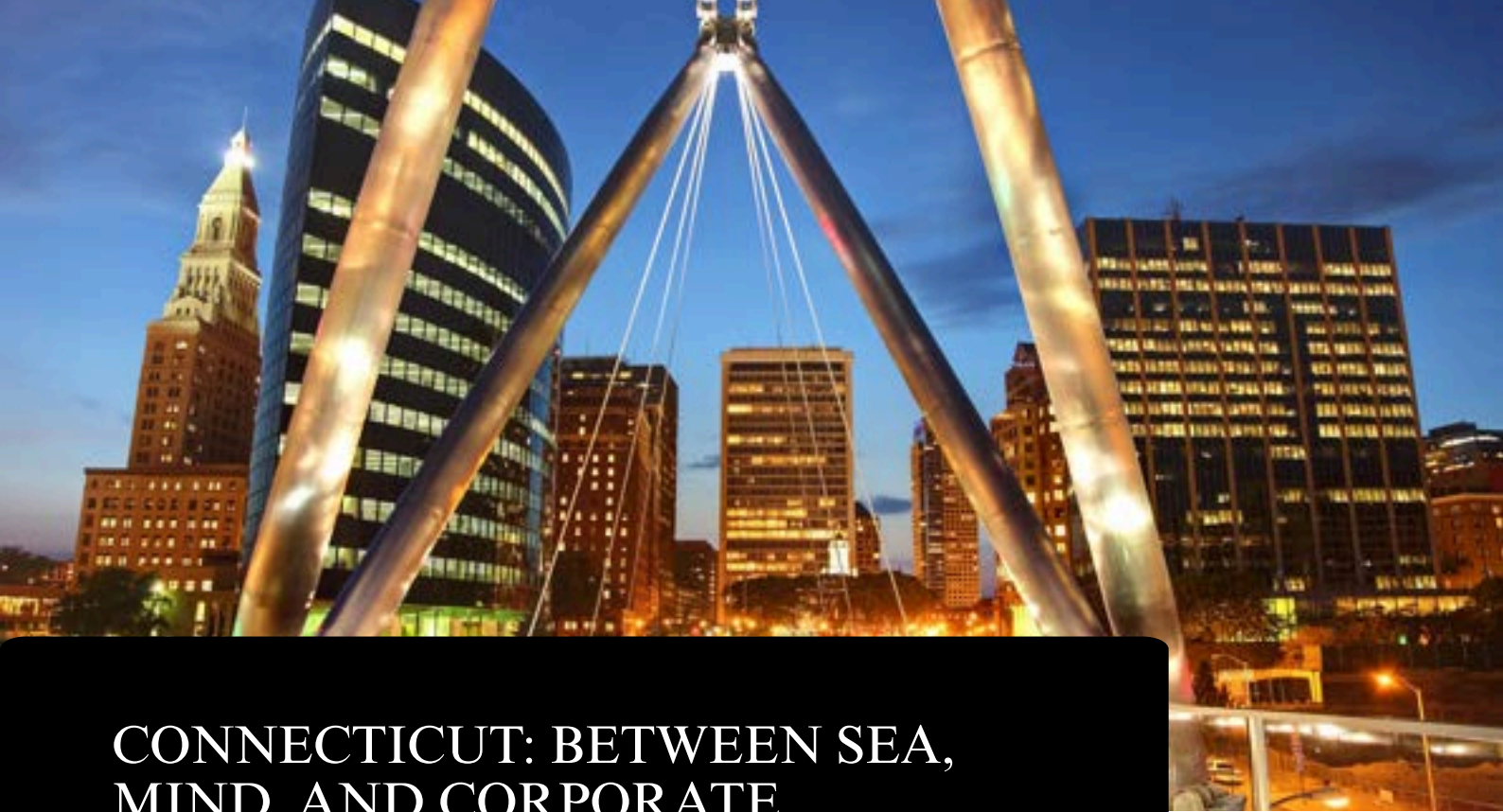
CONNECTICUT: THE REFINED CHOICE FOR THINK BIG

Connecticut is the ideal destination for thoughtfully designed events focused on quality relationships. It's the perfect choice for companies looking to offer authentic, transformative, and sustainable experiences in elegant yet accessible settings. A land where every detail is part of a story.

SEASONALITY

- **Spring (April-June):** Ideal for events in historic gardens, on the coast, or in academic settings.
- **Summer (July-August):** perfect for maritime incentives, outdoor activities, and nature retreats.
- **Autumn (September-October):** peak season for colors, climate, and harvest: the perfect season for high-quality events.
- **Winter (November-March):** Suitable for refined indoor workshops, intimate events in historic homes or spa resorts.





CONNECTICUT: BETWEEN SEA, MIND, AND CORPORATE MANIFESTO

ITINERARY – INTEGRATED MICE

DAY 1 – MYSTIC: SEA-BASED ORIGINS AND STRATEGIC VISION

The experience begins in **Mystic**, a charming coastal village with a deep seafaring history. After checking in at a harborside inn, the group is welcomed with an opening session in the atmospheric hall of the **Mystic Seaport Museum**, surrounded by historic sailing ships. Here, the first strategic theme is addressed: navigating change. A visit to a historic ship—with a facilitated discussion on the role of leadership as a helm—inspires the group's work. The welcome dinner takes place on the pier, featuring seafood cuisine and live storytelling, while the lights reflect on the calm waters.

DAY 2 – NEW HAVEN: INTELLIGENCE, INNOVATION, AND CONTAMINATION

We move to **New Haven**, home of the prestigious **Yale University** and an incubator of disruptive ideas. In collaboration with a campus-based creative lab, participants immerse themselves in a divergent thinking session, inspired by academic and artistic models. Lunch is served in a historic university cafeteria, followed by an interactive exploration of the libraries and symbolic architecture of knowledge. In the afternoon, a hands-on workshop on managing uncertain futures is held, led by researchers and facilitators. The evening is free, with cultural options or a smart dinner among alumni-turned-entrepreneurs.

DAY 3 – LITCHFIELD HILLS: NATURE, INTIMACY, AND REFOUNDATION

The group moves inland, into the poetic **Litchfield Hills**, to a charming farmhouse nestled in the woods. Here, everything slows down: the day is dedicated to a regenerative corporate retreat, with small-group activities inspired by land coaching and emotional design. They work in nature, sitting on blankets or around rough-hewn wooden tables, reflecting on their mission, values, and intentions. After a silent stroll through the vineyards and a guided journaling session, the day concludes with a candlelit dinner in a converted barn, with symbolic projections and acoustic music.

DAY 4 – NORWALK: CREATIVE EXPRESSION AND CORPORATE FOOTPRINT

Heading back toward the coast, we arrive in **Norwalk**, a creative city on **Long Island Sound**. In a former industrial printing plant transformed into an arts center, participants work on an "illustrated corporate manifesto": each team creates a visual and textual panel representing the organization's ideal future. The day concludes with an in-house exhibition, where each group presents their vision, amid applause, questions, and shared insights. The final dinner is held on a terrace overlooking the sea, with local products, toasts, and a soft DJ set accompanying the farewells.

DAY 5 – WALK & RELEASE ON THE SOUND

The final morning begins with a mindful walk along the **Rowayton** waterfront, amidst colorful houses and the whispers of the ocean. Each participant picks up a stone from the beach, symbolizing a weight released or a future intention. Once at the pier, the group participates in a collective moment of release into the water, followed by an informal brunch overlooking the Sound. Shared emotions intertwine with established connections, and the experience concludes with a lasting impression. Transfer to the **New York or Hartford** airport for the return flight.

RHODE ISLAND



COASTAL ELEGANCE, COLONIAL HISTORY, AND URBAN INNOVATION

Rhode Island, the smallest US state, surprises with its elegance, coastal charm, and unique sense of intimacy. Between rocky shores, historic cities, and refined design, it offers MICE experiences that combine maritime tradition, creativity, and an exclusive atmosphere. A perfect destination for those seeking bespoke, elegant, and authentic events.

ACCESSIBILITY AND INFRASTRUCTURE

Thanks to the airports in Providence and Newport, Rhode Island is easily accessible. It offers high-profile venues: Victorian mansions for events, waterfront resorts, yacht clubs, and renovated cultural spaces. Convention centers equipped with modern technology are plentiful, while smaller coastal locations guarantee charm and impeccable service.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Providence:** A dynamic capital city with creative spaces, universities, and a wide range of cultural offerings.
- **Newport:** Historic town with oceanfront villas and exclusive locations for high-end events
- **Bristol:** A coastal community with local traditions and intimate settings for **workshops** and **retreats**.
- **Wickford:** A picturesque village ideal for boutique **events** and outdoor **team building** activities.
- **Block Island:** A tranquil and wild island, excellent for unplugged **retreats**, reflection, and reconnecting in nature.
- **Narragansett & South County:** Authentic coastal locations ideal for surf-inspired **workshops**, relaxing walks, and team-cooked local cuisine.



RHODE ISLAND



EXPERIENCES THAT DETERMINE MEMORY

Kickoff sessions on yachts at sunset, workshops in tented camps by the sea, team-building sailing lessons, cooking labs with fishermen chefs, relaxing walks along the cliffs, visits to historic lighthouses with group reflections: each experience creates strong connections and lasting memories.

RHODE ISLAND, WHERE DETAIL DANCES

Choosing Rhode Island means choosing discreet elegance, authentic rhythm, and a refined atmosphere. Here, every event becomes a dance of charm, professionalism, and human warmth.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Ideal for **team building** on a boat, waterfront **workshops**, and intimate island **retreats**.
- **Summer (July–August):** perfect for maritime **incentives**, relaxing walks along the beaches and waves, and al fresco dinners on yachts.
- **Autumn (September–October):** ideal season for refined **events** in lighthouses and cultural-gastronomic activities in the villages.
- **Winter (November–February):** Recommended for elegant indoor **events**, culinary programs, and **dinners** in historic homes.





RHODE ISLAND: MARITIME ELEGANCE, CREATIVE CRAFTSMANSHIP, AND AUTHENTIC COHESION

ITINERARY – INTEGRATED MICE

DAY 1 – NEWPORT: HISTORY, STYLE, AND A SEASIDE KICK-OFF

The itinerary begins in sophisticated **Newport**, known for its historic homes and timeless atmosphere. After a welcome in a splendid oceanfront retreat, the group begins with an opening session in a 19th-century hall, addressing the theme of authentic leadership, inspired by history and heritage values. After a stroll along the scenic **Cliff Walk**, the evening takes place in a private villa with a gourmet dinner and a chamber jazz performance, ideal for fostering an initial connection between participants.

DAY 2 – PROVIDENCE: URBAN CREATIVITY AND CULTURAL INNOVATION

The journey continues to **Providence**, an eclectic and creative city, home to the renowned Rhode Island School of Design. In an exhibition space transformed into a temporary laboratory, participants engage in an experiential corporate co-creation workshop, led by local artists and designers. After lunch at a fusion restaurant combining art and botany, a walking conference takes place in the city's regenerated districts, exploring the connections between urban regeneration and corporate development. The evening culminates with participation in **WaterFire**, a public art installation on the river, which becomes a symbolic setting for collective reflection.

DAY 3 – BLOCK ISLAND: WILDERNESS RETREAT AND CORPORATE FOCUS

They take the ferry to **Block Island**, an off-grid destination where nature and silence reign supreme. After checking into an eco-lodge overlooking the cliffs, the team spends a day dedicated to conscious slowing down and long-term strategic visioning. Activities include a guided coastal hike, a design thinking session on the veranda, and a collective outdoor storytelling session. In the evening, a sustainable dinner featuring island produce sets the tone for a moment of authentic discussion under the stars.

DAY 4 – SOUTH COUNTY: IDENTITY, LOCAL TRADITIONS, AND CREATIVE REBIRTH

Back on dry land, the day shifts to **South County**, amid seaside villages, white sands, and artisan communities. In a former school converted into a creative residence, the group works in small teams on projects related to the company's purpose: mission, impact, and community. Each group develops its own "narrative capsule" to share. The afternoon includes a workshop with local masters of ceramics or historic sailing, integrating hands-on thinking. Dinner is held in a lighthouse converted into an event hall, a symbol of direction and light.

DAY 5 – BRISTOL WATERFRONT CLOSURE

The final day takes us to **Bristol**, a delightful port town with a calm and authentic spirit. The closing ceremony takes place in a wooden pavilion overlooking the sea, during which each participant shares their guiding words from the journey. A final brunch, featuring Oceanic cuisine and local wine, caps the journey with flavors and gratitude. Before the transfer to Providence or Boston, an optional stroll through the **Roger Williams Botanical Center** is planned, amid tropical greenhouses and quiet reflection.

VERMONT



NATURE, CALM AND INSPIRATION

Vermont is a verdant gem nestled in the heart of New England, where the slow pace and pristine landscapes create the perfect backdrop for intimate, thoughtful, and inspired MICE events. From wooded hills to organic farms, from small villages to historic inns, every detail here exudes authenticity and well-being. It's the ideal destination for strategic retreats, rejuvenating incentives, and meetings that aim to leave a more human and lasting impression.

ACCESSIBILITY AND INFRASTRUCTURE

Despite its rural feel, Vermont is easily accessible thanks to Burlington Airport and international hubs in Boston and Montreal. Conference facilities are located in eco-chic lodges, cultural centers, historic residences, and mountain resorts equipped for events of all kinds. Local support is highly professional, with a particular attention to detail and sustainability.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Burlington** — A cultural and technology hub ideal for innovative **meetings** and **networking**.
- **Stowe** — Mountain resort with high-quality facilities for **incentives** and **retreats**.
- **Montpelier** — State capital, with functional **conference** facilities and a lively cultural offering.
- **Woodstock** — A historic town with charm, perfect for exclusive **events** and traditional **team building** activities.
- **Manchester**: elegant and intimate, suitable for premium **events** with experiences combining art, nature, and quality shopping.
- **Northeast Kingdom**: Wilderness for deep dives, outdoor coaching, and business transformation journeys.



VERMONT



EXPERIENCES THAT MAKE RELATIONSHIPS GROW

Cheesemaking and bread-making workshops, e-bike excursions through the hills, relaxing sunrise strolls among restored barns, cider tastings, and regenerative leadership workshops. In Vermont, every experience is designed to reconnect mind, body, and team.

VERMONT, WHERE BUSINESS BREATHES

Organizing an event in Vermont means creating space for a new quality of work: more mindful, empathetic, and collaborative. It's a place that invites listening, dialogue, and the creation of new ideas in a calming and inspiring environment.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Perfect for **retreats** among mountain flowers, **outdoor workshops**, and **meetings** in renovated farmhouses.
- **Summer (July–August):** ideal for **team building** in the woods, **creative meetings** with a lake view, and **green incentives**.
- **Autumn (September–October):** the “golden” season for **experiential events**, walks among spectacular foliage, and **strategic sessions** in mountain huts.
- **Winter (November–March):** suitable for **slow events**, **candlelit dinners**, **reflective workshops** in mountain huts, and **incentives** in the snow.





VERMONT: BETWEEN RURAL TRADITION AND SUSTAINABLE INNOVATION

ITINERARY – INTEGRATED MICE

DAY 1 – BURLINGTON: INNOVATION AND CULTURE ALONG THE LAKE

Upon arrival in **Burlington**, the group is greeted by a vibrant atmosphere, where cutting-edge coworking spaces blend with picturesque views of **Lake Champlain**. An interactive workshop on sustainable leadership and design thinking takes place, followed by a guided stroll through the artisan workshops and independent art galleries of the historic downtown area. Dinner, in a venue showcasing local and organic products, is accompanied by live jazz music, creating an informal and creative networking experience.

DAY 2 – STOWE: TEAM BUILDING BETWEEN NATURE AND TRADITION

The second day takes us to **Stowe**, nestled among mountain landscapes and ancient forests. Here, the group engages in team-building activities that combine outdoor experiences and hands-on workshops, such as collaboratively building natural shelters or cooking workshops using locally sourced ingredients. In the afternoon, a guided walk along hidden trails reveals pristine natural landscapes and tales of local history. The evening concludes with a rustic dinner at a historic farmhouse, filled with traditional stories and flavors.

DAY 3 – MONTPELIER: POLITICAL INNOVATION AND CREATIVITY

The third day is dedicated to **Montpelier**, the state capital, where a meeting on innovative environmental policies and sustainable development strategies takes place. After an informal lunch at a farmers' market, the group takes part in an exclusive tour of artisan workshops and local startups working in the green economy. Dinner is held in a contemporary bistro that blends traditional cuisine and culinary innovation in an intimate and inspiring atmosphere.

DAY 4 – WOODSTOCK: HISTORIC CHARM AND FINAL REFLECTION

The final day takes place in **Woodstock**, one of Vermont's most picturesque villages. Here, the group gathers in a historic villa for a final brainstorming session and moments of reflection. A guided tour of the historic streets and artisan workshops enriches the experience, while a convivial lunch in a traditional inn offers a chance to savor traditional dishes. The afternoon is dedicated to a team-building activity based on storytelling and the sharing of personal stories, to strengthen bonds and inspire new projects.

NEW HAMPSHIRE



MOUNTAIN LANDSCAPES, LOCAL INNOVATION AND RURAL CHARM

New Hampshire is a jewel in the American Northeast, where pristine nature, picturesque villages, and an innovative community combine to create the perfect setting for high-quality MICE events. Here, work experiences are enriched by inspiring outdoor experiences and meetings in locations that blend tradition and modernity. From the mountains to the coast, New Hampshire offers a range of options for extraordinary meetings, retreats, and incentives.

ACCESSIBILITY AND INFRASTRUCTURE

Served by Manchester and Portsmouth airports, the state offers national and regional accessibility. Its properties range from eco-friendly mountain resorts to historic homes and lakeside lodges, perfect for customized corporate events. Urban conference centers are equipped with state-of-the-art technology, while natural locations offer striking environments for reflection and cohesion.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Concord** — Capital with functional and dynamic **conference** spaces.
- **Portsmouth** — Historic seaside town, ideal for exclusive **events** and **networking**.
- **Hanover** — A university center with a vibrant cultural environment and creative spaces.
- **White Mountains** — Location perfect for **team building** outdoor & **incentive** adventures.
- **Lake Winnepesaukee**: perfect for corporate experiences between water and woods, with a focus on cohesion and well-being.
- **Monadnock Region**: an authentic and intimate territory, ideal for unplugged **retreats** and deep reflection sessions.



NEW HAMPSHIRE



EXPERIENCES THAT WILL LEAVE THEIR MARK

Sunrise hikes to the summit of Mount Monadnock, outdoor leadership sessions among the fir trees, boating workshops on the Winnepesaukee, storytelling around the lakeside fire, cooking workshops with local chefs, and relaxing sunrise walks. Each experience is designed to rejuvenate the mind and spirit, making the event a catalyst for change and connection.

NEW HAMPSHIRE, WHERE SILENCE MEANS ACTION

Choosing New Hampshire for a MICE event means focusing on listening, introspection, and concreteness. It's a destination that takes people away from the noise, allowing something new to emerge. Every detail is carefully considered to generate a sense of belonging, leaving an indelible mark on attendees.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Perfect for wildflower workshops, forest retreats, and boating sessions on the lake.
- **Summer (July–August):** Ideal for high-altitude retreats, open-air events, and water and nature activities.
- **Autumn (September–October):** spectacular foliage, the perfect time for mountain team building and landscape incentives.
- **Winter (November–February):** Suitable for intimate conferences in snowy lodges, cabin dinners, and indoor sessions with roaring fireplaces.





NEW HAMPSHIRE: NATURE, INNOVATION, AND RURAL CHARM

ITINERARY – INTEGRATED MICE

DAY 1 – CONCORD: A DYNAMIC START BETWEEN HISTORY AND MODERNITY

The group arrives in **Concord**, where modern conference spaces sit alongside historic neighborhoods. The day begins with a workshop on inclusive leadership in a contemporary building. Between breaks, participants explore lesser-known corners of the city, including small artisanal cafes and independent art galleries. The evening concludes with dinner at a restaurant offering a fresh take on traditional local dishes, accompanied by live music.

DAY 2 – WHITE MOUNTAINS: TEAM BUILDING AND NATURE ADVENTURE

The second day moves to the majestic **White Mountains**, where the group participates in a team-building activity that combines guided hikes on off-the-beaten-path trails with experiential workshops on resilience and collaboration. An outdoor lunch amid breathtaking views offers a moment of relaxation and inspiration. The day concludes with dinner in a rustic lodge, nestled among ancient trees.

DAY 3 – PORTSMOUTH: MARITIME NETWORKING AND CREATIVITY

The third day is dedicated to **Portsmouth**, a coastal city with a unique charm. After a meeting in an event center overlooking the harbor, the group immerses themselves in a creative brainstorming session at a little-known local art gallery. Lunch at a waterfront restaurant offers locally sourced seafood specialties. The afternoon includes a guided stroll through historic alleys and artisan shops, followed by an exclusive dinner in a refined venue.

DAY 4 – HANOVER: CULTURE AND FINAL REFLECTION

The final day takes place in **Hanover**, a university town rich in cultural inspiration. Here, the group gathers at an innovative cultural center for a final meeting dedicated to sustainable growth strategies. After a convivial lunch at a local bistro, the day is enriched with a visit to art workshops and a stroll through hidden parks. The afternoon concludes with an experiential storytelling activity, strengthening the relationships and ideas developed during the event.

MAINE



BETWEEN GOLD LEAVES AND WILD COASTS

Maine is a sensory journey: lush forests, rugged coastlines, and enchanting seaside villages. It's the perfect choice for MICE events seeking authenticity, a slow pace, and a deep connection with the environment. A place to recharge, rediscover stories, and build genuine relationships, far from the frenetic pace of life.

ACCESSIBILITY AND INFRASTRUCTURE

Served by Portland and Bangor airports, the state offers MICE facilities that combine rustic elegance and functionality. Urban convention centers, woodland resorts, converted lighthouses, and coastal farmhouses transformed into exclusive venues: authentic spaces, customized solutions, and professional logistical support.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Portland:** Vibrant cultural hub with modern **meeting** spaces and creative **networking**.
- **Bar Harbor & Acadia:** perfect for nature **incentives**, outdoor **workshops**, and **team building** among rocks, forests, and the ocean.
- **Augusta:** Capital city with functional **conference** facilities and a cozy atmosphere.
- **Camden & Penobscot Bay:** Villages with historic charm ideal for seaside board **retreats** and strategic sunset reflections.
- **Rangeley Lakes Region:** An area of pristine lakes, ideal for reflective experiences and canoeing; perfect for restorative **retreats**.
- **Rockland & Vinalhaven:** Island communities, excellent for immersive **workshops**, local craft experiences, and unplugged **retreats**.



MAINE



EXPERIENCES THAT WILL LEAVE THEIR MARK

Sunrise boat excursions on the fog-covered cliffs, creative sessions in isolated lighthouses, cooking labs featuring local lobsters, relaxing walks among pine trees, sunset kayaking, Nordic dinners in converted lighthouses, and art workshops with marine artisans. Each offering speaks of locality and connection.

MAINE, AMONG SILENCES THAT REGENERATE

Organizing an event in Maine means choosing the slow pace needed to listen, reflect, and create. It's a destination that values the quality of relationships and ideas with authentic and natural storytelling, capable of leaving a lasting impression.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Ideal for botanical incentives, flower workshops, and woodland retreats.
- **Summer (July–August):** Perfect for coastal events, group kayaking, nautical activities, and incentives in seaside villages.
- **Autumn (September–October):** Spectacular foliage, ideal season for outdoor team building and workshops in lighthouses.
- **Winter (November–February):** Great for elegant indoor events, snowy lodge wellness, and reflective retreats.





MAINE: INSPIRATION FROM WILD COASTS AND MARINE CULTURE

ITINERARY – INTEGRATED MICE

DAY 1 – PORTLAND: CREATIVE INNOVATION AND URBAN DISCOVERY

Arriving in **Portland** introduces the group to a city that blends modernity and tradition, with contemporary workspaces nestled in historic and vibrant neighborhoods. Meetings begin at an alternative cultural center, where sustainability and social innovation are explored. Between breaks, participants explore hidden artisan workshops and local markets, discovering the city's true creative soul. Dinner at a restaurant showcasing Maine's seafood and produce is accompanied by live folk music.

DAY 2 – BAR HARBOR: TEAM BUILDING IN ACADIA NATIONAL PARK

The second day is dedicated to the spectacular nature of **Bar Harbor** and nearby **Acadia National Park**. The group participates in a team-building activity that combines kayaking along the rocky coastline with a nature treasure hunt, exploring off-the-beaten-path trails. Lunch is a gourmet picnic featuring local produce, followed by an outdoor hike. The day concludes with an intimate dinner at an eco-friendly lodge, surrounded by lush greenery.

DAY 3 – CAMDEN: COASTAL CHARM AND EXCLUSIVE NETWORKING

The third day takes the group to **Camden**, a small coastal gem known for its historic charm and panoramic sea views. After a meeting in a renovated old villa, the afternoon is spent on a private cruise through lesser-known bays, with opportunities for discussion and brainstorming along the way. Dinner is at a refined restaurant that blends traditional cuisine and culinary creativity, overlooking the illuminated harbor.

DAY 4 – AUGUSTA: REFLECTIONS AND INNOVATION IN THE HEART OF THE STATE

The final day takes place in **Augusta**, the state capital, where the group meets in a modern conference center for a final session focused on growth and innovation strategies. After a convivial lunch at a bistro promoting local products, the afternoon features a visit to an artisanal ceramics workshop and a tour of the city's lesser-known green spaces. The day concludes with an experiential storytelling activity to strengthen connections and share inspiration.

PENNSYLVANIA



TRADITION, INNOVATION AND URBAN AND RURAL ATMOSPHERES

Pennsylvania is a multifaceted state, combining the strength of its historic roots with a vibrant cultural and technological innovation. From iconic cities like Philadelphia and Pittsburgh, with their vibrant neighborhoods and renowned universities, to small towns and countryside steeped in authentic traditions, Pennsylvania offers a wide range of MICE experiences. Here, you can organize events that combine high-level networking with deep cultural immersion and original team-building activities, all in settings ranging from dynamic metropolises to stunning rural and natural landscapes.

ACCESSIBILITY AND CUTTING-EDGE FACILITIES

With major international airports in Philadelphia and Pittsburgh, Pennsylvania is easily accessible from all major US cities. Convention centers in metropolitan areas are equipped with cutting-edge technology, but even rural areas boast resorts, historic homes, and natural settings, ideal for immersive events and team retreats. The rail and road network ensures seamless connections between cities and the countryside.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Philadelphia** — A historic and cultural city, ideal for institutional **meetings**, cultural **events**, and **networking** in elegant, historic spaces.
- **Pittsburgh** — A former industrial city transformed into a technology and cultural hub, perfect for innovative **workshops** and experiential **incentives**.
- **Lancaster and Amish County** — A rural area rich in authentic traditions, ideal for immersive **team building** and restorative **retreats**.
- **Lehigh Valley** — An emerging region with modern **event** spaces and a growing selection of outdoor and dining experiences.
- **Laurel Highlands** — Excellent for immersive **incentives**, outdoor activities, and leadership experiences in the woods or in eco-friendly lodges.
- **The Poconos** — The perfect destination for **events** combining nature and wellness, with mountain resorts ideal for **team building** and creative **workshops**.



PENNSYLVANIA



TRANSFORMATIVE EXPERIENCES

Pennsylvania offers experiences that combine work, culture, and discovery: private tours of Independence Hall, tastings in the Lehigh Valley vineyards, hikes to the waterfalls of the Poconos, Amish cooking workshops, or jazz nights in Pittsburgh clubs. Each activity is designed to create authentic connections and strengthen team spirit.

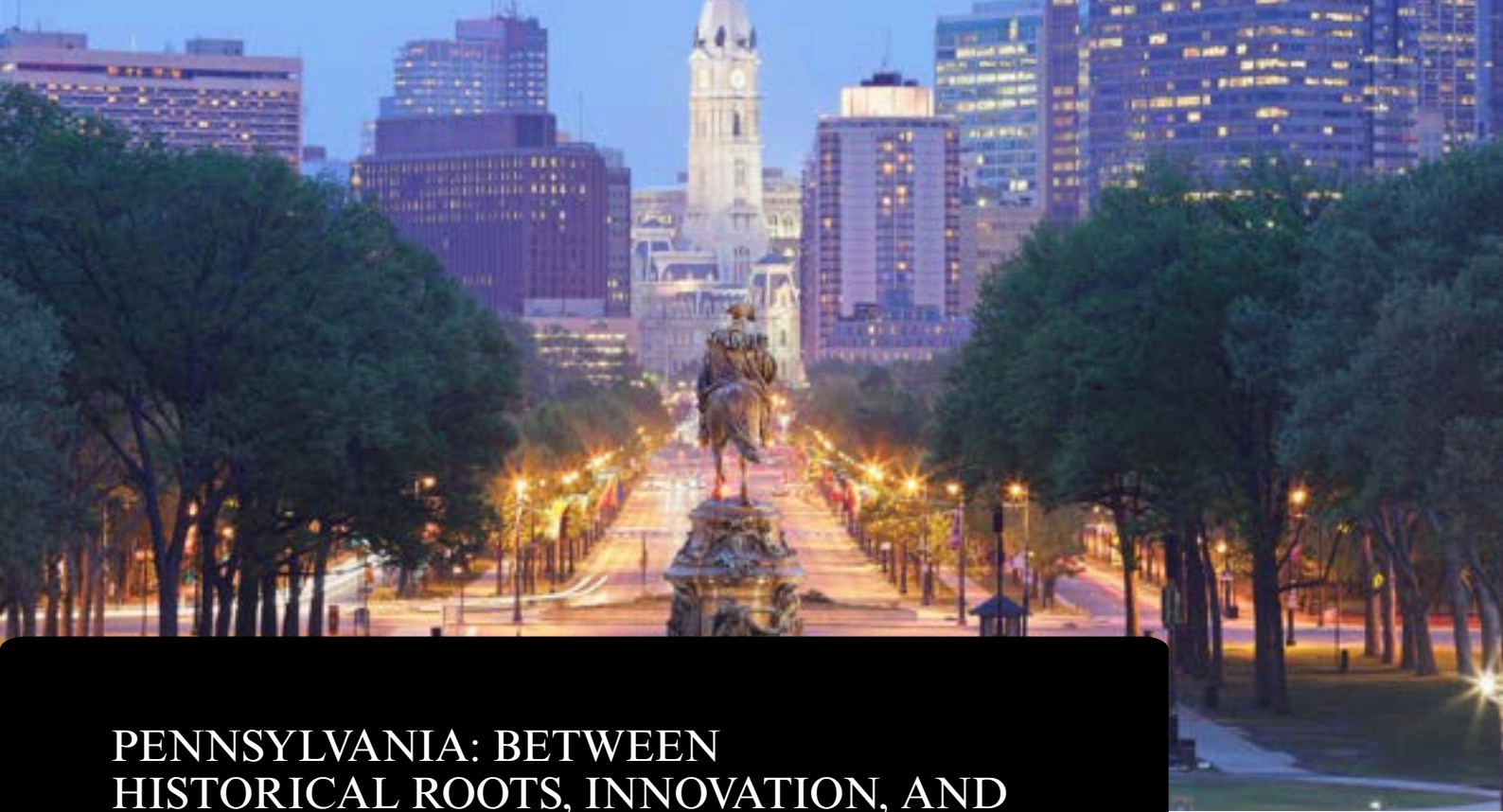
AN IDENTITY THAT LEAVES ITS MARK

Organizing an event in Pennsylvania means immersing yourself in an inspiring environment, one that speaks of strong roots and future visions. It's an unforgettable destination: robust, refined, and surprisingly modern.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Perfect for food and wine events, open-air cultural tours, and meetings in historic estates.
- **Summer (July–August):** Ideal for retreats in the Poconos woods, incentives in the countryside, or immersive nature workshops.
- **Autumn (September–October):** The foliage makes outdoor experiences magical, ideal for team building in vineyards and parks.
- **Winter (November–March):** season for elegant indoor events, incentives with spas and wellness in the mountains, and city meetings with an intimate atmosphere.





PENNSYLVANIA: BETWEEN HISTORICAL ROOTS, INNOVATION, AND SURPRISING RURAL LANDSCAPES

ITINERARY – INTEGRATED MICE

DAY 1 – PHILADELPHIA: LIVING HISTORY AND INSPIRING SPACES

The experience begins in vibrant **Philadelphia**, where stones tell stories of independence and innovation. The group gathers in a historic mansion transformed into an event space, where a workshop on leadership and inclusivity is held, inspired by presentations by local experts. Between breaks, they explore hidden corners of the city, far from the tourist trail, such as the **murals of South Street** and the independent cafes of **Fishtown**. Dinner is a culinary journey, with dishes that reinterpret African-American and Italian-American traditions, accompanied by live jazz in an intimate setting.

DAY 2 – PITTSBURGH: TECH INNOVATION AND URBAN STORYTELLING

The second day takes us to **Pittsburgh**, a city that has reinvented itself through a blend of technology, art, and community. Here, the group participates in a collaborative workshop in a coworking space in a former steelworks, now a hub for startups and creativity. After lunch at a covered market offering local and artisanal products, they explore the **Lawrenceville** district, visiting emerging art galleries and artisan workshops. The evening concludes with dinner at a restaurant that blends traditional cuisine and gastronomic experimentation, immersed in an industrial-chic atmosphere.

DAY 3 – LANCASTER AND AMISH COUNTY: IMMERSION IN TRADITION AND RURAL TEAM BUILDING

The third day is dedicated to a completely different experience, among the fields of **Lancaster and Amish County**. Here, the group immerses themselves in an outdoor team-building workshop, where activities are inspired by the slow, authentic rhythms of rural life: from traditional bread-making to manual labor in the fields, including weaving workshops. Lunch is a convivial picnic featuring locally sourced produce, followed by a guided tour of an Amish community to understand ancient traditions and sustainability values. Dinner takes place on an organic farm, with authentic dishes and a family atmosphere.

DAY 4 – LEHIGH VALLEY: GREEN INNOVATION AND ACTIVE RELAXATION

The final day takes us to the **Lehigh Valley**, a growing region that combines modern spaces and lush nature. At a state-of-the-art conference center, the group participates in a final session dedicated to innovation and sustainability applied to businesses. Lunch is served at a craft brewery that combines local products and creative fermentations. In the afternoon, an outdoor team building activity engages participants in an eco-sustainable treasure hunt through parks and trails. Before departing, an informal dinner at a local farm concludes the experience, featuring seasonal products and stories of rural innovation.

DELAWARE



SMALL STATE, BIG OPPORTUNITIES

Delaware, despite being the second-smallest state in the US, is one of the most dynamic and surprising for MICE events. With its golden beaches, historic residences, elegant cities, and strong green spirit, it represents a strategic and charming solution for companies seeking to combine content, nature, and relationships in a discreet yet stimulating setting.

STRATEGIC LOCATION AND QUALITY FACILITIES

Easily accessible from Philadelphia, New York, Washington D.C., and Baltimore, Delaware is served by nearby international airports (PHL and BWI), rail connections (Amtrak), and excellent roadways. Event venues range from elegant conference centers in Wilmington to charming coastal resorts to historic villas perfect for small executive groups. Ideal for retreats, sustainable incentives, high-level workshops, and immersive product launches.

MICE DESTINATIONS IN DELAWARE

- **Wilmington** – A sophisticated city, home to many Fortune 500 companies. Excellent for **meetings, financial events, and conferences** in elegant, central settings.
- **Rehoboth Beach** – A sophisticated seaside resort ideal for **incentives, board retreats, and coastal-chic events**.
- **Dover** – Historic capital, perfect for institutional, cultural, or heritage-themed **events**.
- **Lewes** – A charming seaside village, the perfect location for slow and sustainable **incentive trips**.
- **Winterthur & Brandywine Valley** – Hilly regions and historic estates, excellent for **immersive events** featuring art, gardens, and sustainability.



DELAWARE



EXPERIENCES THAT MAKE THE DIFFERENCE

Delaware offers experiences of high symbolic and regenerative value:

- Strategic workshops in historic botanical gardens
- Cooking class in the vineyards of the Brandywine Valley
- Team building sailing along the Atlantic coast
- Artistic and CSR experiences with local foundations
- Wellness retreat in period villas surrounded by parks and hills
- Awareness courses in protected nature reserves

DELAWARE: THE POWER OF DISCRETION

Those who choose Delaware for a MICE event seek elegance, tranquility, and real impact. It's an ideal destination for those who want to escape the major hubs without sacrificing comfort, style, and content. A small land, yet capable of creating profound connections and lasting results.

SEASONALITY

- **Spring (April-June):** perfect for events in gardens, along the coast and in parks.
- **Summer (July-August):** ideal for seaside incentives and soft workshops on the beaches.
- **Autumn (September-October):** peak season for foliage, cultural events, and tastings.
- **Winter (November-March):** suitable for content retreats, indoor events, and institutional meetings.





DELAWARE: SECRET COASTS, INNOVATION, AND FRONTIER STORIES

ITINERARY – INTEGRATED MICE

DAY 1 – WILMINGTON: CREATIVE INDUSTRY AND REGENERATION

The journey begins in **Wilmington**, a human-scale city with a soul poised between finance, art, and industrial history. After checking into a design boutique hotel overlooking the **Brandywine River**, the group participates in an inaugural session in a factory converted into a creative space, where they work on the themes of regeneration and change. The afternoon continues with a guided walk through redeveloped neighborhoods, past art galleries and urban murals, to reflect on the evolution of local areas and organizations. The day concludes with an intimate dinner in the secret garden of a historic villa, featuring a tasting of contemporary local cuisine.

DAY 2 – WINTERTHUR AND GREEN SPACES: IDENTITY AND VALUES IN THE OUTDOOR

The second day takes in gardens and historic homes around the Brandywine Valley. The morning takes place in the grounds of the **Winterthur Museum & Gardens**, where an immersive team-building session takes place along the tree-lined paths, working on the theme of corporate identity as a garden to be cultivated. After a light lunch in the panoramic greenhouse, participants divide into small groups for a creative experience: designing a "value map" in dialogue with nature and the landscape. The evening features dinner in a contemporary barnhouse, with corporate storytelling around the fire and live acoustic music.

DAY 3 – LEWES AND CAPE HENLOPEN: BETWEEN MEMORY AND VISION

The group travels south, reaching **Lewes**, one of the oldest cities in the US, and the nearby coastal area of **Cape Henlopen State Park**. In a former military base now a cultural and nature center, a plenary session is held on the theme "The Past as a Leverage for the Future," followed by an interactive workshop where participants, inspired by the location, design the company's future trajectories. In the afternoon, a hike along coastal trails will allow participants to observe how nature and history intertwine. The evening concludes with a dinner on the beach, set with long wooden tables and lanterns, for a convivial and informal moment overlooking the ocean.

DAY 4 – ARTISTIC AND UNEXPECTED REHOBOTH: EXPRESSION AND CONNECTION

The day takes place in the creative and alternative **Rehoboth Beach**, a coastal town beloved by artists and independent thinkers. In a contemporary art gallery, the group participates in a collaborative visual expression workshop: graphically translating corporate values and challenges onto collective panels. After lunch at a local bistro, there's time to stroll along the boardwalk, chat in small groups, and enjoy a moment of relaxation. The afternoon concludes with a guided reflection on the meaning of shared work and off-site experiences. The final dinner takes place in a private villa with an oceanfront terrace, amid inspirational speeches and promises of continuity.

DAY 5 – TIDE CEREMONY AND GREETING TO THE NEW

The final day begins with a collective ritual on the beach of **Fenwick Island**, where each participant writes their resolution on a seashell to "leave to the sea" as a symbol of beginning. The walk along the shoreline, led by a coach, becomes a moment of introspection and personal reorientation. The day concludes with an outdoor brunch at a private oceanfront home, featuring local produce, gentle music, and a shared exchange of ideas. From there, the transfer to the airport in **Philadelphia or Washington, D.C.**

MARYLAND



A SMALL BIG WORLD OF CONNECTIONS

Maryland is a surprisingly versatile destination, where nature, urban culture, and tradition intertwine in a seamless blend ideal for MICE events. From the immersive shores of the Chesapeake Bay to the creative energy of Baltimore, every event finds a setting that authentically fosters ideas, networking, and inspiration.

ACCESSIBILITY AND HIGH TOUCH HOSPITALITY

Served by Baltimore and Washington D.C. airports, Maryland is logistically very convenient. The locations stand out for their charm and character: converted former ports, colonial mansions, eco lodges in the woods, historic yacht clubs, and innovative cultural centers. The local network guarantees personalized services, refined catering, and cutting-edge technology.

OFF-THE-BEATEN MICE DESTINATIONS

- **Annapolis:** Colonial capital overlooking the Chesapeake Bay. The perfect venue for elegant meetings in historic yacht clubs and shared sunrise rituals.
- **Assateague Island:** wild coastline, wild horses, and dunes. Motto: immersive team building, beach coaching, and CSR for park conservation.
- **Baltimore: Fells Point & Hampden:** Creative and vibrant neighborhoods. Recommended for hackathons, cultural evenings at former shipyards, and art workshops.
- **Catoctin Mountain Park & Thurmont:** woods and flat hills. Ideal for strategic retraining, relaxation, walking sessions with a view, and green innovation.
- **Ellicott City:** a historic village with charm and stories to share. Perfect for intimate gatherings in an ancient manor, shared storytelling, and experiential brunches.



MARYLAND



MULTISENSORY AND MEMORABLE EXPERIENCES

From breakfasts on a sailboat at dawn to collective shelter building in the Assateague dunes, from art workshops in former warehouses to relaxing in the woods, Maryland offers a journey where activities strengthen team spirit and personal value. Each experience fosters reflection and change.

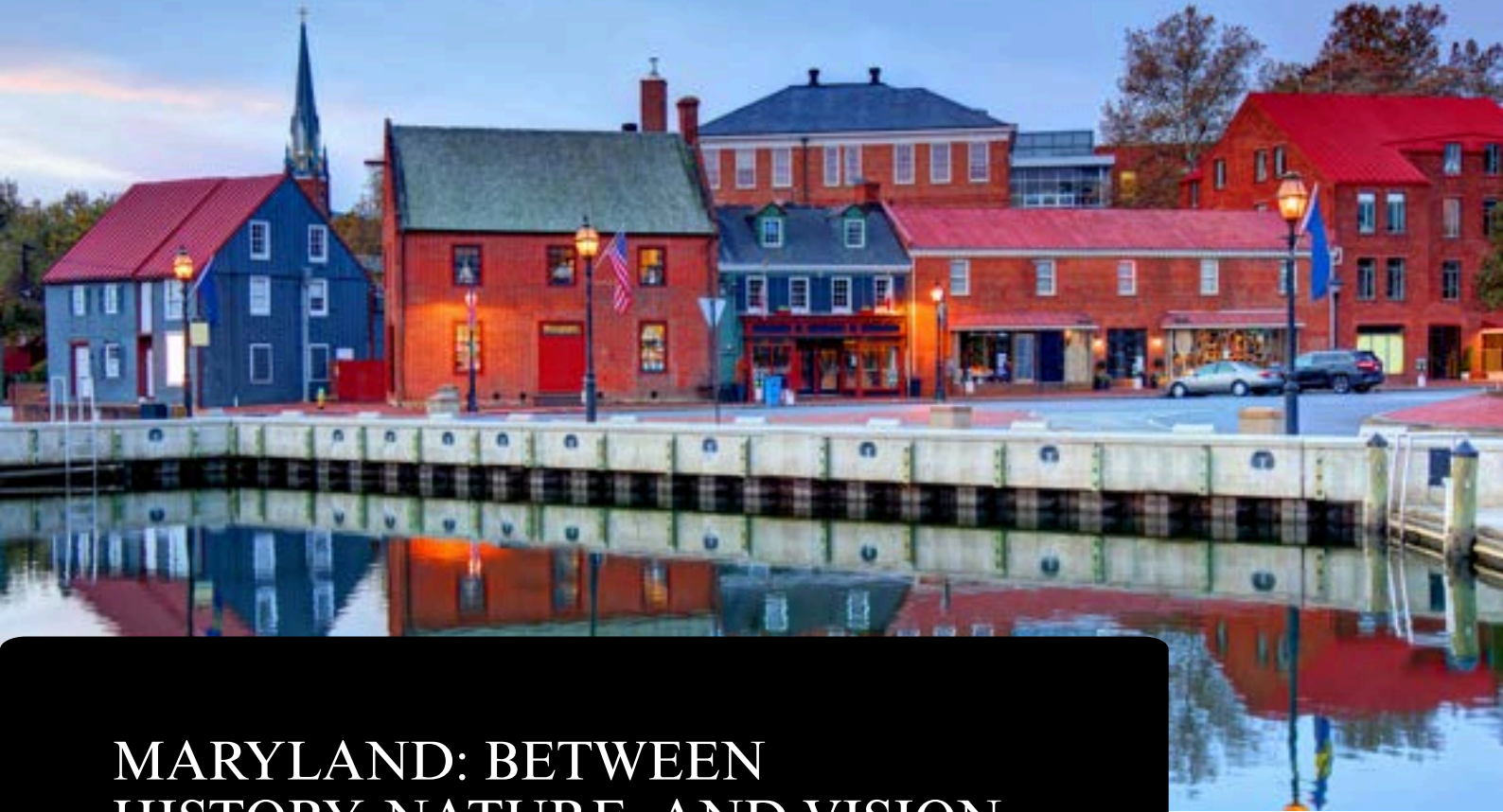
MARYLAND, EXTRAORDINARY AND CLOSE

Choosing Maryland means choosing a strategic yet unconventional location, offering experiences that combine the lingering enchantment with the operational pace. Away from the hustle and bustle, yet close to major hubs, Maryland is a surprising option for teams seeking a value-rich event, connected to the local area and style, and a true celebration of their corporate identity.

SEASONALITY AND RECOMMENDED MICE ACTIVITIES

- **Spring (March–May):** Ideal for team **retreats** in nature, coastal **workshops**, and **CSR** activities in Assateague.
- **Summer (June–August):** Perfect for boating **events**, cultural evenings in Baltimore's creative neighborhoods, and outdoor coaching.
- **Autumn (September–November):** Recommended for immersive plenaries amidst foliage and historic cities, storytelling programs, **retreats**, and strategic training.
- **Winter (December–February):** Great for intimate **meetings** in period homes, indoor creative sessions, and small-team visioning projects.





MARYLAND: BETWEEN HISTORY, NATURE, AND VISION

ITINERARY – INTEGRATED MICE

DAY 1 – AMONG THE SAILS OF ANNAPOLIS: IDENTITY AND BEGINNING

The experience begins in historic **Annapolis**, gracefully overlooking the waters of Chesapeake Bay. After arriving at Baltimore/Washington Airport and transferring to a refined yacht club, the group is welcomed into a setting where colonial elegance meets maritime spirit. On a terrace overlooking the harbor, amidst slowly billowing sails and salty breezes, the first session begins: an open dialogue about the team's aspirations, accompanied by tastings of local oysters and symbolic company storytelling. The day concludes with an immersive dinner curated by a local chef, where each dish reflects the flavor and identity of the American East Coast.

DAY 2 – ASSATEAGUE ISLAND: DUNES, WILD HORSES, AND UNITY

The second day takes the group off the beaten path, toward the pristine coast of **Assateague Island**. The landscape changes: golden dunes, wild horses, and the ocean breeze. Here, they stay in an eco-lodge that feels like part of the landscape itself. Activities unfold amidst the sand and silence, with immersive team-building sessions, group coaching sessions, and CSR initiatives supporting the park's environmental protection. Time expands, and the group rediscovers connection and awareness. Dinner, enjoyed in an intimate atmosphere under the stars, becomes a ritual: values are shared, visions are shared, and the seeds of a new sense of teamwork are planted.

DAY 3 – CREATIVE BALTIMORE: REGENERATION AND URBAN VISION

The journey continues toward **Baltimore**, but not the touristy one: we delve into the most authentic and creative neighborhoods, such as **Fells Point** and **Hampden**, where former port warehouses have become cutting-edge art and coworking spaces. In one of these spaces, a visionary session on corporate innovation is held: an immersive workshop that alternates strategic reflections with moments of visual creation. The team works like an artistic collective, giving shape and image to ideas. The evening is tinged with acoustic music, local food, and informal atmospheres, with dinner in a converted shipyard, where everything speaks of transformation.

DAY 4 – CATOCTIN MOUNTAIN: WOODS, BREATH, AND THE FUTURE

The fourth day is dedicated to deep regeneration, with a detour through the tranquil forests of **Catoctin Mountain Park**, near Thurmont. The group immerses themselves in silent trails, where every step becomes a reflection. Guided walks include strategic conversations, mindful meditations, and open discussions on sustainable leadership. In a clearing, among ancient trees and filtered light, an immersive workshop closes the circle of experiences. Dinner takes place in the lodge's veranda, amidst wood, stone, and slow words. Each participant leaves a symbolic trace: a phrase, an object, an intention.

DAY 5 – ELLICOTT CITY & CLOSING CRUISE: HISTORY AS PROJECTION

On the last day, the group reaches **Ellicott City**, a charming village seemingly straight out of a period novel. The final meeting takes place in a historic manor, amidst glowing fireplaces and details from another era. The final session is dedicated to sharing their experiences: participants elaborate on their experiences and imagine a "return narrative." An experiential brunch symbolically closes the circle... but not the journey. As an integral part of the experience, we continue toward the **Chesapeake Bay** for a farewell cruise. Aboard a private vessel, the group toasts the horizon, celebrates their accomplishments, and lets the wind tell the rest. The return journey takes place in the afternoon, with a transfer to the airport.

WASHINGTON DC



BETWEEN INSTITUTIONS, INNOVATION AND INSPIRATION

Washington, D.C. is more than just the political heart of the United States: it's a hub of culture, knowledge, and global vision. With its iconic monuments, world-class museums, and emerging neighborhoods, the American capital is the perfect stage for MICE events that aim to make a lasting impression. A place where tradition meets innovation and where every meeting can transform into a valuable experience.

ACCESSIBILITY AND INFRASTRUCTURE

Well-connected internationally with three airports (Reagan, Dulles, and BWI), Washington, D.C. is accessible and easy to explore on foot or via its efficient subway system. The Walter E. Washington Convention Center, numerous hotels with meeting spaces, cultural centers, and embassies offer a unique variety of professional locations, often nestled in prestigious historical and institutional settings.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Downtown and Penn Quarter** – Central area with modern **convention** centers, theaters, art galleries, and luxury hotels, perfect for **meetings, conferences, and exhibitions**.
- **Georgetown** – Historic neighborhood with unique charm, ideal for exclusive **incentives, team buildings, and creative retreats**.
- **Capitol Hill and NoMa** – Institutional area and emerging startup district, excellent for institutional **events, workshops, and innovative meetings**.
- **Anacostia** – A thriving neighborhood, perfect for authentic cultural experiences and off-the-beaten-path **team building**.
- **National Mall and Monuments** – Iconic locations for outdoor **events, ceremonies, and experiential exhibitions**.
- **The Wharf** – A new waterfront location, excellent for evening **events, gala dinners, or waterfront networking**.
- **Brookland and Ivy City** – Emerging districts for unconventional **events** in galleries, breweries, or converted industrial spaces.



WASHINGTON DC



EXPERIENCES THAT GIVE DEPTH TO EVENTS

Private tours of Smithsonian museums, guided tours of government buildings, themed dinners at embassies, public speaking workshops in historic theaters, culinary experiences with local chefs, and team-building sessions on the National Mall or along the Potomac. Each activity can be transformed into experiential content, leaving a profound impact on participants.

WASHINGTON, D.C., WHERE EVERY WORD COUNTS

Organizing an event in Washington, D.C. means choosing a destination that inspires dialogue, open-mindedness, and leadership. It's the ideal location for strategic launches, global summits, high-level training, and visionary projects. Here, business gains authority and relationships are built on shared values.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Perfect for outdoor **events**, activities in blooming parks, and **conferences** with cultural walks.
- **Summer (June–August):** Ideal for urban **incentives**, riverside **evening** events, and rooftop sessions.
- **Autumn (September–November):** An excellent time for institutional **conferences**, cultural events, and **team building** amidst the colorful foliage.
- **Winter (December–February):** Recommended for prestigious indoor **meetings**, **dining** experiences, and cultural activities in museums.





WASHINGTON DC: BETWEEN INSTITUTIONS, INSPIRATION, AND NEW LEADERSHIP

ITINERARY – INTEGRATED MICE

DAY 1 – CAPITOL HILL: LEADERSHIP AND LONG-TERM VISION

Arrival in **Washington, DC** marks the beginning of a journey where past and future meet. The group is welcomed into an elegant hotel just steps from the National Mall. The trip immediately kicks off with a plenary session in a panoramic event space overlooking the Capitol, focusing on the theme of ethical leadership and collective impact. After a private tour of the **Lincoln Memorial** with a historian guide, the day concludes with an institutional dinner in a historic residence, accompanied by a distinguished guest from the diplomatic or academic world.

DAY 2 – U STREET & SHAW: URBAN CREATIVITY AND DIVERSITY

We move to the creative neighborhoods of **U Street and Shaw**, the beating heart of African-American culture and urban innovation. A shared design studio hosts a workshop on corporate identity and diversity, where local facilitators lead practical co-creation exercises. The afternoon is dedicated to a traveling creative challenge: exploring murals and building a collective visual narrative. After a tasting of fusion cuisine at an artisanal market, the evening concludes with a jazz show at an iconic club, where the most authentic and informal exchanges arise.

DAY 3 – GEORGETOWN: SLOW STRATEGY BETWEEN WATER AND HISTORY

In the elegant **Georgetown** neighborhood, overlooking the **Potomac River**, the day begins with a reflective walk along the **C&O Canal Trail**, led by a narrative coach. A private library inside a former tannery hosts a strategic moment in small groups, focusing on slow decisions and lasting impact. After lunch in a historic brasserie, participants take part in a brand storytelling workshop inspired by local craftsmanship. Dinner is held on a barge on the river, while the city lights pass by and the journey's interim balance is worked on.

DAY 4 – NATIONAL HARBOR & FUTURE SPACE

We cross the river to the futuristic **National Harbor**, where a conference center immersed in digital art hosts a day inspired by open innovation. After a plenary talk on emerging technologies and sustainability, the teams divide into working groups for a "creative crisis" simulation: rethinking a business project under pressure, with limited resources and a limited timeframe. The afternoon offers freedom for activities of their choice: a panoramic capsule flight, a high-tech escape room, or relaxing in a spa overlooking the river. In the evening, a celebratory dinner with a DJ set is held, the perfect way to end the day with energy and lightheartedness.

DAY 5 – CLOSING RITUAL AT THE NATIONAL CATHEDRAL

The final day is dedicated to restitution and a symbolic farewell. In a green space near the **National Cathedral**, the group gathers for a guided moment of silence, followed by a shared speaking ceremony, in which each participant captures their insights from the journey. After brunch in the crypt, transformed into a cultural café, transfers for return flights are offered, or, for those who wish, an optional visit to the **Dumbarton Oaks Gardens**, amidst Byzantine art and inner peace.

SOUTHEAST USA

**VIRGINIA, WEST VIRGINIA,
NORTH CAROLINA, SOUTH
CAROLINA, GEORGIA, FLORIDA,
ALABAMA, MISSISSIPPI,
TENNESSEE, KENTUCKY,
ARKANSAS, LOUISIANA**

**BETWEEN LIVE MUSIC, DEEP HISTORY
AND DEEP-ROOTED HOSPITALITY**

From the jazz districts of New Orleans to the historic plantations of Georgia, passing through the Appalachian Mountains, the universities of North Carolina, and the sunny coasts of Florida, the Southeastern United States is a region rich in contrasts and authenticity. African-American culture, agricultural traditions, music, religion, and politics intertwine everywhere, offering powerful content for events, studies, and meetings. Ideal for immersive incentives, institutional retreats, academic programs, and experiential journeys that touch the roots of American society. Between bayous, blues, cities suspended in time, and social innovation, here MICE becomes storytelling and connection. A journey into the Deep South that opens visions and connections.



VIRGINIA



WHERE HISTORICAL ELEGANCE MEETS FUTURE VISION

Virginia is the cradle of American history and, at the same time, a state projected towards the future. With a unique combination of colonial residences, charming vineyards, mountain ranges, vibrant cities, and a growing focus on innovation and sustainability, it is the perfect destination for elegant, authentic, and memorable MICE events. Here, every event takes on depth, beauty, and meaning.

EASE OF ACCESS AND CLASS INFRASTRUCTURE

Thanks to its proximity to Washington, D.C., and quick connections through Dulles, Richmond, and Norfolk airports, Virginia is easily accessible from anywhere in the world. Its facilities include modern conference centers, historic events venues, wineries, and mountain resorts perfect for corporate retreats, always offering high-end services and a personal touch.

MICE DESTINATIONS IN THE HEART OF VIRGINIA

- **Richmond** – A capital city with a creative and revitalized spirit. Excellent for urban gatherings with a cultural edge, with converted industrial venues, contemporary art spaces, and an excellent food scene.
- **Charlottesville** – Elegant and historic, surrounded by hills and vineyards, it is the birthplace of Thomas Jefferson. Perfect for exclusive **retreats**, strategic **brainstorming**, and **events** immersed in culture and nature.
- **Shenandoah Valley** – Ideal for regenerative **events** and **team building** in nature: charming lodges, trails in the Appalachian Mountains, authentic outdoor experiences.
- **Williamsburg & Jamestown** – Perfect locations for **events** with historical storytelling, themed **team buildings**, and period dinners.
- **Virginia Beach & Chesapeake Bay** – Relaxing beachside **incentives** featuring rejuvenating activities, fresh seafood dining experiences, and a focus on wellness.



VIRGINIA



SIGNIFICANT EXPERIENCES FOR THE TEAM

Virginia offers a wide range of “value-themed” activities: leadership workshops with historical role models, cooking classes in the vineyards, motivational hikes along the Blue Ridge Parkway, CSR activities with local projects, experiences in historic homes brought to life by costumed actors, horseback riding lessons in historic estates, or e-bike tours among the vineyards.

VIRGINIA: WHERE YOUR EVENT LEAVES AN ELEGANT IMPRESSION

Choosing Virginia for a MICE event means offering an intense, coherent, and sophisticated experience. It's an ideal destination for companies seeking to combine strategy and inspiration, formality and pleasure, innovation and respect for their roots. A land where every detail—from the landscape to the table—contributes to creating value.

SEASONALITY

- **Spring (April-June):** Perfect for events in vineyards, historic gardens, and cultural cities.
- **Summer (July-August):** excellent for regenerative retreats in nature or incentives on the coast.
- **Autumn (September-October):** the perfect season: breathtaking foliage, ideal climate, harvest.
- **Winter (November-March):** A more intimate and reflective season, perfect for indoor events in historic homes or mountain lodges.





VIRGINIA: DEEP HISTORY, INSPIRING NATURE, AND DISCREET INNOVATION

ITINERARY – INTEGRATED MICE

DAY 1 – CHARLOTTESVILLE: VALUES, VISION, AND ROOTS

The itinerary begins in **Charlottesville**, an elegant and historic city nestled in the Blue Ridge Mountains. After checking into a historic estate converted into a boutique hotel, the group is introduced to the program with an opening session on the theme of a corporate vision rooted in values. The meeting takes place in a panoramic room surrounded by vineyards. In the late afternoon, a private tour of **Monticello**, Thomas Jefferson's residence, includes a guided reflection on the concepts of legacy and innovation. The day concludes with a refined dinner among the vineyards, accompanied by local wines and live acoustic music.

DAY 2 – SHENANDOAH NATIONAL PARK: COHESION AND NATURE GUIDED

The group enters the green heart of the **Shenandoah Valley**, where Skyline Drive offers breathtaking views. At an eco-lodge nestled in the national park, the day is dedicated to team cohesion and resilient leadership. Group work alternates with moments of light hiking, mindfulness, and outdoor sessions inspired by biophilia and strategic thinking in natural environments. Lunch is an experiential picnic in the woods, while the evening takes place around a campfire, where participants share symbols and insights through a guided storytelling workshop.

DAY 3 – RICHMOND: URBAN CREATIVITY AND REINVENTION

We descend toward **Richmond**, a surprising city that blends colonial history and contemporary culture. After a light lunch along the **Canal Walk**, the group immerses themselves in an off-the-beaten-path urban experience: a thematic walk-lab in the regenerated arts districts, followed by a workshop at an independent gallery focused on corporate identity and creative transformation. The late afternoon offers free time for individual exploration or inspirational encounters with local artists. The evening concludes with a dynamic dinner in a converted industrial space, where each course is accompanied by a company keyword.

DAY 4 – EASTERN SHORE VIRGINIA: HORIZONS AND THE FUTURE

A short transfer takes the group to the **Eastern Shore**, a pristine landscape suspended between ocean and tranquility. The experience continues at an eco-friendly retreat overlooking the bay, where a day dedicated to visionary thinking and long-term planning begins. Participants participate in a future-thinking workshop inspired by the slow rhythms of coastal nature. In the afternoon, optional experiences include kayaking through the mangroves or a workshop with local artisans. Dinner takes place in a renovated lighthouse, where the group symbolically shares their "visions of tomorrow."

DAY 5 – CAPE CHARLES: CLOSURE BETWEEN SEA AND INTENTION

The final morning is spent in **Cape Charles**, a charming seaside village with a creative soul. After a stroll along the waterfront and a guided reflection on the beach ("What I leave behind, what I bring"), a collective closing ceremony is held, sharing insights and symbolic objects from the previous days. A final brunch in a sea-view bistro concludes the journey in a relaxed and harmonious way, before the transfer to **Norfolk** Airport or the return flight.

WEST VIRGINIA



WILD NATURE, DEEP ROOTS, FUTURE VISION

West Virginia is a hidden treasure in the heart of the Appalachian Mountains, where majestic mountains, rushing rivers, and historic villages blend with authentic hospitality. It's a land of strong connections and a slow pace, perfect for MICE events that seek to break the mold and reconnect people with nature, with each other, and with themselves. Here, every encounter takes on a deeper meaning.

ACCESSIBILITY AND AUTHENTIC INFRASTRUCTURES

Despite being surrounded by nature, West Virginia is well connected to regional airports and is just a few hours' drive from Washington D.C., Pittsburgh, and Charlotte. Historic hotels, mountain eco-resorts, private lodges, and multifunctional spaces surrounded by greenery offer ideal settings for personalized, sustainable, and impactful events.

MICE DESTINATIONS OUTSIDE THE BOX

- **Charleston:** a compact and vibrant capital city, ideal for industry **conferences**, cultural **workshops**, and **networking** in a charming urban setting.
- **Lewisburg:** An artsy town, perfect for creative team **retreats** and strategy sessions in historic theaters and boutique hotels.
- **New River Gorge:** the state's first National Park, extraordinary for experiential **incentives**, outdoor training, and adrenaline-filled **team building**.
- **Snowshoe Mountain:** A mountain resort offering winter **meeting** spaces and snow activities, combined with wellness and relaxation.
- **Berkeley Springs:** A spa town that combines history and regeneration, ideal for small leadership **retreats** and corporate wellness **workshops**.



WEST VIRGINIA



AUTHENTIC AND ENGAGING EXPERIENCES

Outdoor workshops among the peaks, creative sessions in wooden cabins, rafting on the New River, cooking classes with local chefs, craft whiskey tastings in historic distilleries, relaxation in the woods: each experience transforms the event into an interior and emotional journey.

WEST VIRGINIA, A DESTINATION THAT CONNECTS

Choosing West Virginia for your MICE event means creating an opportunity for authentic growth. It's the ideal place to slow down, listen, and rebuild meaningful relationships through the power of nature, local culture, and captivating landscapes.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Perfect for **team building** in parks, corporate hikes, and immersive **retreats** among blooms and streams.
- **Summer (July–August):** ideal for nature **incentives**, rafting, cultural experiences in villages, and **open-air workshops**.
- **Autumn (September–November):** The foliage provides a spectacular backdrop for invigorating **conferences**, leadership **workshops**, and outdoor activities.
- **Winter (December–March):** The perfect season for indoor **events** in exclusive lodges, **meetings** in the snow, and strategy sessions by the warm fireplace.





WEST VIRGINIA: BETWEEN WOODS, IDEAS, AND REBIRTH

ITINERARY – INTEGRATED MICE

DAY 1 – LEWISBURG: CREATIVITY IN THE HEART OF APPALACHIA

Arriving in **Lewisburg** is like stepping into a world of theater, art, and architecture from another era. The group settles into a historic residence transformed into a boutique hotel, then embarks on a guided tour of galleries, shops, and art spaces. The introductory session takes place in the 1902 theater, with a talk on the theme of "Creativity as a Strategic Lever." Dinner, served in a villa with a local chef, awakens the senses with locally sourced products and an intimate atmosphere.

DAY 2 – NEW RIVER GORGE: ADRENALINE AND CONFIDENCE

After breakfast, we move to the heart of **New River Gorge National Park** for a full day of experiential team building. The activities—soft rafting, hiking across suspension bridges, and outdoor problem-solving challenges—are designed to strengthen trust, collaboration, and stress management. After lunch at a scenic refuge, the afternoon continues with a feedback and leadership session in an outdoor circle. In the evening, dinner is served by the fire, under the stars, with acoustic music and shared storytelling.

DAY 3 – SNOWSHOE MOUNTAIN: VISION AND WELL-BEING

The group reaches the peaks of **Snowshoe Mountain**, where nature and comfort meet. The day begins with a plenary session in a wooden lodge overlooking the slopes. This is followed by a workshop on the company's future, incorporating visual mapping, storytelling, and cluster work. In the afternoon, everyone can choose between light skiing, snowshoeing, or relaxing in the spa. A gourmet dinner is served at the top, with a snowy panorama.

DAY 4 – BERKELEY SPRINGS: REGENERATION AND IDENTITY

The day unfolds in the tranquility of **Berkeley Springs**, a spa town beloved by George Washington. After a meditative walk, a corporate wellness session takes place: active relaxation techniques and guided reflections on work-life balance. After lunch, a "long-term vision" creative workshop allows teams to work on future projects using natural materials. In the evening, the trip concludes with an elegant yet informal dinner in a 19th-century building, amidst symbols, words, and new connections.

DAY 5 – CHARLESTON: GOODBYE WITH ENERGY

The final stop on the journey is **Charleston**. Before departure, there's a short guided tour of the historic center and a final meeting at an independent bookstore, where each participant receives a symbolic book to take home as inspiration. A convivial brunch bids the group farewell with simplicity, leaving the future open.

NORTH CAROLINA



TRADITION, INNOVATION AND SURPRISING LANDSCAPES BETWEEN THE APPALACHIANS AND THE ATLANTIC

North Carolina is a land that surprises with its ability to combine powerful nature, vibrant cities, and a tradition of authentic hospitality. It's a destination where technological innovation meets the slow pace of the Appalachian Mountains, where academic excellence blends with the wild beauty of the Atlantic coast. A perfect location for MICE events that seek to regenerate, inspire, and develop teams, going beyond the norm.

ACCESSIBILITY AND INFRASTRUCTURE

With three international airports (Charlotte, Raleigh-Durham, Greensboro) and a well-connected road network, the state is easily accessible. Its major cities offer tech-savvy conference centers, charming hotels, and industrial-chic spaces perfect for innovative events. Rural areas are home to sustainable resorts, eco-lodges, and historic estates ideal for exclusive retreats and creative workshops.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Raleigh-Durham (Research Triangle)** — A hub of innovation and research, with prestigious universities, spaces for technology **events**, and academic **networking**.
- **Asheville** — An artsy city nestled in the foothills of the Appalachian Mountains, perfect for creative **incentives**, regenerative **retreats**, and **team building** in nature.
- **Wilmington and the Outer Banks** — Coastal destinations ideal for experiential **events**, relaxation, outdoor activities, and **CSR** programs.
- **Greensboro and Winston-Salem** — Centers with strong cultural identities, ideal for events with a historical, creative, and community focus.
- **Charlotte** — Dynamic and modern, it is perfect for medium-sized **conferences**, financial **events** and urban **incentives** with a refined lifestyle.



NORTH CAROLINA



EXPERIENCES THAT BRING OUT THE TEAM'S SOUL

Hikes in the Blue Ridge, craft whiskey tastings, creative sessions in converted mills, group surf coaching, cooking workshops with local chefs, and relaxing sunset strolls by the ocean. Every activity is an opportunity to rediscover connection, inspiration, and new corporate energy.

NORTH CAROLINA, WHERE THE EVENT BECOMES AN EXPERIENCE

Choosing North Carolina for a MICE event means choosing a rare balance: between nature and innovation, between culture and quality of life, between performance and authenticity. Here, value is created, vision is shared, and events that leave a lasting impression are created.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Ideal for nature-filled meetings, retreats in the Blue Ridge, and art incentives in Asheville.
- **Summer (June–August):** Perfect for coastal experiences in Wilmington or the Outer Banks, with outdoor events and boating activities.
- **Autumn (September–November):** iconic season for mountain foliage, food and wine events, and nature workshops.
- **Winter (December–February):** Ideal for elegant indoor events in Charlotte, Durham, or quiet retreats in the quiet of the mountains.





AUTHENTIC NORTH CAROLINA: CREATIVITY, MOUNTAINS, AND DEEP CONNECTIONS

ITINERARY – INTEGRATED MICE

DAY 1 – RALEIGH: INNOVATION, DESIGN, AND SUSTAINABILITY

The journey begins in the vibrant heart of **Raleigh**, where the energy of innovation resonates among university campuses, emerging startups, and creative coworking spaces. The experience takes shape in a former textile factory transformed into an event space, where the first interactive workshop on sustainable leadership and shared creative processes takes place. It's not just a formal meeting, but a true moment of group activation, with experiential moments led by local facilitators. The afternoon opens with a discovery of independent businesses, from digital craft workshops to urban biodesign labs. The evening concludes at a farm-to-table restaurant where producers share the stories behind each dish, creating authentic connections with the local area.

DAY 2 – WINSTON-SALEM: CULTURAL CRAFTS AND CORPORATE STORYTELLING

The second day moves to **Winston-Salem**, a city of discreet charm and deeply rooted in art and manufacturing. Here, amid historic buildings and creative neighborhoods, the group is welcomed into an artist residency where a corporate storytelling activity takes place: each participant is guided in the creation of an "object narrative" using local materials, guided by artisans and professional storytellers. Lunch is informal, hosted in a social bakery that reintegrates people experiencing hardship into the workforce. In the afternoon, an alternative cultural journey through theater, industrial architecture, and regenerated spaces stimulates new perspectives. The day concludes with an immersive theatrical dinner inside a converted former factory, where food, light, and words merge in a multisensory experience.

DAY 3 – ASHEVILLE: BETWEEN APPALACHIA, CREATIVITY, AND COMMUNITY WELL-BEING

The third day takes the group to the **Blue Ridge Mountains**, to vibrant and alternative **Asheville**. Here, the program opens with a guided nature walk that blends relaxation, biophilia, and creative activation. Once back in the city, they connect with local communities in a cooperative space where a co-design session on empathetic and transformative leadership models takes place. The afternoon is dedicated to experiential art: the group is divided into ceramists, weavers, and illustrators to create a collective work that becomes a symbol of their experience. In the evening, a convivial dinner awaits in a small craft brewery nestled in the mountains, accompanied by folk music.

DAY 4 – OUTER BANKS: OCEAN CLOSURE AND SHARED VISION

The final stop is the transfer to the coast, to the **Outer Banks**, a thin strip of sand between the ocean and the sky. Here, in an eco-lodge on the beach, the group gathers for a final session: amid the sound of the waves and the colors of dawn, the projects and reflections born during the journey are presented. A light brunch with local products follows, followed by a symbolic closing ceremony, where each participant leaves a message for themselves and the group, to be read a year later. The journey concludes with a final gaze out to sea, in a place where time seems to slow down and ideas breathe.

SOUTH CAROLINA



SOUTHERN ELEGANCE, COASTAL CULTURE AND AUTHENTIC RHYTHMS

South Carolina is a captivating blend of historic charm, natural beauty, and understated innovation. Here, colonial towns blend with emerging creative districts, historic plantations give way to immersive cultural experiences, and the Atlantic coast welcomes with pristine beaches and warm hospitality. It's a MICE destination offering refined atmospheres, creative settings, and a slower pace, ideal for events that aim to leave a lasting impression.

ACCESSIBILITY AND INFRASTRUCTURE

The state is well served by international airports such as Charleston, Greenville-Spartanburg, and Columbia, as well as a seamless road network. Modern convention centers, renovated historic hotels, and private homes for exclusive events offer a wide range of options. The facilities offer high standards and professional services for every type of event, from immersive retreats to international conventions.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Charleston** — Elegant and vibrant, with historic venues, boutique hotels, signature cuisine, and arts districts for high-end events.
- **Greenville** — An emerging city with a creative soul, perfect for sustainable meetings, experiential team building, and next-generation events.
- **Beaufort and the Lowcountry** — Ideal for immersive retreats, Gullah cultural experiences, and rejuvenating incentives in natural settings.
- **Myrtle Beach and Grand Strand** — Perfect for coastal incentives, outdoor activities, and casual oceanfront networking.
- **Columbia** — The capital is a solid choice for institutional events, thematic forums, and conferences with an authentic cultural setting.
- **Lowcountry & Sea Islands** — Ideal for rejuvenating incentives with culinary experiences, relaxing walks on the beach, and corporate storytelling at sunset.



SOUTH CAROLINA



EXPERIENCES THAT TRANSFORM THE EVENT INTO A STORY

Leadership sessions on a plantation transformed into a cultural center, Gullah cuisine tastings, locally inspired pottery workshops, kayaking through the mangroves, jazz evenings in colonial courtyards, relaxing walks on the beach: every experience is an opportunity to build cohesion, identity, and a shared vision.

SOUTH CAROLINA, WHERE BUSINESS DRESSES IN CHARM

Choosing South Carolina for a MICE event means combining elegance and practicality, innovation and tradition. It's a destination where details make the difference and where every activity becomes an opportunity for authentic and lasting connection.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Perfect for creative **workshops**, outdoor **events** in Charleston, and coastal nature **retreats**.
- **Summer (June–August):** Ideal for experiential **incentives** in the Sea Islands, nautical activities, and wellness formats.
- **Autumn (September–November):** An excellent time for cultural **events**, **team building** on plantations, and food and wine tours.
- **Winter (December–February):** Mild weather, perfect for elegant indoor **events**, strategic sessions, and high-profile stays in historic cities.





AUTHENTIC SOUTH CAROLINA: HISTORIC ELEGANCE, CREATIVITY AND SLOW RHYTHMS THAT INSPIRE

ITINERARY – INTEGRATED MICE

DAY 1 – CHARLESTON: OLD-WORLD CHARM AND CONTEMPORARY ENCOUNTERS

The itinerary begins in the heart of **Charleston**, a city enchanting with its impeccable architecture, tree-lined streets, and sense of timeless elegance. But Charleston today is also a vibrant city, with a contemporary soul that pulsates in its lesser-known neighborhoods. The group gathers in a historic home transformed into a creative space for a kick-off meeting that fosters a dialogue between tradition and innovation. After a brief walking tour of the city's most secret alleys, past artisan workshops and independent galleries, they participate in an interactive session led by local entrepreneurs on hospitality, storytelling, and sustainable business. Dinner takes place in a hidden courtyard in the **French Quarter**, where reimaged Lowcountry cuisine is accompanied by live jazz music and theatrical readings.

DAY 2 – BEAUFORT AND THE LOWCOUNTRY: GULLAH CULTURE AND STORYTELLING IMMERSION

The second day takes the group south, along the slow roads of the Lowcountry, to the charming town of **Beaufort**, suspended between water, history, and spirituality. The experience begins with an experiential workshop led by representatives of the Gullah Geechee community, who guide participants through a profound narrative of identity, resilience, and oral heritage. In a restored ancient church, an original team-building activity takes place: each team creates a collective story inspired by local culture, transforming it into a performance or visual art. In the afternoon, a silent sail through the coastal marshes becomes an opportunity for reflection and natural connection. The day ends with a communal dinner at an inn run by local women, where flavors and stories are shared beneath lanterns hung in the trees.

DAY 3 – GREENVILLE: URBAN CREATIVITY AND PARTICIPATORY SUSTAINABILITY

The third day takes us inland to vibrant **Greenville**, a city surprising for its creative spirit and commitment to urban regeneration. A former warehouse converted into a multidisciplinary hub hosts a co-creation workshop on the future of work and conscious leadership. This is followed by a dynamic lunch with local chefs using exclusively urban ingredients grown in community gardens. The afternoon enlivens with an original urban experience: participants, divided into small groups, are challenged to solve a sustainable mission throughout the city, exploring public art, makerspaces, and green projects. The evening concludes with a dinner concert among the old train tracks of the industrial West End neighborhood, where the past meets the future with style and authenticity.

DAY 4 – HUNTINGTON ISLAND: REGENERATION ON THE ATLANTIC COAST

The final stop takes the group to the wild coast of **Huntington Island**, where pristine beaches and the rhythms of nature create the perfect backdrop for the closing ceremony. In a pavilion overlooking the sea, surrounded by dunes and pine trees, the final project presentation and collective feedback session takes place. The group then participates in a symbolic activity on the beach: writing an intention for the future, letting it drift into the waves or planting it in the sand. The farewell brunch is an elegant picnic, prepared by a local cooperative, with seasonal produce and natural wine. The group concludes with a final drink overlooking the ocean, taking home an experience of authentic connection, vibrant culture, and shared vision.

GEORGIA



SOUTHERN TRADITION, INNOVATION, AND AUTHENTIC HOSPITALITY

Georgia is a land where Southern hospitality blends with the dynamism of modern business. Atlanta, the state's economic capital and international hub, is the beating heart of the state, while its coastal regions, natural parks, and historic cities offer a more authentic feel, ideal for out-of-the-ordinary MICE events. Here, every meeting becomes an inspiring experience.

ACCESSIBILITY AND INFRASTRUCTURE

With Hartsfield-Jackson Atlanta International Airport, one of the busiest in the world, Georgia is excellently connected. The highway and rail network facilitates internal travel, while convention centers, hotels with modular spaces, and facilities immersed in nature guarantee a versatile and reliable offering. Whether you're planning a global convention or an immersive retreat, every need is met.

MICE DESTINATIONS OUTSIDE THE BOX

- **Atlanta** – A dynamic capital of business and innovation, ideal for **conferences**, **trade shows**, corporate **events**, and **networking** in high-tech and multifunctional venues. It also offers a vibrant culinary and cultural scene.
- **Savannah** – Historic elegance and Southern charm, perfect for **incentive events**, corporate **retreats**, and **team building** experiences in historic and evocative settings.
- **Blue Ridge Mountains** – Nature and wellness for immersive experiences, the ideal location for wellness programs, **corporate coaching**, and outdoor training in a relaxing setting.
- **Athens** – Youthful culture and creativity, a university city with an artistic and musical soul, perfect for creative **workshops**, cultural **events**, and startup **summits**.
- **Golden Isles** – An exclusive coastal destination for premium **events**, outdoor activities, and **incentive** trips amidst the sea, nature, and charm of the South.



GEORGIA



EXPERIENCES THAT WILL LEAVE THEIR MARK

Dinners at historic plantations, carriage tours in Savannah, Southern cooking classes, hikes in the Blue Ridge Mountains, team-building sessions on the trails of national parks, live music in Athens, and days on a boat along the coastal canals of the Golden Isles. Each experience strengthens bonds and adds value to the event.

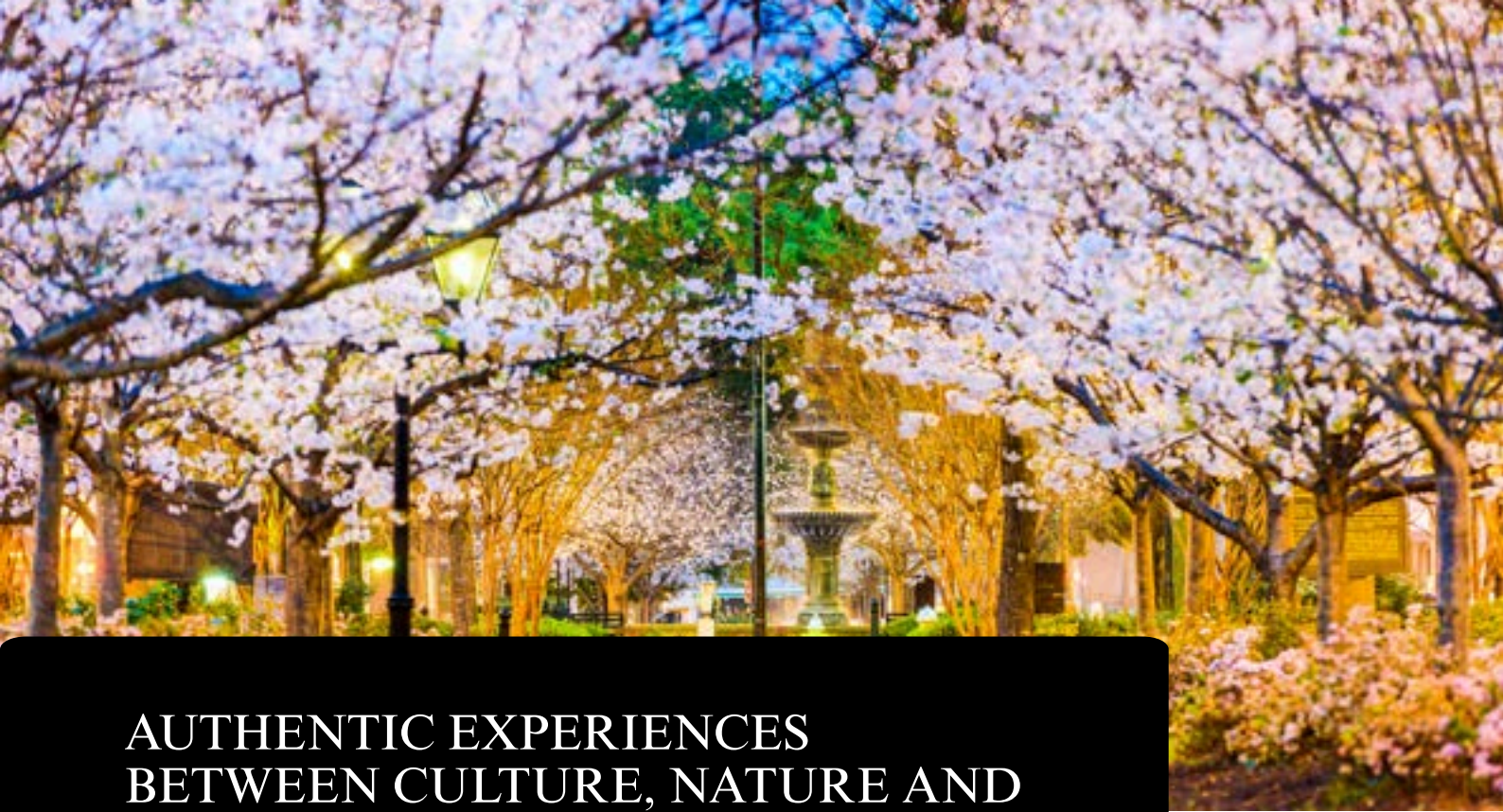
GEORGIA, WHERE HEAT IS A STRATEGIC ADVANTAGE

Choosing Georgia for your MICE event means embracing a welcoming energy, strategically positioned between innovation, culture, and well-being. Here, the experience becomes part of the outcome, and every event has the potential to leave a lasting impression on attendees.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March-May):** The best time to enjoy blooms, mild temperatures, and cultural festivals.
- **Autumn (September-November):** ideal season for outdoor events, nature-based incentives, and relaxing corporate programs.
- **Summer:** Hot and humid, but suitable for evening events, retreats in the mountains or along the coast.
- **Winter:** Mild compared to other states, great for winter meetings and retreats, especially in Atlanta and Savannah.





AUTHENTIC EXPERIENCES BETWEEN CULTURE, NATURE AND COLLECTIVE REGENERATION

ITINERARY – INTEGRATED MICE

DAY 1 – EAST POINT AND HAPEVILLE: URBAN CREATIVITY AND SUSTAINABLE INNOVATION

The journey begins in **East Point**, a resurgent neighborhood in Atlanta's South Belt, far from the business district but vibrant with creativity. Here, a former industrial hangar converted into a multipurpose space becomes the setting for the first session: a participatory workshop on sustainable innovation, amidst industrial furnishings and immersive projections. The atmosphere is authentic, rugged yet visionary, where ideas take shape far from the traditional convention center format. The afternoon begins with an urban stroll through **Hapeville**, an artistic microcosm dotted with murals and independent workshops. Participants are involved in an experiential activity within a local maker studio: here, using recycled materials, they create a symbolic object that represents the group's collective vision. This is the first act of a shared narrative that will accompany the entire journey. For dinner, we meet at an urban farm restaurant nestled among greenhouses and shared gardens. The chef showcases the region with seasonal dishes and stories of grassroots economic revitalization, while a young local entrepreneur shares his journey of social innovation.

DAY 2 – THOMASVILLE: CRAFTS, NATURE, AND COLLABORATION

On the second day, we reach **Thomasville**, an elegant Southern town with a discreet and profound soul. We immediately connect with the place: there's no mass tourism, but a vibrant network of artisans, artists, and creatives who welcome the group into handmade paper, ceramics, and weaving workshops. The town becomes a vibrant workshop, while a themed walking tour leads participants to discover a sense of community and tradition. In the afternoon, the group moves to a historic plantation converted into a biodiversity center. Here, surrounded by ancient oak trees and open fields, a project-based team building experience comes to life: an immersive role-playing game simulates an environmental crisis scenario, encouraging teams to co-create sustainable solutions with real-world impact. The day concludes with a rustic dinner under the stars, accompanied by acoustic music and shared conversations around the fire.

DAY 3 – SAPELO ISLAND: CULTURAL IMMERSION AND NATURAL REGENERATION

On the third day, we set off for the coast and embark for **Sapelo Island**, a protected island and custodian of Afro-Gullah culture, accessible only by ferry. Here, participants are welcomed by the local community, who share stories, traditions, and a way of life deeply rooted in the land and the sea. The day is punctuated by a culinary workshop that involves everyone in the preparation of typical Gullah dishes, followed by a team coaching session immersed in the island's lush nature. Between walks in the forests and moments of relaxation on the pristine beaches, participants experience an authentic connection with the land and with themselves. The evening concludes with a simple yet meaningful dinner, enriched by intergenerational stories and shared reflections on the value of cultural identity and sustainability.

DAY 4 – DARIEN AND MACON: CREATIVE CLOSURE AND CELEBRATION

The final leg takes us first to **Darien**, a small coastal gem with Scottish roots, and then to **Macon**, a cultural and musical hub in central Georgia. Here, in a historic church transformed into a creative space, the final session of the event takes place: a participatory recollection of the projects and experiences, accompanied by feedback and stimulating discussions. The closing brunch is held in a jazz café, where music, images, and stories celebrate the journey we've shared before returning to Atlanta for our departures.

FLORIDA



BEYOND THE BEACHES: A TREASURE OF CULTURE, NATURE, AND CREATIVITY

Florida is much more than just the Riviera: it's a mosaic of Caribbean cultures, breathtaking wetlands, artistic cities, and unique ecosystems, perfect for original and inspiring MICE events. Here, relaxation, innovation, authenticity, and contact with extraordinary natural environments intertwine—from the canals of Miami to the submerged forests of the Everglades.

ACCESSIBILITY AND INFRASTRUCTURE

Served by major international hubs (Miami, Orlando, Tampa), Florida offers an excellent network of airports and transport links. Its infrastructure includes modern conference facilities, themed resorts, boutique hotels, and cutting-edge locations: from the historic mansions of St. Augustine to eco-lodges nestled in parks.

MANY FLORIDES, ONE FOR EACH EVENT

- **Miami** – Ideal for international **conferences** and **glamorous events**, with luxury hotels, contemporary art, and vibrant multiculturalism.
- **Orlando** – Beyond the parks: a top destination for large **conventions**, with enormous infrastructure and impeccable logistics.
- **Tampa and St. Petersburg** – Perfect for creative and cultural **events**, including museums, waterfronts, and relaxed atmospheres.
- **Naples and the Gulf Coast** – For premium **retreats** and **incentives**, including golf, wellness, and exclusive resorts.
- **Florida Keys** – A paradise for **team building** and leadership **retreats**, including snorkeling, sailing, and pristine nature.
- **St. Augustine and the Northeast Coast** – Historic settings ideal for **events** with storytelling and corporate heritage.
- **Everglades and Inland** – For immersive **MICE** experiences in nature, perfect for cohesive teams and sustainability-conscious brands.



FLORIDA



EXPERIENCES THAT STIMULATE AND INVOLVE

Florida offers activities like Latinx art workshops, relaxing sunrise walks on the beach, Creole cooking workshops, crocodile airboat experiences, sunset cruises, and rooftop evenings immersed in Caribbean soundscapes—all designed to strengthen teams and spark creativity.

FLORIDA, THE JOURNEY THAT MIXES BUSINESS AND EMOTION

A MICE event in Florida means offering a multisensory experience, where every location is an opportunity for learning, inspiration, and collaboration. It's the perfect blend of professionalism, natural beauty, and an innovative spirit.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Perfect for outdoor incentives, team building in nature, and beach conferences.
- **Summer (June–August):** Ideal for themed retreats, indoor workshops, and tropical evening settings.
- **Autumn (September–November):** strategic season for international events, corporate cruises, and outdoor networking.
- **Winter (December–February):** Excellent for strategic - wellness retreats, and warm-weather themed programs.





SECRET FLORIDA: BETWEEN COASTAL CULTURE AND A REGENERATIVE VISION

ITINERARY – INTEGRATED MICE

DAY 1 – SARASOTA: BEAUTY THAT INSPIRES DECISIONS

Arrival at **Sarasota or Tampa** airport and transfer to an elegant boutique hotel overlooking the bay, near the **Rosemary District**. The afternoon begins with a welcome meeting at the **Asolo Repertory Theatre**, where the group is introduced to the philosophy of the trip: "content with context." A private tour of the **Ringling Museum** follows, exploring Baroque art and tropical gardens, with a storytelling session on the connections between creativity, risk, and entrepreneurial vision. The day concludes with an immersive dinner at the **Marie Selby Botanical Garden**, featuring digital projections in the garden and botanical cuisine. The evening's theme is "flourishing as a team."

DAY 2 – BOCA GRANDE: ELITE TEAM BUILDING BETWEEN HISTORY AND THE OCEAN

The group moves to the exclusive island of **Gasparilla/Boca Grande**, a refuge for presidents and writers, today an oasis of peace and authenticity. The morning is dedicated to a narrative team challenge: in small groups, participants explore the island with maps and clues, reconstructing a "parallel company story" to present after lunch. In the afternoon, a strategic workshop is held in a converted lighthouse, focusing on horizontal communication and empathetic leadership. Teams present their storytelling in an intimate and creative atmosphere. A barefoot dinner on the beach is followed by live jazz and a video screening of the day's highlights.

DAY 3 – SANIBEL ISLAND: IMMERSE YOURSELF IN NATURE AND RECHARGE YOUR BATTERIES.

Morning transfer to **Sanibel Island**, one of Florida's most pristine spots, famous for its shells and protected ecosystem. Check-in at an eco-resort nestled among palm trees and white dunes. The morning begins with a silent individual deep work session, led by a facilitator specializing in corporate mindfulness. After a brunch break, a participatory futures workshop begins: each team imagines a transformative product or process for their company, inspired by the logic of nature. In the afternoon, eco-kayaking among the mangroves, where participants discuss vision and impact in pairs. The day concludes with a dinner surrounded by greenery, featuring a "menu without light": the dishes are described only afterwards, in a game of trust and discovery.

DAY 4 – NAPLES: BOUTIQUE CONFERENCE AND IDENTITY EXHIBITION

Arrival in **Naples**, the sophisticated pearl of the Gulf. After checking in at one of the area's most elegant resorts, the morning is dedicated to the plenary conference at **Artis—Naples**, an art and music center with modern conference rooms. The theme: "Soft Power and Human Impact in Organizations," with local and international speakers. Each presentation is interspersed with experiential moments (visual installations, storytelling, data in motion). In the afternoon, a corporate micro-exhibition is held outdoors in the garden of a historic villa: each team displays its own "visual object" created by the Sanibel lab. Guests interact, vote, and draw inspiration. The event concludes with a sunset gala dinner on a seaside rooftop, with a coastal elegance dress code.

DAY 5 – EVERGLADES: A POWERFUL AND TIMELESS FINALE

Last day departure for a morning in the **Everglades National Park**, a UNESCO World Heritage Site. A naturalist leads the group on a symbolic tour of airboats, marshes, and silence, with narrative stops on the theme of "ecology and adaptation." In the heart of the park, the group gathers for a symbolic closing ceremony: each participant leaves a natural object (shell, branch, stone) in a shared space, as a gesture of belonging and transformation. Return for flights from Fort Myers or Naples in the afternoon.

ALABAMA



AN AUTHENTIC DESTINATION WHERE IDEAS ARE BORN

Alabama is one of the most surprising and underrated destinations in the United States for MICE events. With its combination of pristine natural landscapes, cities beating with culture and innovation, and a deep history that has shaped the modern United States, the state presents itself as a bold and memorable choice. Here, every event becomes a narrative that unites past, present, and vision for the future, in original and off-the-beaten-path locations.

ACCESSIBILITY AND STRUCTURES WITH STYLE

Well-connected thanks to the international airports in Birmingham, Huntsville, and Mobile, Alabama is easily accessible from many US hubs. Conference facilities in major cities offer modern technology and evocative settings, from the waterfront Mobile Convention Center to the futuristic Von Braun Center in Huntsville. Boutique hotels, resorts surrounded by nature, and converted historic homes complete the ideal offering for customized events.

ALABAMA MICE DESTINATIONS

- **Birmingham** – A former industrial city reborn with a creative and entrepreneurial soul. Today, it offers charming post-industrial locations, contemporary art museums, elegant rooftops, and a booming food scene. Ideal for modern **meetings**, corporate **events**, and **product launches** with an urban and sophisticated vibe.
- **Huntsville** – A space hub par excellence, home to NASA's Marshall Space Flight Center. Excellent for **MICE events** related to innovation, aerospace, and technology. It offers futuristic venues and inspirational meetings with scientists and entrepreneurs.
- **Montgomery** – Historic capital, a symbol of civil rights. Perfect for **events** with an ethical, cultural, and institutional focus. Here, you can host events at venues like the Civil Rights Memorial Center and involve exceptional speakers.
- **Mobile & Gulf Coast** – A port city overlooking the Gulf of Mexico, **combining** colonial charm, golden beaches, and Creole culture. Ideal for relaxed events, experiential **incentives**, and wellness **workshops**.
- **Tuscaloosa** – A young and dynamic university city with a community open to innovation. An ideal location for educational **events**, corporate **hackathons**, and **co-creation projects**.



ALABAMA



EXPERIENCES THAT CREATE DEEP BONDS

From listening to live blues music in a historic venue to preparing traditional Southern dishes with local chefs, every activity in Alabama becomes an authentic cultural experience. Possible incentive activities include private cruises on the Alabama River, guided hikes in the canyons of the Cheaha Mountains, camp-style team-building sessions immersed in the woods, and motivational meetings with civil rights activists or space scientists.

ALABAMA, THE CHOICE OF THINKERS WHO THINK OUTSIDE THE BOX

Those who choose Alabama for a MICE event aren't just looking for a location: they're looking for a message. Here, you can discuss innovation where the conquest of space was born, reflect on corporate values where the civil rights movement was born, and build strong teams amidst the tranquility of nature. It's the ideal choice for companies looking to stand out, inspire, and leave a lasting impression on attendees.

WHEN TO GO

- **Spring (March-May):** ideal weather for outdoor events and experiential tours of the city and nature.
- **Summer (June-August):** excellent for coastal incentives or water experiences.
- **Autumn (September-October):** "golden" season for meetings, cultural events and foliage in the northern part of the state.
- **Winter (November-February):** perfect for indoor events with an inspirational focus, in suggestive and less crowded locations.





ALABAMA: BETWEEN MEMORY, REBIRTH, AND SILENT INNOVATION

ITINERARY – INTEGRATED MICE

DAY 1 – MONTGOMERY: ROOTS AND RESPONSIBILITY

The experience begins in the capital, **Montgomery**, a symbol of the civil rights struggle. After checking into a minimalist boutique hotel, the group attends a plenary session at the **EJI Legacy Museum**, focusing on ethics, history, and responsible leadership. The guided tour turns into a powerful opportunity for collective reflection on the role of corporations in social change. After a moment of discussion in small circles, the evening opens with a silent dinner in the historic courtyard, accompanied by live jazz music and readings from inspiring figures of the past.

DAY 2 – HUNTSVILLE: BETWEEN SPACE, SCIENCE, AND STRATEGY

The journey continues north to the stunning **Huntsville**, a technology hub and home to the **NASA Marshall Space Flight Center**. In collaboration with a local research center, an experiential workshop on the theme of long-term vision, inspired by the space race, takes place. Participants explore concepts of innovation, resilience, and managing uncertainty. After lunch, an immersive team strategy exercise takes place inside the space museum, with a guided simulation in a simulated gravity environment. The day concludes with an industrial-chic dinner in a former foundry, now converted into a creative space.

DAY 3 – BIRMINGHAM: URBAN TRANSFORMATION AND CREATIVE INTELLIGENCE

Next stop: **Birmingham**, a city undergoing a cultural renaissance. In a former factory turned arts coworking space, the group participates in a design thinking workshop applied to organizational culture, led by local facilitators. The activities foster lateral thinking, cross-fertilization, and exploration of the corporate "unspoken." After an urban lunch among food trucks and street art, a team challenge takes place: reimagining the company's mission as an urban art installation. The evening concludes with a convivial dinner and a guided tour of the **Civil Rights District** by night, illuminated and narrated by young local activists.

DAY 4 – BLACK BELT & SELMA: IN THE RURAL HEART TO RETHINK THE FUTURE

The group heads to the **Black Belt Region**, a rural area combining natural beauty and strong symbolic value. In **Selma**, a city symbolic of the rights march, a morning of reflection is held on the themes of tenacity and regeneration. Participants walk in silence across the **Edmund Pettus Bridge**, then work on a small regenerative farm in a sustainability and local responsibility workshop, with testimonials from social entrepreneurs. The return journey follows scenic roads, with a final stop at a green inn for a slow, shared dinner, dedicated to a sustainable future.

DAY 5 – CLOSING CEREMONY AT TUSKEGEE: LESSONS AND LEGACY

The journey concludes in **Tuskegee**, a university town and the heart of African-American culture. Inside the **Tuskegee Institute National Historic Site**, participants create a "journey manifesto" with words, symbols, and images collected over the previous days. In a collective circle, each person shares their key insight, then places their "sign" in a symbolic capsule. A final brunch is served in the university gardens, amidst ancient trees and meaningful silence. Transfer to **Montgomery or Birmingham** airport.

MISSISSIPPI



AN AUTHENTIC ATMOSPHERE THAT COMBINES TRADITION AND INNOVATION

Mississippi is a Southern treasure, combining warm Southern hospitality with a vibrant cultural and artistic scene. A land of music, literature, and unique river landscapes, it offers MICE venues that tell profound stories and create ideal settings for unforgettable events. From vibrant cities to tranquil rural corners, Mississippi surprises with modern infrastructure and a genuine hospitality.

ACCESSIBILITY AND CUTTING-EDGE FACILITIES

Mississippi is easily accessible thanks to major international airports like Jackson and Gulfport, as well as an efficient road network. Event spaces range from elegant urban convention centers to unique venues like Mississippi River steamboats or historic converted plantations, equipped with modern technology and personalized services for every MICE need.

MICE DESTINATIONS AND THEIR PECULIARITIES

- **Jackson**, the cultural and administrative capital, offers a mix of museums, theaters, and modern conference spaces, perfect for medium to large-scale **meetings** and **conferences**.
- **Natchez**, on the banks of the Mississippi, captivates with its historic homes and settings that tell the story of the South's past, ideal for exclusive **events** and refined **incentives**.
- **The Gulf Coast**, with its beaches, luxury resorts, and casinos, offers a vibrant atmosphere for **conferences** and **incentive** trips dedicated to relaxation and entertainment.
- **Tupelo**, the birthplace of Elvis Presley, combines music and innovation in versatile spaces for creative and inspiring **events**.



MISSISSIPPI



EXPERIENCES THAT ENGAGE AND INSPIRE

From jazz and blues reverberating in Jackson's historic clubs to exclusive plantation and organic farm tours, and traditional Southern cooking workshops, Mississippi offers activities that combine culture, team building, and relaxation. Riverboat excursions, paddleboarding, and visits to contemporary art galleries add authentic inspiration to any event.

MISSISSIPPI, WHERE EVERY EVENT TELLS A STORY

Choosing Mississippi means immersing yourself in an environment where business intertwines with culture, nature, and the most sincere hospitality. Here, every event becomes a memorable experience, capable of strengthening bonds, inspiring ideas, and leaving a lasting impression on attendees.

MICE SEASONS IN MISSISSIPPI AND THEIR OPPORTUNITIES

- **Spring (March-May):** Perfect for outdoor events, such as team building in nature and cultural tours, thanks to the mild climate and blooming landscapes.
- **Summer (June-August):** Ideal for workshops and retreats in seaside resorts on the Gulf Coast, with water activities and seaside relaxation.
- **Autumn (September-November):** The golden season for outdoor events, excursions to historic plantations, and food and wine tastings, in a cool, welcoming climate.
- **Winter (December-February):** Suitable for high-level indoor meetings, with the option of exclusive dinners in historic locations and themed cultural programs.





MISSISSIPPI: CULTURE, NATURE, AND SOUTHERN SPIRIT

ITINERARY – INTEGRATED MICE

DAY 1 – JACKSON: URBAN ENERGY AND ARTISTIC INSPIRATION

Arrival in **Jackson** ushers in an experience that blends modernity and tradition. The group settles into a centrally located boutique hotel, perfect for kicking off the journey with a dynamic session in a state-of-the-art conference center. In the afternoon, an exclusive visit to the **Mississippi Museum of Art** immerses participants in local art and culture. The evening comes to life at a refined jazz club, where dinner with live music fosters authentic connections and sparks creativity.

DAY 2 – NATCHEZ: HISTORIC CHARM AND CULTURAL TEAM BUILDING

The journey continues to **Natchez**, a city of timeless charm, with historic homes overlooking the Mississippi River. A strategy session in a restored mansion is accompanied by an exclusive tour of plantations and secret gardens. A cultural treasure hunt through the cobblestone streets fosters team spirit. The day concludes with dinner at a private residence, where authentic Southern flavors and local stories make for an unforgettable experience.

DAY 3 – GULF COAST: NATURE, RELAXATION, AND CREATIVITY

On the coast, a beachfront resort hosts oceanfront workshops, perfect for sharing ideas and visions. The afternoon is dedicated to kayaking excursions through pristine bays, walks in nature reserves, and a cooking class focusing on the freshest local seafood. In the evening, a beach party creates a relaxed and fun atmosphere, strengthening the bond between participants.

DAY 4 – TUPELO: MUSIC, STORYTELLING, AND INNOVATION

In **Tupelo**, music takes center stage. Visits to the Elvis Presley museum and storytelling workshops inspired by Southern music culture open the door to new corporate narratives. The day concludes with a fusion dinner accompanied by performances by emerging artists, a moment of collective energy and inspiration.

DAY 5 – FINAL OPTION: NATURAL IMMERSION AND SUSTAINABILITY

For those seeking a more intimate experience, the final day offers a kayak excursion along the **Mississippi River**, amidst rejuvenating landscapes. This is followed by a convivial lunch on an organic farm, offering a moment of authentic connection with the local area, a memorable farewell that combines flavor, nature, and sustainability.

TENNESSEE



BETWEEN MUSIC, NATURE AND INDEPENDENT SPIRIT

Tennessee is a vibrant state: the sounds of the blues, the silence of the Appalachian Mountains, and the innovative power of its cities. It's a destination that combines authenticity and vision, offering MICE experiences with a strong emotional and strategic impact. Those who choose Tennessee aren't just looking for places, but emotions and contexts that make the difference.

ACCESSIBILITY AND INFRASTRUCTURE

With international airports in Nashville, Memphis, and Knoxville, the state is easily accessible from all over the world. Event facilities range from urban convention centers to mountain lodges, from converted distilleries to historic theaters. The hotel selection is extensive and customizable, offering professional services and a Southern hospitality.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Nashville** — Capital of music and innovation, perfect for dynamic **events**, creative **networking**, and unconventional **venues**.
- **Chattanooga** — A smart and sustainable city, ideal for outdoor **team building**, tech experiences, and **workshops** combining urban art and nature.
- **Memphis** — Blues soul and entrepreneurial spirit, perfect for high-impact **events**, **storytelling**, and **CSR**.
- **Great Smoky Mountains** — Immersive location for restorative **retreats**, leadership experiences, and group activities in nature.
- **Franklin** — An elegant and historic town, suitable for small groups for premium **events**, **board meetings**, and **corporate storytelling**.



TENNESSEE



EXPERIENCES THAT TRANSFORM

Private concerts in recording studios, team coaching sessions in the woods, BBQ masterclasses with local pitmasters, corporate music workshops, tours of civil rights landmarks, tastings at craft distilleries: every activity is designed to create connection, memory, and a shared vision.

TENNESSEE, AN INSPIRING SCENE

In Tennessee, every event is a stage. Whether backstage at a Memphis theater or atop a hill amid the fog of Appalachia, here business meets culture, identity, and humanity. A choice for those seeking authenticity, warmth, and new perspectives.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Perfect for outdoor events, team building in the Smoky Mountains, and cultural experiences including festivals and historic towns.
- **Summer (June–August):** Ideal for musical incentives, Southern Chic-style events, and immersive nature formats.
- **Autumn (September–November):** A golden season for vineyard workshops, nature retreats, and cultural itineraries filled with color and memory.
- **Winter (December–February):** Suitable for elegant indoor events, creative formats in musical settings, and signature corporate dinners.





AUTHENTIC TENNESSEE: RHYTHM, VISION, AND DEEP CONNECTIONS

ITINERARY – INTEGRATED MICE

DAY 1 – NASHVILLE: CREATIVITY THAT INSPIRES AND CONNECTS

The journey begins in **Nashville**, where music is not just a soundtrack, but the emotional architecture of the city. The group is welcomed into a former church converted into an event space, where the inaugural session begins with live acoustic performances and corporate storytelling. The atmosphere is intimate, engaging, perfect for laying the foundations for the collective work. After lunch at a signature jazz café in the emerging **Wedgewood-Houston** neighborhood, the afternoon continues with a music-inspired creative thinking workshop led by local entrepreneurs. The day concludes with a private dinner in a historic recording studio, transformed for the occasion into an exclusive venue featuring vinyl records, dim lighting, and Southern fusion cuisine.

DAY 2 – CHATTANOOGA: SUSTAINABLE INNOVATION BETWEEN THE RIVER AND URBAN ART

The second stop takes the group to **Chattanooga**, a city surprising for its green and tech-focused approach. The first meeting of the day takes place at an urban innovation center housed in a former train station: here, we work on shared sustainability projects, through simulations and role-playing. After an informal lunch with local chefs in a covered market, we set off on a team city quest among the public art works and vertical gardens that dot the city. The afternoon is dedicated to team building on the water: a soft rafting experience along the Tennessee River, led by local experts. In the evening, a gourmet barbecue dinner by the river transforms into a convivial occasion with live bluegrass music and craft beer tastings.

DAY 3 – MEMPHIS: DEEP IDENTITY AND SOCIAL IMPACT

The journey continues to **Memphis**, a city of profound impact, where every corner tells a story of resilience and transformation. The morning begins with a private visit to the **National Civil Rights Museum**, followed by an interactive talk on the power of storytelling and the role of business in social change. After a break at a social bistro run by young local entrepreneurs, the group participates in a co-design workshop with local nonprofits. It's an opportunity to develop concrete CSR ideas to take home or leave as a legacy. In the evening, dinner awaits on the rooftop of an old industrial warehouse overlooking the Mississippi River, with soul food, spoken word, and live blues.

DAY 4 – GREAT SMOKY MOUNTAINS: A NATURE-IMMERSIVE CLOSING

The final day is a transition into the silence and regenerating nature of the **Great Smoky Mountains**. After transferring, the group gathers at an eco-lodge surrounded by greenery for an outdoor closing session. Participants discuss the projects developed and the connections that have emerged in a facilitated sharing circle. Then, an immersive experience in the woods combines relaxation, mindful walking, and guided reflection. The final lunch is an elegant picnic among the pine trees, featuring local produce and natural wine. Thus concludes the journey: listening to the landscape, with our bodies grounded and our gaze turned forward, more connected, more inspired, more human.

KENTUCKY



THE CHARM OF THE SOUTH BETWEEN HISTORY, ELEGANCE AND NATURE

Kentucky is a destination where tradition and innovation blend in surprising ways. Here, the pace is more human, the landscapes are poetic, and the places exude authenticity. From the bourbon hills to the Bluegrass Mountains, passing through art cities and farming villages, Kentucky welcomes corporate events with warmth and originality, far from the usual tourist routes.

WELCOMING INFRASTRUCTURES AND INSPIRING ENVIRONMENTS

Louisville, Lexington, and Cincinnati/Northern Kentucky airports offer excellent accessibility. The area offers a mix of historic manors, country-style hotels, distilleries converted into venues, boutique conference centers, and private estates for immersive events. Local vendors specialize in experiential hospitality with a distinctive Southern flair.

OFF-THE-BEATEN MICE DESTINATIONS

- **Lexington:** the heart of horse country, refined and creative. Ideal for exclusive **meetings** in designer stables, corporate **events** at the distillery, and guided tours of art and crafts.
- **Berea:** an artistic and cultural village nestled in the hills. Excellent for **team coaching retreats**, creativity **workshops**, and **team-building** craft activities.
- **Bardstown:** bourbon capital, with historic atmospheres and legendary distilleries. Perfect for **incentive** experiences, cellar **dinners**, and company talks among barrels and stories.
- **Cumberland Plateau:** mountain landscapes and endless forests. An ideal choice for nature **workshops**, outdoor **training**, and regenerative experiences in charming lodges.
- **Paducah:** a UNESCO Creative City, a hotbed of textile art and design. Suitable for cultural **events**, strategic **workshops**, and visual innovation programs.



KENTUCKY



MICE EXPERIENCES THAT WILL LEAVE THEIR MARK

From blending a signature bourbon with a group to a strategy session in a Victorian estate, Kentucky offers emotional experiences that are true to the region. Explore caves, participate in art workshops, and dine under ancient oak trees with live bluegrass music. Every moment is designed to foster team spirit and imagination.

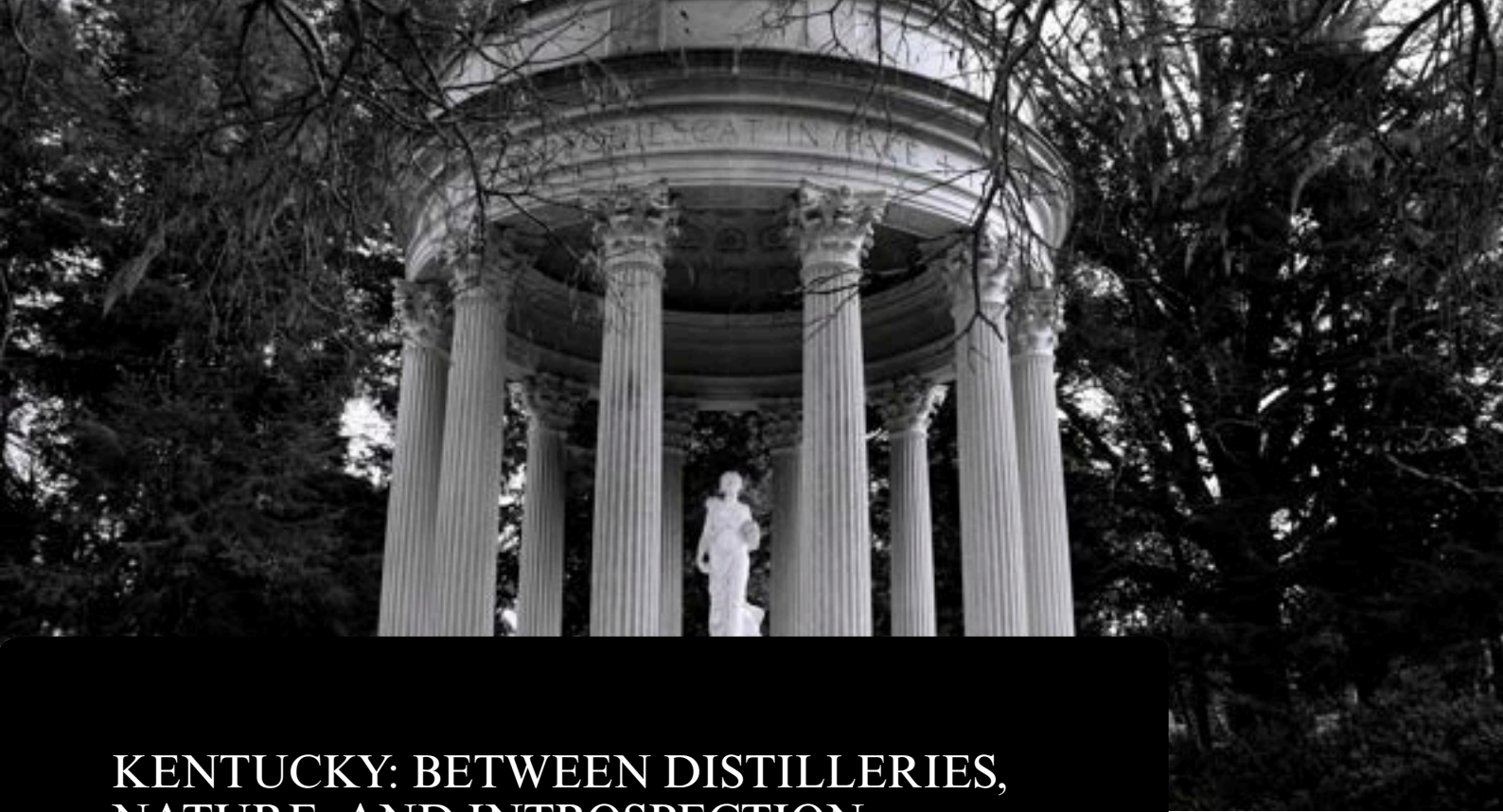
KENTUCKY, THE EVENT THAT WARMS UP THE TEAM

Choosing Kentucky means offering your team a genuine, profound, elegant, yet never cold experience. A land where ideas settle like a fine whiskey and the connection between colleagues becomes more authentic, lasting, and memorable.

SEASONALITY AND RECOMMENDED MICE ACTIVITIES

- **Spring (April–June):** Ideal for **meetings** immersed in distilleries, **outdoor events** among horses and hills, creative **workshops** in artistic villages.
- **Summer (July–August):** Perfect for experiential **incentives** in mountain lodges, **team building** activities in nature, and immersive **dinners** under the stars.
- **Autumn (September–October):** The perfect time for corporate **retreats** amidst foliage and bourbon, multisensory experiences on estates, and outdoor **coaching** in the woods.
- **Winter (November–March):** Recommended for high-profile indoor **events**, executive **meetings** in historic manors, and fireside **gatherings** with exclusive tastings.





KENTUCKY: BETWEEN DISTILLERIES, NATURE, AND INTROSPECTION

ITINERARY – INTEGRATED MICE

DAY 1 – LEXINGTON: WELCOME TO THOROUGHBRED HORSES AND STRATEGIC VISIONS

The itinerary begins in **Lexington**, the world's racehorse capital, nestled in a landscape of green hills and white picket fences. After arriving at the airport and transferring to an equestrian estate converted into a charming conference center, the group is welcomed with an aperitif amidst historic stables and a panoramic view of bluegrass country. Here, the first meeting takes place: a welcome session focused on company positioning and building team identity, held in a converted barn with a rustic-contemporary design. The day concludes with an exclusive dinner in the vineyard, featuring local products and immersive storytelling on Kentucky's roots.

DAY 2 – BOURBON TRAIL: BETWEEN LIQUID HISTORY AND SENSORY TEAM BUILDING

The next day, we set off on the legendary **Bourbon Trail**, which winds past historic distilleries and rural landscapes. The group visits an iconic distillery, where an expert guide illustrates the parallels between the distillation process and corporate transformation. After the tour, a sensory team building session takes place: participants create their own signature bourbon blend, a metaphor for the team's values. Lunch is served in a barrel room with carefully crafted food pairings. In the afternoon, a guided hike through the hills sparks strategic conversations. Upon returning, the group relaxes in a rural design lodge, where a dinner inspired by pioneer cuisine is served.

DAY 3 – RED RIVER GORGE: DRAMATIC SCENERY AND NATURAL LEADERSHIP

The third day takes the group to the natural wonder of the **Red River Gorge**, in the **Daniel Boone National Forest**. Activities unfold against a spectacular backdrop of canyons, natural arches, and lush forests. After arriving at the wooden lodge surrounded by lush greenery, an immersive leadership journey begins amidst rock faces and contemplative trails. Each participant is invited to explore a "personal challenge" through symbolic exercises in nature. In the afternoon, a silent walk takes place with moments of journaling and discussion. Dinner is held around the fire, with individual stories and a collective ritual of passage.

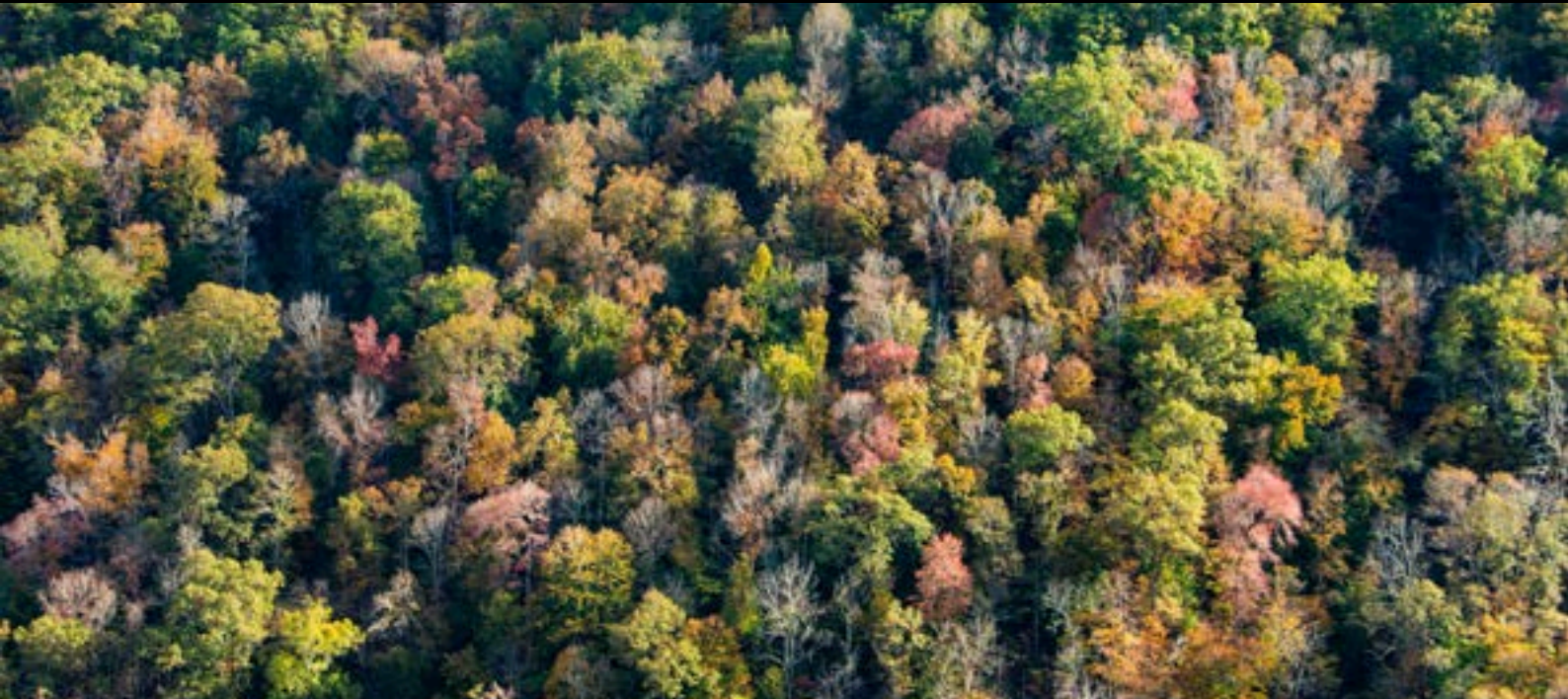
DAY 4 – BEREА: CRAFTSMANSHIP, CREATIVITY AND TRANSMISSION OF VALUES

The journey continues to **Berea**, a creative town renowned for its community of artists and artisans. In a former granary transformed into a multidisciplinary workshop, the group participates in an experiential workshop that combines corporate storytelling and art: each team builds a symbolic object representing their desired future. The day continues with a stroll through workshops, live performances, and short talks led by local artisans on work ethics and the meaning of materials. The final dinner takes place in an art gallery, transformed for the occasion into a convivial and celebratory space.

DAY 5 – SHAKER VILLAGE & KENTUCKY RIVER CRUISE: SLOW RETURN AND INSPIRATION

Before returning, we reach the **Shaker Village of Pleasant Hill**, a former utopian community now a symbol of sustainability, balance, and spirituality. The group explores the historic spaces and participates in a shared reflection on the journey's legacy. A rural brunch featuring local organic produce follows, accompanied by live music. To conclude the journey, we slowly cruise the **Kentucky River** aboard a wooden barge, transformed into a place of farewell and emotional closure. The flowing water, shared stories, and a symbolic gesture (a bottle with a collective message left in the river) mark the transition from experience to memory. The transfer to the airport departs directly from the dock.

ARKANSAS



THE SOUTH'S BEST-KEPT SECRET

Arkansas surprises with its pristine beauty, the genuine kindness of its people, and an irresistible mix of art, wellness, and the outdoors. In this often overlooked state, every corporate event finds space to slow down, reflect, and connect. It's the place where strategic thinking meets regenerating nature, where creativity thrives on silence and authentic landscapes.

UNEXPECTED INFRASTRUCTURE, EXCEPTIONAL HOSPITALITY

Easily accessible via the Little Rock and Northwest Arkansas (XNA) airports, the state offers elegant mountain resorts, high-tech conference centers in artistic settings, and eco-friendly lodges surrounded by greenery. Local suppliers are known for their attention to detail and willingness to create tailor-made experiences for corporate teams seeking authentic experiences, off the beaten path.

MICE DESTINATIONS IN ARKANSAS

- **Bentonville** – A dynamic and creative city, home to the Crystal Bridges Museum of American Art. Excellent for corporate **events** focusing on innovation, art, and regeneration.
- **Hot Springs** – Historic spa resort perfect for wellness **incentives**, leadership **retreats**, and high-profile **events** in relaxing settings.
- **Ozark Mountains** – Authentic wilderness with immersive lodges and trails perfect for outdoor **team building**, bonding activities, and natural **coaching**.
- **Little Rock** – Compact and welcoming capital city, with modern **convention centers**, rooftop venues, and converted historic spaces.
- **Eureka Springs** – An artsy, bohemian mountain village, perfect for creative **incentives** and experiential **workshops**.



ARKANSAS



ACTIVITIES THAT CONNECT, INSPIRE, REGENERATE

In Arkansas you can live experiences that stimulate authenticity and vision:

- Narrative walks in ancient forests
- Strategy workshops immersed in works of art
- Corporate wellness workshops in natural spas
- Team building in a canoe between rivers and canyons
- Experiences with local artists or civil rights historians
- Mindful leadership courses in zero-impact lodges

ARKANSAS, THE CHOICE OF THOSE WHO SEEK MEANING

Away from the spotlight, Arkansas is perfect for corporate events that aim to make a genuine impact. It's a destination that speaks to the hearts of attendees, where corporate values are deeply rediscovered and professional relationships are organically strengthened. Here, every event is a true breath of fresh air.

SEASONALITY

- **Spring (March-May):** The best season to experience the blooming Ozark Mountains and natural hot springs.
- **Summer (June-August):** Ideal for mountain events and aquatic team building on lakes or rivers.
- **Autumn (September-October):** Peak season for spectacular colors, perfect weather, local harvests, and creative workshops.
- **Winter (November-February):** Perfect for quiet, reflective retreats, spa resort incentives, and off-season brainstorming.





ARKANSAS: SILENT FORESTS, VISIONARY DESIGN, AND AUTHENTIC WELL-BEING

ITINERARY – INTEGRATED MICE

DAY 1 – CRYSTAL BRIDGES: INSPIRATION BETWEEN ART AND NATURE

The itinerary begins in **Bentonville**, in the heart of the **Ozark Plateau**, with a base in a designer lodge nestled in lush greenery. The first MICE session takes place in the evocative **Crystal Bridges Museum of American Art**, a futuristic architectural space nestled among trees and bodies of water. Here, surrounded by art masterpieces and glass walls, the focus shifts to the theme of corporate identity as an evolving work. The day continues with a creative walk in the **North Forest Trails**, where each participant collects a symbolic word to share with the plenary session. A private dinner is served in the museum's panoramic restaurant, amidst soft lighting and reinterpreted local cuisine.

DAY 2 – HOT SPRINGS: REGENERATE, RECALIBRATE, REALIGN

The group travels to **Hot Springs**, renowned for its natural thermal springs and the regenerative tranquility of an urban national park. In a historic bathhouse converted into a corporate retreat center, the day begins with a "silent strategy" session: individual reflection in thermal waters followed by small-group discussion. The afternoon is dedicated to an organizational well-being workshop, with guided activities focusing on relaxation and slow planning. The day concludes with a sunset dinner in a historic villa, where time seems to expand and corporate roles dissolve into authentic conversation.

DAY 3 – BUFFALO RIVER: TEAM BUILDING IN WILD MODE

Immersed in the pristine landscape of the **Buffalo National River**, the group experiences a day entirely outdoors, dedicated to connection and trust. It begins with a guided canoe descent through canyons and forests, followed by sensory team-building exercises on the banks. After a gourmet picnic lunch served on flat rocks overlooking the water, the group moves on to a symbolic co-design activity: each team builds a "bridge" with natural materials, a metaphor for corporate connections. The group returns to the lodge in the **Ozark Mountains** for an intimate evening with a barbecue and an acoustic jam session around the campfire.

DAY 4 – LITTLE ROCK: STORIES, IMPACT, AND VISION

The final stop is in the capital, **Little Rock**, where the themes of social impact and responsible leadership are explored. In a former factory transformed into a community innovation center, participants meet local startups and listen to stories of local transformation. They work on a collective strategic canvas to project corporate values into a real-world context. In the late afternoon, a guided tour of iconic sites from the civil rights movement is followed by a closing dinner on an urban terrace overlooking the **Arkansas River**, with a chance to share the thoughts and symbols gathered along the way.

DAY 5 – CEREMONY ON MOUNT NEBO AND A GREETING TO THE FUTURE

To conclude, the group heads early in the morning to the picturesque **Mount Nebo State Park**. After a short hike through the pine trees and a breathtaking view of the valley, a closing ceremony takes place at the top of the mountain: each participant places a stone engraved with a word that emerged during the hike, creating a small symbolic circle. A scenic outdoor brunch follows, with live instrumental music and spontaneous farewells. Transfers to the **Little Rock Airport** are provided directly from the park.

LOUISIANA



THE CREATIVE SOUL OF THE SOUTH

Louisiana is a melting pot of cultures, rhythms, flavors, and inspirations. Here, every corporate event finds a vibrant, colorful, and unexpected stage. From vibrant New Orleans to quiet bayous, through Creole towns and cinematic landscapes, Louisiana offers the perfect backdrop for those seeking a memorable experience, combining inspiration, authenticity, and connection.

INFRASTRUCTURES AND CHARACTER LOCATIONS

With New Orleans International Airport and excellent regional connections, Louisiana is accessible and well-organized. But it's the style that makes the difference: events hosted in historic mansions, renovated lofts, exclusive jazz clubs, private boats in the bayous, artisanal distilleries, and Creole villas. Accommodations offer charm, technology, and human warmth. Local providers are experts in creating events with a strong emotional impact.

OFF-THE-BEATEN MICE DESTINATIONS

- **Lafayette:** The heart of Cajun culture, vibrant, welcoming, and authentic. Perfect for creative **retreats**, shared musical experiences, and informal and strategic **sessions**.
- **Natchitoches:** Louisiana's oldest city, elegant and surrounded by greenery. Excellent for reflective **events**, **coaching sessions** in historic homes, and cultural experiences.
- **Lake Charles:** Overlooking a spectacular bay, a blend of nature and modernity. Ideal for lakeside **incentives**, outdoor activities, and **meetings** with a focus on sustainability.
- **Bayou Country (Houma and surrounding areas):** Immerse yourself in the aquatic nature of the South. Great for environmental **CSR**, experiential **events** in floating lodges, and slow reflection.
- **New Orleans (outside the French Quarter):** Districts like Bywater or Marigny are perfect for cultural **events**, talks in creative centers, and art **workshops**.



LOUISIANA



AUTHENTIC MICE ACTIVITIES

From creating a corporate soundtrack with jazz musicians to a strategy session aboard a boat in the bayou, through Creole cooking workshops, sensory experiences with rum and spices, and artistic urban games in creative neighborhoods: every activity in Louisiana is a multisensory experience designed to strengthen the team, spark ideas, and create lasting memories.

LOUISIANA, WHERE THE TEAM BECOMES A STORY TO BE TOLD

Bringing your team to Louisiana means giving them a living narrative. It's a place where cultures blend like instruments in a band, where the event isn't just a work experience, but a true celebration of the company's identity.

SEASONALITY AND RECOMMENDED MICE ACTIVITIES

- **Spring (March–May):** Ideal weather for outdoor events in the bayou, sessions in Creole gardens, live music, and art workshops.
- **Summer (June–August):** Great for exclusive retreats in floating lodges, immersive culinary experiences, and team building among lagoons and mangroves.
- **Autumn (September–November):** Perfect season for cultural-themed events, environmental CSR, jazz or gospel experiences in historic locations.
- **Winter (December–February):** A prime time for indoor events in historic residences, themed evenings in clubs, and pre-Mardi Gras kick-offs.





LOUISIANA: BETWEEN RHYTHM, ROOTS, AND REBIRTH

ITINERARY – INTEGRATED MICE

DAY 1 – NEW ORLEANS: A WELCOME TO JAZZ, HISTORY, AND VISION

The itinerary begins in **New Orleans**, a city symbolizing resilience and creativity, where every corner vibrates with music, aromas, and history. The group is welcomed into a historic **Garden District** mansion transformed into a charming corporate event venue. Among neoclassical columns and shady gardens, an opening session focused on the company's purpose takes place, accompanied by an acoustic jazz ensemble. The evening opens with a private dinner at a hidden restaurant in the **French Quarter**, featuring Creole-inspired dishes and storytelling sessions on local culture. The rhythm continues: at the end of the dinner, a brass band-style second line accompanies the group along **Bourbon Street** for a sensory introduction to the city.

DAY 2 – LAFAYETTE: BETWEEN CAJUN TRADITION AND TEAM COOKING

On the second day, we leave the urban atmosphere behind and head to **Lafayette**, the heart of Cajun culture, where the past lives on through music and conviviality. The group stays on a plantation converted into an eco-resort and participates in a morning of immersive activities: a workshop on the concept of "territory and belonging," led by local experts, followed by an experiential team cooking session led by chefs from the Creole community. Between stoves, stories, and spices, the group creates their own lunch together. The afternoon is dedicated to an experiential treasure hunt through the bayous, in flatboats with local guides, where teamwork blends with discovery. The evening concludes with a traditional dinner accompanied by live zydeco music.

DAY 3 – NATCHITOCHEs: HERITAGE, IDENTITY, AND INNOVATION

The third stop takes us to **Natchitoches**, Louisiana's oldest settlement, an off-the-beaten-path location perfect for revitalizing the company's vision with roots and perspective. The group gathers in a historic French house for a plenary session on corporate legacies and change. This is followed by creative workshops inspired by local Creole and Francophone culture: each team works on a "map of the future," represented visually or narratively. In the evening, the city transforms into a film set: a traveling dinner among historic houses, each with its own atmosphere, history, and flavor, for an experiential journey between memory and innovation.

DAY 4 – ATCHAFALAYA SWAMP: SILENCE, REFLECTION, AND RESILIENCE

The day begins with a transfer to the wild landscapes of the **Atchafalaya Basin**, the largest marshland in the United States. Here, guests stay in a floating lodge, surrounded only by water, cypress trees, and sky. Activities are conducted in a more reflective manner: a session exploring leadership and the environment, guided silences, individual journaling sessions, and a collective silent navigation through the slow-moving waters of the delta. The afternoon is dedicated to a resilience workshop, using techniques borrowed from local practices. The day concludes with a lantern-lit dinner on the water, with a speech by the CEO and a small symbolic gift given to each participant.

DAY 5 – SAINT FRANCISVILLE & MISSISSIPPI RIVER: CLOSURE AMONG TREES AND CURRENTS

On the return journey, we stop in **Saint Francisville**, a poetic village along the Mississippi. The group gathers under the centuries-old trees of an estate for a final reflection on the company vision that has emerged over the previous days. An experiential picnic in the gardens concludes the journey in a light-hearted yet profound way. The experience culminates with a private river cruise on the **Mississippi** aboard a historic vessel. With soft music and liquid views, the event closes: a collective moment of gratitude and inspiration. The transfer to the airport departs directly from the dock.

NORTH-CENTRAL USA

**OHIO, INDIANA, ILLINOIS,
MICHIGAN, WISCONSIN,
MINNESOTA, IOWA, MISSOURI,
NORTH DAKOTA, SOUTH DAKOTA,
NEBRASKA, KANSAS**

BETWEEN INDUSTRIAL SKYSCRAPERS, LARGE LAKES AND WORKING LANDS

From the banks of Chicago to the agricultural heartland of Iowa, passing through Michigan's universities, Ohio's converted factories, and Missouri's historic towns, the Midwest is the silent cradle of American productivity. Here, working-class history, urban innovation, and landscapes that speak of the twentieth century coexist. The region is perfect for institutional events, economic retreats, and educational trips exploring urban planning, politics, and the culture of work. Great lakes, industrial museums, civic centers, and cultural districts offer ideal environments for deep connections. The Midwest is solid, authentic, and restores meaning to relationships and projects.



OHIO



TRANSFORMATION, CULTURE AND NATURE AT YOUR FINGERTIPS

Ohio is a surprising state. From a former industrial heartland to a cultural and innovative hub, it now offers cutting-edge venues, revitalized cities, and rural areas where time seems to slow down. It's an ideal destination for MICE events seeking authenticity, quality, and the perfect balance of work, inspiration, and relaxation.

ACCESSIBILITY AND INFRASTRUCTURE

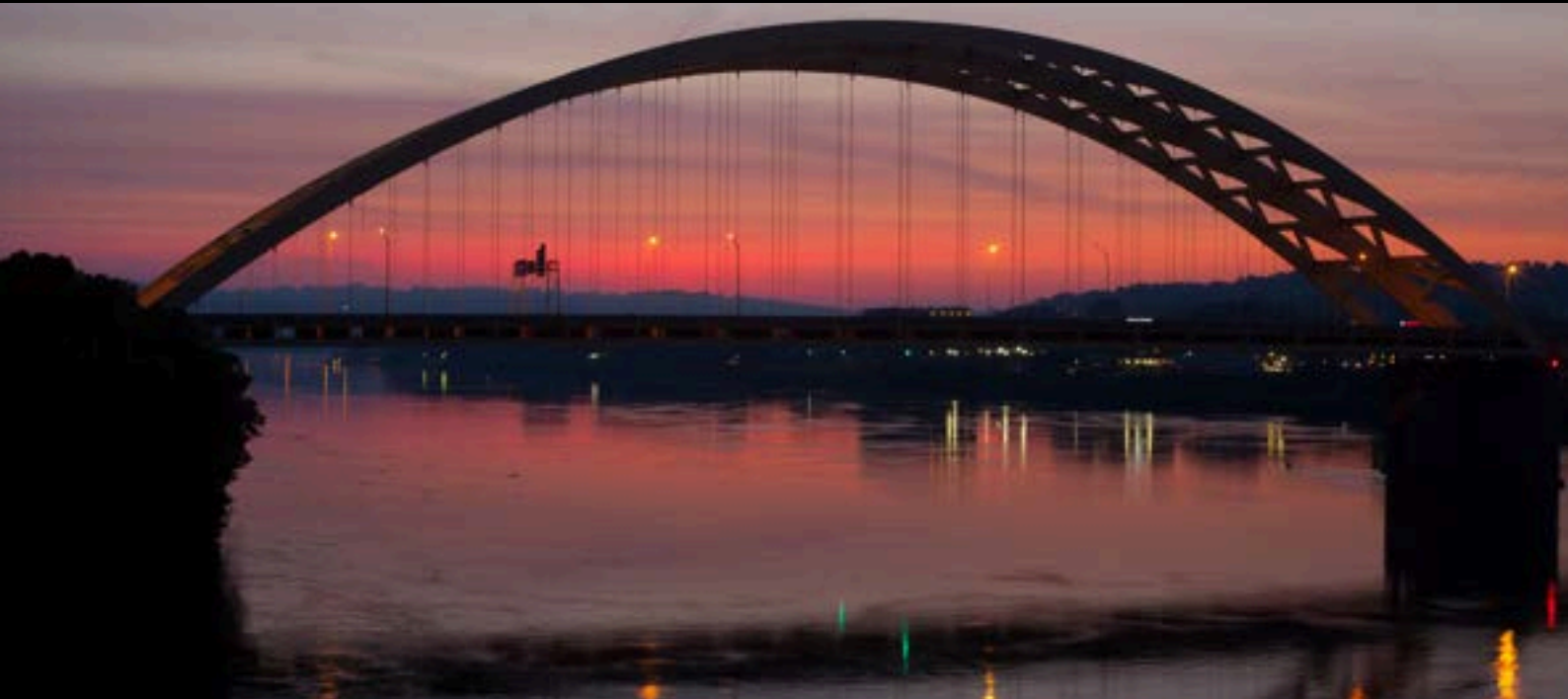
Ohio is served by three international airports—Cleveland, Columbus, and Cincinnati—and is easily accessible by land thanks to its strategic location. Major cities boast modern convention centers, a versatile hotel network, and numerous hybrid spaces, ideal for customized events, from conferences to incentive trips.

MICE DESTINATIONS OUTSIDE THE BOX

- **Cleveland:** convention center and post-industrial halls for **conferences** and corporate **incentives**; museum venues for **gala events** and cultural evenings.
- **Columbus:** urban tech-friendly spaces for **meetings** and **hackathons**; creative venues for corporate **workshops** and **retreats**.
- **Cincinnati:** stadiums and arenas hosting corporate events, group **incentives**, and **dinners** with live music.
- **Obetz:** modular arena ideal for **trade shows**, **product launches**, and large-scale **team-building events**.
- **Marietta:** historic boats available for **seminars**, **lunch cruises**, and high-speed river **meetings**.



OHIO



EXPERIENCES THAT INSPIRE AND EMPOWER

From workshops aboard a riverboat, art workshops in creative neighborhoods, tastings at local breweries, and nights at Cincinnati jazz clubs, Ohio offers a variety of activities that encourage lateral thinking, strengthen connections, and make each event truly memorable.

OHIO, THE EVENT YOU DON'T EXPECT

Focusing on Ohio means surprising your audience with destinations that are less popular but extraordinarily rich in opportunities. It's a quality and original choice, perfect for events that want to make a statement, combining efficient logistics, versatile locations, and a strong emotional impact.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March-May):** Perfect for outdoor activities, river cruises, and **meetings** in city parks.
- **Summer (June-August):** Ideal for corporate **events** in outdoor, sporting, or natural spaces, even in the evening.
- **Autumn (September-November):** A charming season for **incentives** with foliage, cultural **events**, and moments of togetherness.
- **Winter (December-February):** Perfect for indoor **meetings** in historic settings and creative activities in city centers.





OHIO: BETWEEN REBORN INDUSTRY, FLUID CREATIVITY, AND INSPIRING LANDSCAPES

ITINERARY – INTEGRATED MICE

DAY 1 – CLEVELAND: THE POWER OF REGENERATION

As soon as we arrive in **Cleveland**, we sense the soul of a city that has reinvented itself. The group is welcomed into a boutique hotel housed in a former metallurgical factory: exposed brick, industrial glass, and an atmosphere that speaks of resilience and vision. The day begins with a plenary session in a contemporary art gallery nestled in the **Gordon Square** district, where the theme is clear: transforming the past into energy for the future. In the afternoon, a narrative walk takes participants past art installations and reinvented old silos, culminating in the **Rock & Roll Hall of Fame**, where creativity intertwines with the history of rebellion. The evening concludes in a former warehouse transformed into an event space: an atmospheric dinner featuring warm lighting, urban cuisine, and live music, with a collective toast marking the start of the journey.

DAY 2 – COLUMBUS: INNOVATION, ART, AND SHARED VISIONS

The second day begins in **Columbus**, the vibrant heart of Ohio's youngest and most creative region. The spaces of a former shopping mall are now one of the Midwest's most exciting innovation hubs. Interactive workshops foster collective intelligence, fostering agile brainstorming and strategic visions. After an informal lunch in the **Short North** neighborhood, the group explores ateliers, designer studios, and small galleries to explore new languages. In the evening, a traveling gastronomic trail takes participants to three different locations: a hidden wine bar, a fusion kitchen run by an emerging chef, and a panoramic rooftop where the day ends under the city lights.

DAY 3 – CINCINNATI: URBAN AUTHENTICITY AND A SHARED RHYTHM

In **Cincinnati**, the trip takes on a more rhythmic and authentic tone. The day begins with an inspirational session in a skybox overlooking the stadium, where leadership and team spirit are discussed. Afterwards, participants take part in a series of dynamic activities in unconventional locations: from a baseball field transformed into a creative space to a vintage gym used for team coaching sessions. In the late afternoon, the group moves to the **Over-the-Rhine** neighborhood, where murals, historic breweries, and jazz clubs create a surprising evening. Dinner is served in a converted theater, while a jazz band accompanies the stories and emotions shared throughout the day.

DAY 4 – OBETZ & MARIETTA: FUTURE VISION AND FLUID MEMORY

The morning begins in **Obetz**, a little-known town home to a multifunctional modular facility. A forward-thinking plenary session is held here, where participants work on the company's long-term vision, using design thinking tools and open discussion. In the early afternoon, the group departs for **Marietta**, along the Muskingum River. A historic boat awaits, becoming a floating space for reflection, informal discussion, and emotional feedback. At sunset, the boat stops along a small dock surrounded by greenery for a Southern-style dinner, amid suspended lights, authentic flavors, and team stories intertwined like the river's currents.

DAY 5 – COLUMBUS: SYMBOLIC CREATION AND CREATIVE GREETING

The final day is a return, not only geographically, but also internally. The group stops at an art studio in **Columbus**, where each participant is invited to create—with recycled materials, words, and images—a symbolic object representing what they take away from this journey. After a final sharing session, brimming with emotion and new connections, a creative brunch is held in an urban greenhouse, concluding the experience with lightheartedness and flavor. The transfer to the airport is slow and gentle, allowing time to say goodbye... knowing that each inspired mind will bring with it a new idea to nurture.

INDIANA



AUTHENTICITY, INNOVATION AND MIDWEST NATURE

Indiana is a surprising destination for MICE, where the welcoming atmosphere of the Midwest meets creativity, expertise, and unexplored natural landscapes. Here, corporate events and incentive trips find an authentic setting, far removed from mass tourism. From emerging urban centers to spaces immersed in nature, Indiana offers inspiring locations and genuine hospitality, perfect for strengthening relationships and generating new visions.

ACCESSIBLE INFRASTRUCTURES AND INNOVATIVE SPACES

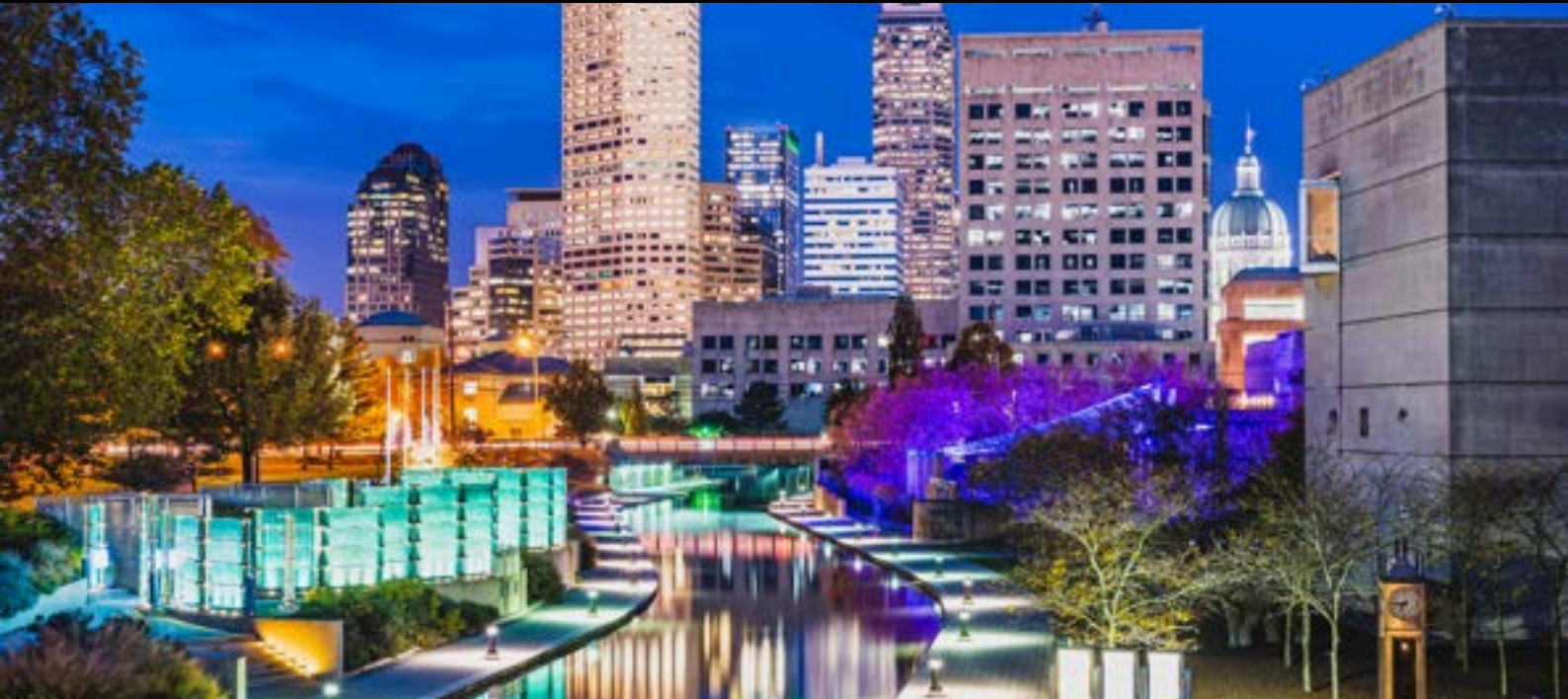
Served by international airports like Indianapolis, Indiana is easily accessible from many US cities. Conference facilities combine functionality and style: repurposed industrial-chic spaces, fully equipped university campuses, boutique hotels, and historic resorts. The quality of local suppliers—from artisanal caterers to AV technicians—guarantees events with meticulous attention to detail.

OFF-THE-BEATEN MICE DESTINATIONS

- **Bloomington & Indiana University:** A young and vibrant city with cultural and academic venues. Perfect for innovation **workshops**, **co-creation sessions**, and **team building** sessions centered around art, music, and local food.
- **Brown County State Park:** One of the most beautiful natural parks in the Midwest, with rustic lodges and rolling forests. Ideal for immersive **retreats**, themed hikes, and group activities in nature.
- **French Lick & West Baden Springs:** Historic Belle Époque resorts with spas and conference spaces under a spectacular dome. Perfect for **board meetings**, elegant **incentives**, and wellness experiences.
- **Nashville (IN):** A small artsy town nestled among hills and artisans. Excellent for creative **events**, slow **meetings** in boutique hotels, and **team experiences** with local artists.
- **Indianapolis** – Garage Collective and industrial spaces: an emerging capital with creative hubs in former warehouses. Suitable for alternative keynotes, **hackathons**, digital-first **events**, and urban-themed evenings.



INDIANA



EXPERIENCES THAT WILL LEAVE THEIR MARK

Indiana is an experiential laboratory: wine tastings in organic wineries, team challenges in the woods, art workshops with ceramists and musicians, cooking sessions with local chefs, evenings around the fire or in suspended greenhouses. These activities strengthen the company's identity and create lasting connections.

INDIANA, WHERE THE TEAM REDISCOVERS ITS VOICE

Choosing Indiana means bringing your team to a stimulating yet accessible, authentic yet surprising environment. Perfect for groups looking to escape the hustle and bustle, think clearly, and experience something different. A place where every voice is heard and every event finds its uniqueness.

SEASONALITY

- **Spring (April–June):** Mild weather and blooming landscapes. Ideal for outdoor campus kickoffs, cooking labs in historic villages, park retreats, and immersive nature sessions.
- **Summer (July–August):** Perfect for incentives in the woods, CSR events on organic farms, meetings between lodges and parks, river activities, and open-air music evenings.
- **Autumn (September–October):** Golden foliage among the hills and parks. Great for strategic retreats amid the autumn colors, coaching sessions at mountain huts, or slow art workshops in Nashville.
- **Winter (November–March):** A cozy, indoor atmosphere. Perfect for board meetings in historic resorts, boutique events in post-industrial spaces, and moments of reflection and well-being.





INDIANA: SILENT ARCHITECTURE, INGENUITY, AND AUTHENTIC ROOTS

ITINERARY – INTEGRATED MICE

DAY 1 – COLUMBUS: ARCHITECTURE THAT INSPIRES VISIONS

The journey begins in **Columbus**, a small city surprisingly renowned for its modernist architectural heritage. After arriving and checking into a boutique design hotel, the group is introduced to the destination with an inspirational walking tour of the works of Eero Saarinen, I.M. Pei, and other great masters. In one of the iconic buildings converted into an event space, the inaugural session on the theme "Building with Vision" takes place: strategic reflections amid clean lines, natural light, and silence. The evening concludes with a private dinner in the courtyard of a former library, amid light installations and reinterpreted local seasonal cuisine.

DAY 2 – FRENCH LICK: WELL-BEING, STRATEGY, AND REGENERATION

The group heads south to the retro charm of **French Lick**, a spa town nestled among wooded hills and natural springs. The day is dedicated to a full immersion in a historic conference center with an integrated spa, ideal for alternating work and wellness. After a strategic co-creation session inspired by the concept of balancing tradition and the future, participants choose between an emotional intelligence workshop in the glass-enclosed room or a spa program with guided reflection. In the evening, an atmospheric dinner is served in the hotel's historic rotunda, accompanied by an inspirational talk on "slow time as a resource."

DAY 3 – WEST LAFAYETTE: INGENUITY, RESEARCH, AND AN EXPANSIVE MINDSET

The third day is dedicated to applied innovation and takes place in **West Lafayette**, home to the prestigious **Purdue University**, a hub of aerospace research and cutting-edge engineering. In collaboration with the campus, the group participates in a scientifically inspired morning with young researchers and tech startups. After a convivial lunch with students and entrepreneurs, the teams work on a "challenge future lab": jointly designing an imaginary solution for their industry. The afternoon concludes with a reflective walk on the **Wabash Heritage Trail**. The evening is free, with dinner of your choice at restaurants run by university alumni.

DAY 4 – NASHVILLE & BROWN COUNTY: NATURE, ART, AND INTROSPECTION

Nestled in the colorful hills of **Brown County State Park**, the village of **Nashville** is an artistic and spiritual retreat that inspires slowness and creative thinking. In a structure surrounded by woods, the day begins with a visual expression workshop: teams, led by local artists, translate key concepts from their shared journey into art. After lunch at a historic inn, the group embarks on a mindful walk through the park, with narrative stops dedicated to corporate values, the future, and relationships. The evening concludes with a dinner and storytelling session around the fire, where each participant shares an object or a symbolic word from their journey.

DAY 5 – TRAIN EXPERIENCE & CLOSURE ON THE OHIO RIVER: A REFLECTIVE RETURN

To conclude, the group enjoys one final immersive experience: a short private vintage train ride through the landscapes of southern Indiana, transformed for the occasion into an "ideas carriage," where each car hosts a thematic moment (creativity, change, vision). The journey ends near the **Ohio River**, where a small closing ritual takes place aboard a riverboat. The slow journey on the water becomes a metaphor for return and continuity: open reflections, toasts, and farewells mark the conclusion. Transfers to **Indianapolis or Louisville** airports are arranged directly from the arrival pier.

ILLINOIS



A CROSSROADS OF INNOVATION, DESIGN AND URBAN IDENTITY

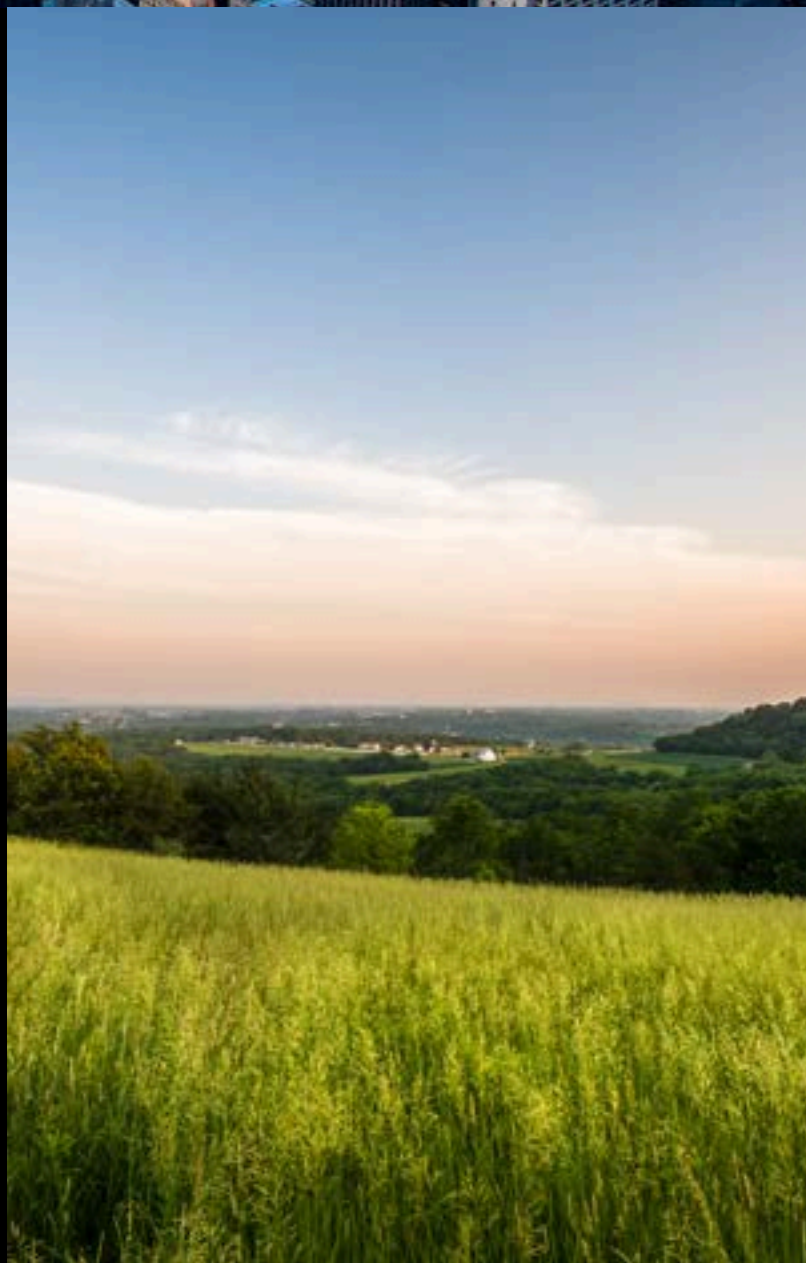
Illinois is a refined blend of cutting-edge metropolises, sparkling lakes, and authentic communities. Chicago, the queen of the Midwest, is a hotbed of ideas where historic skyscrapers and contemporary creativity meet, while rural areas, parks, and towns along the Mississippi offer ideal settings for immersive and unconventional events. It's a destination that stimulates the mind and connects, perfect for any type of MICE experience.

ACCESSIBILITY AND INFRASTRUCTURE

Thanks to O'Hare International Airport—one of the busiest in the world—and a dense rail and road network, Illinois guarantees quick and easy access. Chicago's convention centers, such as McCormick Place, are among the most modern in the United States. But even outside the city, boutique hotels, restored historic centers, and natural resorts offer flexible and highly professional solutions.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Chicago** – The beating heart of **meetings and conferences**: state-of-the-art **convention centers**, luxury hotels, museums, Michelin-starred restaurants, and a vibrant arts scene. Here, you can do it all at the highest level.
- **Galena** – A charming historic town in the northwest, perfect for **retreats, incentives, and group meetings** in intimate, quaint locations.
- **Starved Rock State Park** – A natural oasis ideal for experiential **team building**, leadership **retreats**, and outdoor activities in breathtaking scenery.
- **Peoria and the Midwest River Country** – Perfect for medium-sized **conferences and exhibitions** in riverfront and museum locations.
- **Champaign-Urbana** – Innovative university hub, great for tech industry **meetings** and advanced **workshops**.



ILLINOIS



EXPERIENCES THAT CONNECT, INSPIRE AND AMAZE

From Frank Lloyd Wright architecture to Chicago's hidden jazz clubs, from hot air balloon rides over Galena to rural artisan workshops, Illinois offers unique and authentic experiences. Fusion cooking workshops, boat tours on Lake Michigan, hiking through the canyons of Starved Rock, or leadership sessions on college campuses: every activity becomes a lever for connection and growth.

ILLINOIS, WHERE ENCOUNTER BECOMES TRANSFORMATION

Choosing Illinois means choosing a complete, sophisticated, and surprising destination. A land where innovation and tradition coexist, where every event is designed to make a tangible impact. It's the perfect destination for companies looking to transcend the ordinary.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Great for urban events with outdoor sessions on the lake and team building in city parks.
- **Summer (June–August):** Ideal for rural retreats, boat events, and open-air evenings with music and tastings.
- **Autumn (September–November):** Perfect for incentive trips among the colors of the foliage and conferences in heritage settings.
- **Winter (December–February):** Season of indoor conferences, cultural events, and creative retreats in elegant metropolitan settings.





ILLINOIS: BETWEEN ICONIC ARCHITECTURE, INNOVATION, AND UNIQUE EXPERIENCES

ITINERARY – INTEGRATED MICE

DAY 1 – CHICAGO: URBAN ENERGY AND CUTTING-EDGE DESIGN

The arrival in **Chicago** ushers in a dynamic journey, with an immersive workshop in a stunning location overlooking **Lake Michigan**. Here, the theme of visionary leadership is explored, following the trail of innovative architecture and local tech startups. The evening enlivens with dinner in a historic, hidden speakeasy, where conviviality blends with live jazz performances and informal networking.

DAY 2 – GALENA: HISTORY AND TEAM BUILDING AMONG HILLS AND VINEYARDS

We leave the metropolis behind to discover **Galena**, a charming historic town with cobblestone streets and rolling hilltop views. Between guided tours of ancient homes and strolls through the vineyards, the group engages in outdoor brainstorming sessions and experiential team building. The day concludes with a convivial dinner at a local winery, accompanied by a tasting of artisanal wines and traditional products.

DAY 3 – STARVED ROCK STATE PARK: NATURE IMMERSION AND RENEWAL

In the heart of the pristine nature of **Starved Rock State Park**, the team enjoys a day dedicated to wellness and renewal. Through guided hikes, sunrise walks, and relaxation workshops immersed in gorges and waterfalls, they strengthen bonds and cultivate creativity. In the evening, a gourmet barbecue under the stars completes the outdoor experience, celebrating the connection between nature and performance.

DAY 4 – SPRINGFIELD: POLITICS, CULTURE, AND CORPORATE STRATEGY

In **Springfield**, the state capital and birthplace of Abraham Lincoln, the group visits historic sites linked to leadership and resilience. A business strategy seminar is held in a historic building, featuring presentations by local experts. The afternoon is dedicated to a collective storytelling exercise inspired by Lincoln, followed by dinner at a restaurant serving contemporary Midwestern cuisine.

DAY 5 – INTEGRATED OPTION: ROUTE 66 AND AUTHOR'S PICNIC

To conclude, we propose a day on the iconic **Route 66**, with unusual stops and evocative photos along the way. A stop for a gourmet picnic in a private outdoor location, where a moment of reflection and reflection takes place, concluding the journey with style and inspiration.

MICHIGAN



LAND OF LAKES, INDUSTRIAL INNOVATION, AND CREATIVE REBIRTH

Michigan is a mosaic of unique landscapes and cities that have shaped the history of American industry, reinventing themselves today as hubs of innovation, culture, and sustainability. With over 11,000 lakes and a breathtaking Lake Michigan coastline, this state is an ideal MICE destination for events that combine networking, regeneration, and creative inspiration. Michigan welcomes with innovative spaces, profound cultural experiences, and a strong focus on green regeneration, perfect for those seeking a stimulating environment off the beaten path.

ACCESSIBILITY AND TOP-LEVEL INFRASTRUCTURE

Detroit International Airport provides excellent national and international connections. Major cities—Detroit, Grand Rapids, and Ann Arbor—offer modern conference centers, flexible spaces, and well-equipped hotels. But it's in renovated historic structures, coastal lodges, or resorts in the northern woods that Michigan reveals its full potential for unique meetings and events, with top-notch technical and organizational support.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Detroit** — The birthplace of music, the automobile, and urban regeneration, it's ideal for innovative **events** in revitalized spaces and creative **workshops**.
- **Grand Rapids** — A center of contemporary art and design, perfect for immersive cultural **conferences** and **incentives**.
- **Ann Arbor** — Academic and technology hub, suitable for high-tech training **events**, **seminars**, and **meetings**.
- **Traverse City and the Leelanau Peninsula** — Wine-growing and natural areas, ideal for exclusive **retreats**, **team building**, and rejuvenating outdoor activities.
- **Mackinac Island**: an exclusive location for board **retreats**, elite **incentives**, and heritage-style events, car-free, in a timeless setting.
- **Upper Peninsula** — Michigan's wild side, perfect for group experiences in pure nature, ideal for leadership and regeneration.



MICHIGAN



ACTIVITIES THAT MAKE A DIFFERENCE

From kayaking Detroit's canals to hiking the Upper Peninsula's parks, from creative dinners in converted factories to immersive experiences in artisanal communities, Michigan offers authentic experiential journeys. Tastings on northern wine trails, boating on Lake Michigan, design workshops, and visits to tech startups transform every event into an opportunity for connection and growth.

MICHIGAN, A DESTINATION THAT INVOLVES THE MIND AND THE TERRITORY

Organizing an event in Michigan means choosing a location that invites transformation: spacious spaces for reflection, evolving cities that inspire, creative communities that welcome. It's an original choice that speaks of authenticity, innovation, and respect for the environment and relationships.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Perfect for **incentives** in the vineyards, outdoor **events** along the lakes, and cultural programs in the cities.
- **Summer (July–August):** Ideal for coastal **retreats**, water activities, outdoor **workshops**, and **incentive** trips to beaches and lighthouses.
- **Autumn (September–October):** Season of foliage, tastings, and strategic **retreats** in the woods and at wine resorts.
- **Winter (November–March):** Suitable for exclusive **events** in lodges and historic homes, **team building** in the snow, and **meetings** in an intimate atmosphere.





MICHIGAN ON THE MOVE: FROM URBAN REBIRTH TO SPECTACULAR LANDSCAPES AND CREATIVE INNOVATION

ITINERARY – INTEGRATED MICE

DAY 1 – DETROIT: REBIRTH AND CREATIVE SPIRIT

The adventure begins in **Detroit**, where industrial history merges with a vibrant and innovative future. The group gathers in a converted industrial space, with brick walls and murals telling stories of resilience. Here, a stimulating workshop on social innovation takes place, while ideas flow in an environment pulsating with energy. After a lunch of contemporary local cuisine, the day continues with a bike tour through off-the-beaten-path neighborhoods, discovering emerging artists' studios and hidden artisan workshops. In the evening, a modern African-American dinner, accompanied by live music, concludes this intense day.

DAY 2 – GRAND RAPIDS: SUSTAINABLE DESIGN AND CREATIVE COLLABORATIONS

The journey continues in **Grand Rapids**, a city renowned for its contemporary design and green commitment. At an innovative cultural center, the group participates in a meeting on sustainability and circular design, working together on concrete projects. Lunch is an experience at the local farmers' market, where they discover organic flavors and locally sourced produce. In the afternoon, a collaborative workshop fosters creativity, intertwining ideas with nature. The day concludes with dinner in a historic home, amid stories of design and innovation.

DAY 3 – TRAVERSE CITY AND LEELANAU PENINSULA: NATURE, FOOD, AND TEAM BUILDING

Moving toward the coast, the group arrives in **Traverse City** and the **Leelanau Peninsula**, surrounded by vineyards and forests. Here, they enjoy a sensory team-building experience: walks in the woods, wild herb picking, and natural cuisine. A convivial lunch at an organic farm offers relaxation and connection, while in the afternoon, a private tasting at the winery becomes a workshop on local sustainability. The evening, under a starry sky, is accompanied by folk music and an al fresco dinner.

DAY 4 – ANN ARBOR: ACADEMIC INNOVATION AND VISION FOR THE FUTURE

The final day takes us to **Ann Arbor**, a university city at the forefront of tech and culture. In a multipurpose space connected to the university, the group focuses on innovative ideas for sustainable business in a final session. An eco-friendly brunch is a relaxed networking experience, followed by a visit to a virtual reality lab to explore new technological frontiers. Before departing, a contemplative stroll in an urban park allows for reflection on the shared journey, leaving a sense of inspiration and community.

WISCONSIN



MILK TRADITION AND INNOVATION

Wisconsin is more than just its famous cheeses and passion for hops: it's a land of sparkling lakes, organic farms, and cities regenerating post-industrial spaces. Here, business interacts with authenticity, sustainability, and inspiring landscapes. It's the perfect MICE destination for those seeking authentic experiences, professionalism, and emotional impact.

ACCESSIBILITY AND AUTHENTIC INFRASTRUCTURES

Milwaukee and Madison are connected by regional airports with direct flights and a well-maintained road network. Both cities offer well-equipped convention centers, boutique hotels, converted agricultural spaces, and experiential hospitality services, suitable for any type of MICE event.

MICE DESTINATIONS OUTSIDE THE BOX

- **Milwaukee:** Ideal for creative conferences, gala dinners, and incentives in converted historic breweries.
- **Madison:** Perfect for hackathons, college workshops, and retreats amidst campuses, lakes, and green spaces.
- **Door County:** A peninsula overlooking Lake Michigan, perfect for reflective retreats, artisanal tastings, and tailor-made outdoor activities.
- **Wisconsin Dells:** Water and natural settings suitable for experiential outdoor team building.
- **Oconomowoc & Lake Country:** Tranquil lakes and historic homes for elegant corporate events and relaxed team bonding.



WISCONSIN



EXPERIENCES THAT ENGAGE AND STIMULATE

From farm-to-table cooking classes, co-design activities at breweries and artisan workshops, to boating on lakes, Wisconsin offers a range of authentic experiences that connect, spark creativity, and celebrate the region in style.

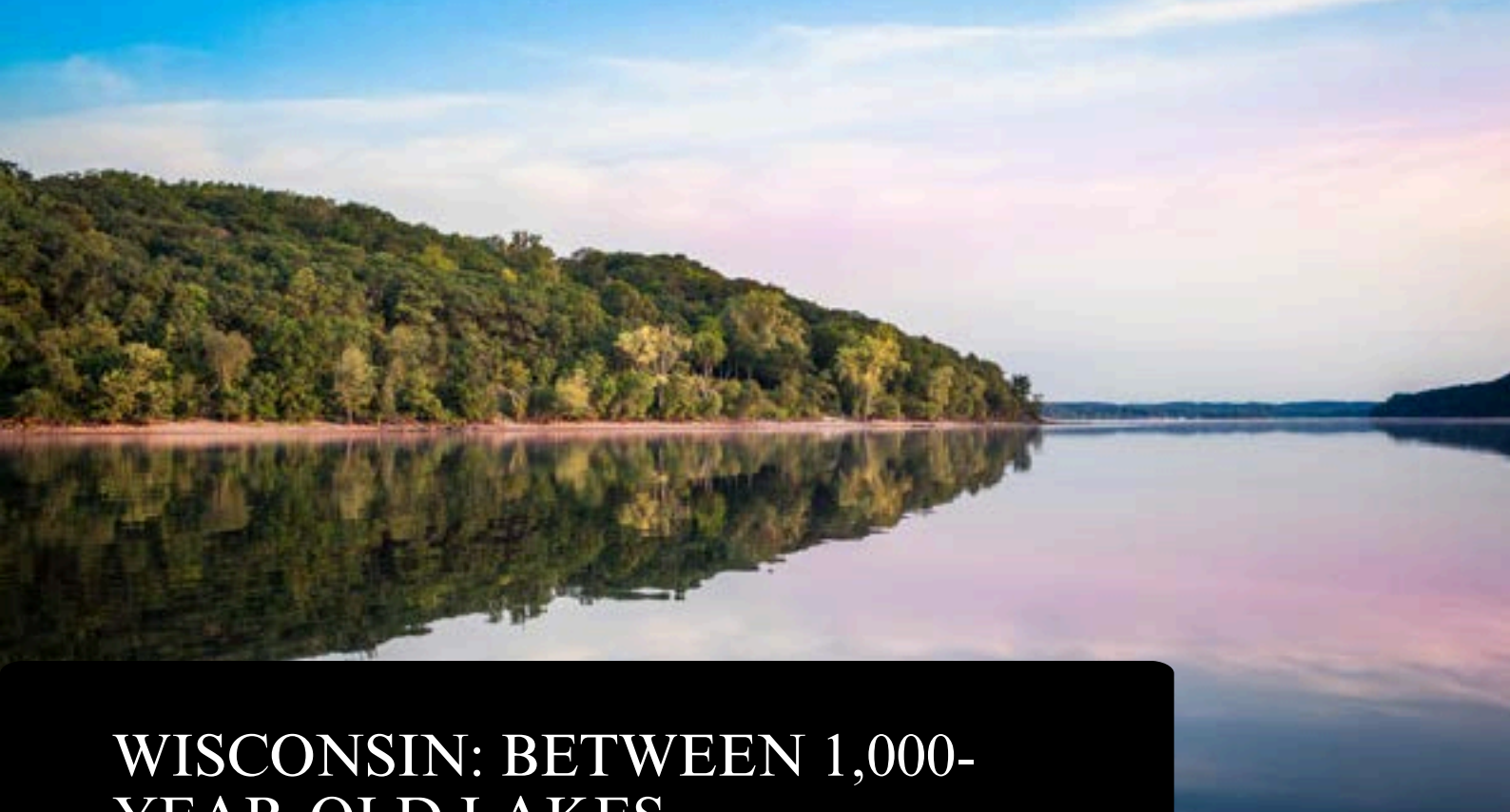
WISCONSIN, THE EVENT THAT SMELLS OF EARTH

Choosing Wisconsin means choosing a MICE experience characterized by authenticity, sustainability, and a relaxed yet professional atmosphere. It's the ideal place to build connections, inspire ideas, and leave a lasting impression on attendees.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Perfect for lakeside retreats, outdoor workshops, and biking along rural trails.
- **Summer (July–August):** Ideal for brewery events, lakeside incentives, and outdoor summer evenings.
- **Autumn (September–November):** A magical season for tastings, food and wine events, and spectacular foliage.
- **Winter (December–February):** Suitable for indoor meetings, events in snow lodges, and team building on ice.





WISCONSIN: BETWEEN 1,000-YEAR-OLD LAKES, CREATIVITY, AND COHESION

ITINERARY – INTEGRATED MICE

DAY 1 – MILWAUKEE: URBAN FERMENTATIONS AND SHARED VISIONS

The journey begins in **Milwaukee**, a city that blends industrial grit with the creative flair of a new generation. The group gathers in a former brewery transformed into an event hub, amidst raw steel and exposed brick. This is where the first session takes shape: an unconventional kickoff where ideas and intentions flow as fluidly as the craft beers served during the networking session. The evening continues with an immersive dinner amid barrels, live music, and guided tastings: an authentic welcome that immediately creates connections.

DAY 2 – MADISON: BETWEEN COLLECTIVE INTELLIGENCE AND WATER REFLECTIONS

The pace changes in **Madison**, a welcoming and intellectual capital. Nestled between vibrant campuses and tranquil lakesides, the group explores inspiring spaces: they work in an innovation lab amidst green walls and future visions, with sessions that intertwine strategy and creativity. After lunch on a terrace overlooking Lake Mendota, they retreat to a botanical garden for small-group discussions. The day concludes with an institutional dinner in a historic residence, where the history of the location intertwines with company stories, amid glasses of local wine and intimate conversations.

DAY 3 – DOOR COUNTY: NATURE, SLOW TIME, AND INSPIRATION

The **Door County** peninsula welcomes the group with its picture-perfect landscape: rolling cliffs, orchards, and rejuvenating silence. This is the backdrop for an immersive retreat: walking among rows of apple trees, participating in a sensory masterclass on a sustainable farm, and working on long-term visions in a converted barn. Dinner takes place in an inn overlooking the lake, where each dish speaks of the region, and the evening concludes with shared stories in front of a roaring fireplace.

DAY 4 – WISCONSIN DELLS: ADRENALINE, NATURE, AND UNITY

The morning is pure energy. In **Wisconsin Dells**, amidst water-sculpted gorges and dense forests, the group engages in outdoor team-building experiences: light rafting, collaboration-focused challenges, and breaks in the woods. Adrenaline transforms into gratitude and team spirit. The day ends in a rustic lodge, with dinner under the stars and live acoustic music: a heartfelt way to celebrate what has been built together.

DAY 5 – LAKE COUNTRY: DISCREET ELEGANCE AND SHARED CONCLUSIONS

The final stop is **Oconomowoc**, a quiet gem of **Lake Country**. Here, in a historic villa overlooking the water, the final meeting takes place: a moment of reflection, in which each participant shares an insight, a key word, a mental image to take home. An elegant brunch concludes the experience, amid hugs, laughter, and promises of new visions for the future. And as the lakes sparkle in the farewell sun, a journey that has left a profound mark on the team's hearts comes to a close.

MINNESOTA



A DESTINATION OF BALANCE, BETWEEN NATURE AND INGENUITY

Minnesota is a land of harmonious contrasts: endless lakes and modern skylines, Nordic culture and American innovation, profound silence and vibrant cities. It's a still largely unexplored MICE destination, combining organizational efficiency and a revitalizing atmosphere. From creative cities to the wild heart of the North, here every event can be transformed into a powerful, unconventional, and memorable experience.

ACCESSIBILITY AND INFRASTRUCTURE

With Minneapolis-St. Paul International Airport well connected to major American and European cities, Minnesota is easily accessible. The convention facilities of Minneapolis and St. Paul are modern, versatile, and nestled in a vibrant urban setting. Alongside these hubs, boutique hotels, eco-resorts near the lakes, and lodges in the north offer ideal spaces for every MICE need, from large events to exclusive retreats.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Minneapolis** — A cultural and tech hub of the Midwest, featuring contemporary event spaces, world-class museums, and an inclusive entrepreneurial ecosystem.
- **Saint Paul** — A historic capital with European elegance, perfect for corporate events, cultural incentives, and moments of reflection.
- **North Shore (Lake Superior)** — One of the most scenic lake shores in the country, ideal for immersive retreats, outdoor experiences, and regenerative team building.
- **Boundary Waters and Grand Marais** — Remote destinations for extreme MICE experiences, wilderness training, and immersive leadership.
- **Duluth** — A port city with an industrial soul and unique locations for events themed around regeneration and innovation.
- **Brainerd Lakes Area** — An ideal destination for incentive trips and group activities among lakes, forests, and golf resorts.
- **Ely & Boundary Waters** — Perfect for experiential programs in contact with wilderness.



MINNESOTA



EXPERIENCES THAT WILL LEAVE THEIR MARK

Kayaking among glacial islands, floating dinners on lakes, indigenous craft workshops, climate change workshops at environmental research centers, or team-building sessions in the utter silence of the northern wilderness. In Minnesota, every activity has a genuine value.

MINNESOTA, THE STRATEGIC REFUGE FOR BUSINESS

Minnesota surprises with its ability to offer a stimulating and reflective environment, where teams and managers can rethink visions, strategies, and relationships in regenerating spaces. It's a place where work intertwines with nature, culture with innovation, and silence with inspiration.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Perfect for **conferences** in Minneapolis, outdoor **meetings** by the lakes, and wellness trails in city parks.
- **Summer (June–August):** Ideal for **incentive** events in exclusive lodges, water activities, and **workshops** among the forests and shores of Lake Superior.
- **Autumn (September–November):** Season for strategic **retreats**, cultural **events**, and experiential foliage activities.
- **Winter (December–February):** Suitable for **team building** in the snow, **workshops** in mountain huts in the north, and indoor **conferences** with a strong emotional impact.





AUTHENTIC MINNESOTA: NORDIC BALANCE, DEEP CULTURE, AND REGENERATING NATURE

ITINERARY – INTEGRATED MICE

DAY 1 – MINNEAPOLIS: SOCIAL INNOVATION AND HUMAN DESIGN

The journey begins in the vibrant heart of **Minneapolis**, a city that surprises with its combination of urban culture, progressive spirit, and a refined Nordic aesthetic. The group is welcomed into an event space inside a former brickyard along the Mississippi River, now regenerated as a hub for social innovation. Here, the first meeting begins with an interactive workshop on the future of work, facilitated by local entrepreneurs and activists. Among brick walls, urban artworks, and large windows overlooking the river, the dialogue becomes profound and dynamic. After an organic lunch in a café run by a neighborhood cooperative, the afternoon continues with a narrative tour of public art installations and independent artist studios in the **Northeast Arts District**. The day concludes with a Nordic-style dinner at a rooftop restaurant, where the chef describes each dish as if it were a landscape.

DAY 2 – SAINT PAUL: HISTORIC ELEGANCE AND COMMUNITY STORYTELLING

The second day takes the group to nearby **Saint Paul**, Minneapolis's elegant and more introspective twin. **The setting** is a historic neoclassical library transformed into an event space: here, a session on institutional storytelling takes place, where each participant explores their professional narrative through new lenses. After a refined lunch in a period inn overlooking the river, the group participates in a literary walk through historic neighborhoods, led by local actors who intertwine history, fiction, and current events. In the late afternoon, a private visit to the **Minnesota Opera** offers a behind-the-scenes exploration of collective creativity. The evening concludes in a former Victorian residence transformed into a gourmet restaurant, featuring chamber music and local wines.

DAY 3 – NORTH SHORE: DEEP CONNECTION WITH NATURE

The journey continues north, along the spectacular **North Shore of Lake Superior**, one of America's most scenic lakes. The group is hosted in an eco-sustainable lodge overlooking the water, nestled among pine trees and rocks. Here, the experience changes pace: we listen to the landscape and our bodies. The day includes an experiential journey led by facilitators experienced in regenerative leadership, alternating moments of silent walking, mindfulness practices, creative activities with natural materials, and profound dialogues around the fire. Lunch is a gourmet picnic among the rocks, while dinner takes place in the lodge, featuring a menu based on local ingredients, amid candlelight and ancestral tales. The lake, still at sunset, accompanies every gesture.

DAY 4 – GRAND MARAIS: WILD CREATIVITY AND A SHARED VISION

The final stop is **Grand Marais**, a small artistic village near the Canadian border. In a workshop overlooking the lake, run by local artists and designers, the group participates in a final creative session: each participant creates, using clay, paper, or natural fibers, an object that symbolizes their journey. This is followed by a moment of collective reflection, in which everyone shares their vision for the future. The closing brunch is served outdoors, among fir trees and fresh air, accompanied by live folk music. Before departing, a symbolic ceremony in the woods takes place: a short, silent walk to a scenic spot, where each participant plants a seed—real or metaphorical—to remind themselves that every experience, if nurtured, generates a future.

IOWA



AUTHENTIC AMERICA WHERE BUSINESS BREATHES

Iowa is the cradle of a genuine culture, characterized by hospitality, agricultural innovation, hidden creativity, and vast territories waiting to be rediscovered. A perfect MICE destination for those seeking authenticity, quiet places that foster profound ideas, and communities ready to host events with human warmth and impeccable organization. Here, you can find time to think, create, and connect.

INTIMATE INFRASTRUCTURES, TECHNOLOGY AND NATURE

Thanks to the Des Moines and Cedar Rapids airports, Iowa is accessible and well-connected. Its conference centers aren't huge, but they're smart, flexible, and nestled in regenerative settings: eco-friendly lodges, repurposed cultural spaces, well-equipped universities, smart farms, and boutique hotels. Local partners are expert in welcoming corporate groups with tailored attention.

OFF-THE-BEATEN MICE DESTINATIONS

- **Des Moines:** a vibrant and growing capital city, with an arts district and numerous post-industrial venues. Perfect for creative **meetings**, cultural **networking** evenings, and events in the heart of the slow city.
- **Iowa City:** a UNESCO City of Literature, a university and creative hub. Ideal for storytelling **workshops**, mindful leadership **retreats**, and strategy sessions among cafes and bookstores.
- **Amana Colonies:** historic villages founded by German communities, with traditional buildings and a timeless atmosphere. Ideal for immersive **events**, **board meetings** in historic residences, and group cooking experiences.
- **Decorah:** nestled in the Driftless Area, with hills and pristine nature. A location for regenerative **incentives**, outdoor training, silent coaching, and philosophical hiking.
- **Fairfield:** a pioneering city in wellness and meditation. Perfect for corporate **retreats**, relaxation, sustainable leadership, and encounters between innovation and spirituality.



IOWA



EXPERIENCES THAT CONNECT, INSPIRE, REGENERATE

In Iowa, you rediscover the meaning of experience: you work in quiet restored barns, you do team building on organic farms, you relax in lavender fields, and you dine with chefs who share their stories about the region. Each activity is authentic, accessible, and packed with transformative content.

IOWA: WHERE THE TEAM LISTENS

Those who choose Iowa for their MICE event want something that will last: ideas that take root, relationships that strengthen, new perspectives. It's a place where noise gives way to vision, where groups rediscover cohesion, and where business can breathe.

SEASONALITY AND RECOMMENDED MICE ACTIVITIES

- **Spring (April–June):** Great for agricultural **meetings** in renovated barns, kick-offs in nature, and strategic walks through gardens and paths.
- **Summer (July–August):** Perfect for immersive **retreats** in parks, slow **incentives** among historic colonies and farms, and creative activities in artistic villages.
- **Autumn (September–October):** A golden season of red leaves and agricultural fairs. Ideal for vision **retreats**, talks in harvested fields, and bonding experiences around the fire.
- **Winter (November–March):** A reflective season. Recommended for indoor **board meetings**, high-profile training sessions in intimate locations, and cultural and musical experiences in historic cities.





IOWA: BETWEEN AGRICULTURAL CULTURE, INNOVATION, AND HIDDEN WONDERS

ITINERARY – INTEGRATED MICE

DAY 1 – DES MOINES: BETWEEN URBAN REGENERATION AND LOCAL INSPIRATION

The journey begins in **Des Moines**, a dynamic and rapidly growing capital city, where art, design, and agritech merge with a pioneering spirit. The group is welcomed into an industrial creative space along the **Des Moines River**, perfect for an initial opening session focusing on sustainability and business transformation. After the meeting, a guided walk through the East Village—among independent shops, murals, and co-working spaces—introduces participants to a vibrant and surprising city. The day concludes with a private dinner on the rooftop of a former printing press, overlooking the skyscrapers and featuring farm-to-table cuisine accompanied by local acoustic music.

DAY 2 – MADISON COUNTY & COVERED BRIDGES: TEAM BUILDING IN THE ICONIC LANDSCAPE

The group travels to the poetic landscape of **Madison County**, famous for its covered bridges and an authentic, slow-paced America. In a converted historic farmhouse, an outdoor experiential team building session takes place, combining storytelling, problem-solving, and visual collaboration. The activities revolve around the concept of "connecting"—people, ideas, and values—just like the covered bridges. After a rustic lunch under the oak trees, the group participates in a photography workshop to explore the team's identity through images taken along the trails. The evening is dedicated to a country dinner in a warmly lit barn, with a tasting of artisanal cider and collective reflection.

DAY 3 – AMES & AGRITECH INNOVATION: BETWEEN RESEARCH AND THE FUTURE

The third day is dedicated to innovation, with a stop in **Ames**, home to **Iowa State University** and centers of excellence in agricultural biotechnology. The group visits an experimental campus where a plenary session is held with startups, researchers, and innovators, focusing on regeneration and impact. In small groups, participants collaborate on a "co-visioning" exercise: jointly designing a sustainable challenge for the company's future. After a light lunch in the garden of a former greenhouse converted into a bistro, the group sets off on a guided walk in the surrounding countryside, discovering the new frontiers of circular food production. The evening is free, with the option of a gourmet dinner in downtown **Des Moines**.

DAY 4 – DECORAH & NORDIC ROOTS: CREATIVITY AND INTROSPECTION

The journey continues north to **Decorah**, a town nestled between hills and rivers, founded by Norwegian immigrants and now home to a vibrant artistic and cultural movement. The group is hosted in a facility surrounded by nature, where a creative workshop is held: each team builds a "symbolic object" that illustrates the evolution of the company's values. In the afternoon, they explore the town on foot, visiting independent galleries and craft breweries. The day concludes with an experiential candlelit dinner in an old mill, where they reflect on the legacy each team wishes to leave behind in their respective fields of work.

DAY 5 – PRAIRIE DU CHIEN & MISSISSIPPI RIVER: TRAVEL AS METAPHOR

Traveling east, the group reaches the banks of the Mississippi near **Prairie du Chien**, on the Iowa-Wisconsin border. After a stroll through the river park, a final sharing session takes place aboard a private barge transformed into a floating meeting room. The slow journey along the river accompanies participants in a final collective exchange: each person shares an idea, an emotion, a resolution to take home with them. The itinerary concludes with a brunch on the water prepared by a local chef, amidst silence, toasts, and promises. The transfer departs from the pier and arrives at the **Dubuque or Des Moines** airport, depending on your needs.

MISSOURI



AN AMERICAN HEART OF BUSINESS AND NATURE

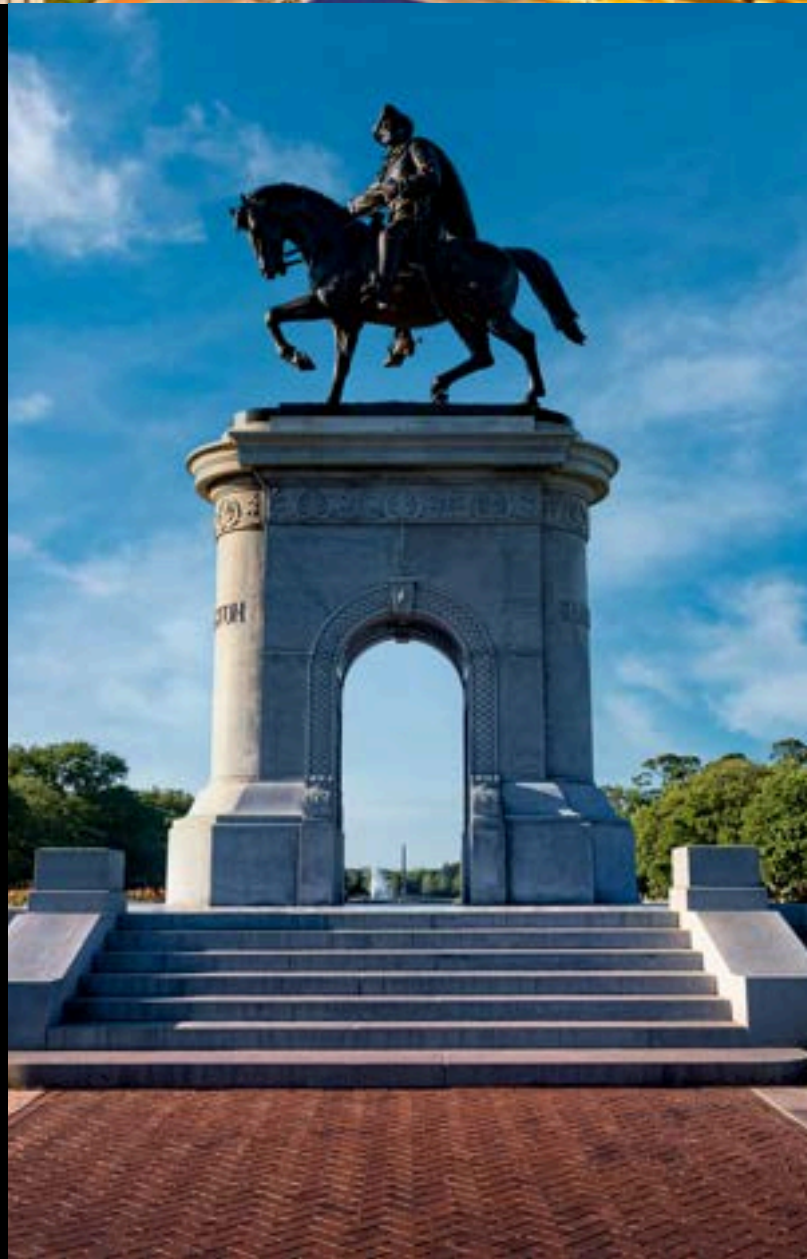
Missouri is a dynamic crossroads where large cities and pristine landscapes blend to create an ideal setting for MICE events. St. Louis and Kansas City offer modern infrastructure, a vibrant cultural scene, and top-notch hospitality. Meanwhile, rural regions and natural parks offer unique settings for corporate retreats and team building events immersed in nature. It's a state that combines efficiency and authenticity, perfect for those seeking something different without sacrificing quality.

ACCESSIBILITY AND INFRASTRUCTURE

With two major international airports in St. Louis and Kansas City, as well as an efficient road network, Missouri guarantees easy access and quick travel. Convention centers in both cities boast cutting-edge technology and flexible spaces. Boutique hotels, large resorts, and historic venues complete the offerings for every type of event, while professional support is guaranteed by experienced and creative event planners.

MICE DESTINATIONS OUTSIDE THE BOX

- **St. Louis:** beating heart with the famous Gateway Arch, it offers iconic venues for conventions and exclusive events, as well as museums and an emerging culinary scene.
- **Kansas City:** dazzles with its historic jazz clubs, unique barbecue joints, and modern meeting and incentive spaces.
- **Ozarks region:** offers breathtaking natural scenery: lakes, forests, and hills perfect for outdoor activities, experiential team building, and group retreats.
- **Hermann:** a small town with historic wineries and German architecture, is perfect for niche events with an authentic cultural touch.



MISSOURI



EXPERIENCES THAT CREATE CONNECTIONS AND INSPIRATION

Missouri offers experiences that go far beyond traditional MICE activities: from boat tours on the Mississippi River to wine tasting sessions at Hermann's wineries, from traditional cooking workshops to live jazz in Kansas City's historic clubs. Horseback riding in the Ozarks, visits to innovative museums, and hikes in natural parks create unforgettable moments of connection and inspiration.

MISSOURI, THE DESTINATION THAT KNOWS HOW TO INVOLVE

Choosing Missouri means choosing a versatile and authentic destination, capable of adapting to any type of event and audience. Here, business intertwines with culture, nature, and tradition, creating a unique blend that leaves an indelible mark on attendees. It's the ideal place for those who want to innovate, surprise, and connect deeply.

MICE SEASONS IN MISSISSIPPI AND THEIR OPPORTUNITIES

- **Spring (March-May):** Ideal for outdoor events, cultural tours, and team building in nature parks.
- **Summer (June-August):** Perfect for Ozarks lake resort retreats and water activities.
- **Autumn (September-November):** Ideal season for food and wine events, vineyard excursions, and outdoor meetings in cool weather.
- **Winter (December-February):** Suitable for indoor meetings, exclusive dinners and cultural programs in cities.





MISSOURI: BETWEEN LIVELY CITIES AND INSPIRING NATURE

ITINERARY – INTEGRATED MICE

DAY 1 – WELCOME TO ST. LOUIS: BUSINESS AND JAZZ ON THE MISSISSIPPI

The group arrives in **St. Louis** and settles into a designer hotel near the famous Gateway Arch. After a welcome meeting in a high-tech meeting room, they embark on a private tour of the **Mississippi River**, admiring picturesque views and hearing fascinating stories about the region. The day concludes with dinner at a venue featuring live jazz, where authentic flavors and a vibrant atmosphere create the perfect mood to begin the journey.

DAY 2 – KANSAS CITY: CREATIVITY, MUSIC, AND LOCAL FLAVORS

The move to **Kansas City** introduces the group to a vibrant cultural scene. The morning is dedicated to a creative workshop in a modern venue with flexible spaces. In the afternoon, an exclusive visit to the city's historic jazz clubs and a tasting of traditional barbecue. The evening culminates in a convivial event with a live performance, strengthening bonds and celebrating local tradition.

DAY 3 – OZARKS: NATURE AND EXPERIENTIAL TEAM BUILDING

The group immerses themselves in the wild nature of the **Ozarks**, participating in team-building sessions amidst forests, crystal-clear lakes, and breathtaking landscapes. An outdoor lunch at an eco-friendly lodge offers a moment of relaxation and sharing, followed by outdoor activities like kayaking or horseback riding. Dinner under the stars concludes the day in a magical and intimate atmosphere.

DAY 4 – HERMANN: CULTURE, WINES, AND NETWORKING

The small town of **Hermann** welcomes the group with its historic cellars and German architecture. Work sessions in the cellars alternate with local wine tastings, accompanied by insights into the area's history and culture. Strolls through the picturesque streets and networking opportunities round out the experience, which concludes with a traditional dinner in an exclusive location.

DAY 5 – TOUR OF THE AUGUSTA VINEYARDS

On the final day, a guided excursion to the vineyards of **Augusta**, America's first recognized wine region, is planned. The tour includes select tastings and a gourmet lunch surrounded by lush greenery, a special way to end a trip dedicated to nature, taste, and business.

NORTH DAKOTA



AN AUTHENTIC SPACE FOR IDEAS THAT ARE BORN AWAY FROM THE SPOTLIGHT

North Dakota is a land of boundless space, creative silence, and rare authenticity. Here, business meets nature in a setting that invites concentration, strategic thinking, and deep connection. From endless prairies to breathtaking national parks, passing through culturally vibrant cities like Fargo and Bismarck, the state is an alternative yet surprising MICE destination, perfect for those seeking out-of-the-ordinary experiences.

INFRASTRUCTURE AND ACCESSIBILITY

Despite its remote location, North Dakota is well served by regional airports (Fargo, Bismarck, Minot) with connections to major US hubs. Its cities offer functional convention centers, hybrid spaces, boutique hotels, and efficient logistics solutions. Local, attentive and versatile operators are accustomed to transforming every event into a personalized experience, even in rural or nature-filled settings.

MICE DESTINATIONS OUTSIDE THE BOX

- **Fargo:** A dynamic hub with modern convention centers, ideal for **conferences**, **hackathons**, and cross-sector **meetings**, thanks to its vibrant creative and university community.
- **Bismarck:** An institutional capital with a human face, perfect for government **events**, seminars, and training sessions immersed in local history.
- **Medora:** On the edge of Theodore Roosevelt National Park, offers unique settings for strategic **retreats**, nature **leadership** sessions, and **team building** among canyons and bison.
- **Minot:** A city with a Nordic flavor, featuring museums, arenas, and multipurpose venues, perfect for cultural **events**, regional **conferences**, and small **incentives**.
- **Devils Lake & Lake Sakakawea:** Ideal destinations for outdoor experiential **workshops**, group boating activities, and corporate **bonding experiences** amidst the water and silence.



NORTH DAKOTA



EXPERIENCES THAT HELP THE TEAM GROW

From workshops in remote lodges to gentle survival workshops in the park, night hikes under starry skies, and encounters with Native artisans, North Dakota offers profound and memorable experiences that help teams build trust, listening skills, and vision.

NORTH DAKOTA, THE POWER OF SLOW IDEAS

In North Dakota, time slows down and space expands. It's a place where ideas can mature calmly, where teams find authentic connection, and where corporate events become opportunities to recharge, refocus, and inspire. It's a bold choice for those who truly want to stand out.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Perfect for immersive **events** in parks, outdoor training courses, and lodge **workshops**.
- **Summer (July–August):** Ideal for active **incentives** on lakes and meadows, boating activities, excursions and **retreats**.
- **Fall (September–October):** Ideal season for strategic **leadership sessions**, ranch **events**, and foliage in the parks.
- **Winter (November–March):** Suitable for indoor **meetings** in warm and intimate environments, cultural experiences and **team building** in snowy lodges.





NORTH DAKOTA: BETWEEN POWERFUL SILENCES, CREATIVITY, AND CONNECTION

ITINERARY – INTEGRATED MICE

DAY 1 – FARGO: URBAN ENERGY AND A SHARED VISION

Arriving in **Fargo**, a young and surprisingly vibrant city, the experience begins with a welcome in an art gallery transformed into a strategic space. Here, amidst works by emerging artists and soft lighting, the first session, "Future Visions," takes place. After a dynamic lunch with local chefs at an artisan market, the group participates in a creative storytelling workshop in a converted print shop. The evening concludes with a contemporary Nordic dinner in an industrial loft, accompanied by folk music and a theatrical performance inspired by change.

DAY 2 – MEDORA: INSIDE THE LANDSCAPE, OUTSIDE THE BOX

The day begins with a transfer to **Medora**, a small gem on the edge of **Theodore Roosevelt National Park**. In this timeless place, the group immerses themselves in an environment that stimulates deep thought. An immersive leadership session takes place in a scenic lodge overlooking the Badlands, followed by outdoor team-building activities: cooperative rock and canyon trails, a guided bison walk, and a sustainability workshop led by expert rangers. Dinner is intimate and evocative: around a large fire under a starry sky, with dishes prepared by a local chef who uses only wild ingredients.

DAY 3 – DEVILS LAKE: FLOWING TOGETHER

The next stop is **Devils Lake**, amidst calm waters and rejuvenating silence. Here, the group embarks on a small private fleet for a slow and reflective voyage. Each stop is an opportunity for micro-sessions on listening, communication, and trust. After lunch on a houseboat, an experiential workshop takes place "on land," using wood, wool, and rammed earth: participants construct symbolic objects that recount the journey they've traveled together. The evening concludes in a pine-surrounded refuge, with shared readings and live acoustic music.

DAY 4 – MINOT: CULTURE, MEMORY, AND REBIRTH

Minot welcomes the group to a Nordic-inspired cultural space, where a plenary session is held on the theme of change and corporate memory. After an immersive lunch featuring reimagined Scandinavian cuisine, the group visits a museum dedicated to migration and participates in a workshop on the future of corporate identity. Dinner is held in a circular structure with large windows overlooking the landscape: the theme is "return and roots."

DAY 5 – RETURN WITH A FINAL EXPERIENTIAL STOP IN BISMARCK

On the way back, we stop in **Bismarck** for one last collective moment. In a historic building overlooking the Missouri River, the group participates in a facilitated performance of "Intuitive Public Speaking." The tour concludes with a ceremonial brunch featuring local products and the presentation of a symbolic object to each participant. It's the perfect way to capture the journey we've experienced... and be inspired for the next step.

SOUTH DAKOTA



BEYOND THE MONUMENT: A DESTINATION THAT SPEAKS TO EMOTIONS

South Dakota is much more than the famous Mount Rushmore. It's a land of wide open spaces, iconic landscapes, and profound culture, where nature tells stories and humanity learns to listen. With its prairies, unique rock formations, and towns that retain the charm of the Old West, this state proves to be an unconventional MICE choice, capable of inspiring, connecting, and surprising.

INFRASTRUCTURE AND ACCESSIBILITY

Connected by major regional airports (Sioux Falls, Rapid City), South Dakota is easily accessible from several US hubs. Versatile and modern facilities alternate with locations immersed in nature or steeped in history. From city convention centers to eco-lodges in parks, the variety of spaces allows for events tailored to every goal, with professional services and a strong focus on sustainability.

MICE DESTINATIONS OUTSIDE THE BOX

- **Rapid City:** Gateway to national parks, offers modern venues and museums ideal for cultural and corporate **events**.
- **Badlands National Park:** Perfect for immersive **retreats** and **leadership training** in surreal settings.
- **Deadwood:** A historic Wild West town, perfect for authentic **incentives** and **team building** among saloons and mines.
- **Custer State Park:** An ideal setting for outdoor activities, experiential **workshops**, and hybrid formats in scenic lodges.
- **Sioux Falls:** An urban and innovative hub, perfect for industry **conferences**, **hackathons**, and sustainable events.



SOUTH DAKOTA



EXPERIENCES THAT MAKE THE DIFFERENCE

Sessions among canyons and bison, Western dinners under the stars, craft workshops with Native artists, group ceremonies in the quiet of the park: South Dakota transforms every event into an emotional journey that strengthens the group and leaves an authentic mark.

SOUTH DAKOTA, WHERE NEW NARRATIVES ARE BORN

Organizing an event in South Dakota means giving voice to a different approach to team building and training. It's a state that fosters reflection, creativity, and shared identity, in a setting that invites you to step out of your comfort zone and connect with something real.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Perfect for retreats, strategy sessions in nature, and team building activities in parks.
- **Summer (July–August):** Ideal for outdoor incentives, traveling events in parks, and cultural tours in historic centers.
- **Autumn (September–October):** Golden season for corporate events in the lodges, wellness activities and sensory workshops.
- **Winter (November–March):** Suitable for indoor conferences, immersive experiences in snowy lodges, and western-style events including saloons and shows.





SOUTH DAKOTA: BETWEEN ICONIC NATURE AND AUTHENTIC STORIES

ITINERARY – INTEGRATED MICE

DAY 1 – RAPID CITY: TURN ON THE VISION

Arrival in South Dakota is marked by a welcome in **Rapid City**, at a cultural center housed in a former train station. After an initial inspirational meeting with local artists and storytellers, the group participates in a plenary session on change and courage. In the evening, dinner is served in an art gallery featuring contemporary Great Plains cuisine, while a Lakota guide shares local legends among the tables.

DAY 2 – BADLANDS: LISTENING TO THE EARTH

We enter the heart of the **Badlands**, where the ancient geology and the silence of the prairies foster deep inner listening. After a short sunrise hike among pinnacles and canyons, the group participates in a workshop on leadership and intuition. This is followed by cooperative outdoor experiences and a collective visioning activity around a stone circle. Dinner, held on a private ranch, is accompanied by an unplugged concert under the stars.

DAY 3 – CUSTER STATE PARK: VISION, COHESION, NATURE

Surrounded by woods, lakes, and meadows, participants explore horseback riding trails for an unconventional team-building activity. A session on "corporate identity and shared values" takes place in a lodge overlooking a lake. In the afternoon, there's time for personal reflection on a silent walk in the woods. The evening concludes with a rustic-elegant Western-style dinner, featuring shared experiences in small groups.

DAY 4 – DEADWOOD: AUTHENTICITY AND STORYTELLING

In **Deadwood**, a legendary town of the Old West, enjoy an incentive experience that blends history and gaming: a narrative treasure hunt through saloons, museums, and old mines. After lunch in a vintage restaurant serving local cuisine, a hands-on corporate storytelling workshop takes place in an old theater. The evening opens with a symbolic parade along the main street and concludes in a private saloon with live music.

DAY 5 – SIOUX FALLS: SUMMARY AND FINAL INSPIRATION

The journey concludes in **Sioux Falls**, where the final collective session takes place in an industrial space converted into a creative coworking space: a workshop where each participant creates their own "journey manifesto." After an experiential brunch in an urban micro-farm, the group participates in a symbolic ceremony with the presentation of a carved stone memento. It is the emotional seal of an intense experience, far from the noise and close to the heart.

NEBRASKA



PRAIRIES, INNOVATION AND HOSPITALITY

Nebraska is a state of wide prairies, vibrant cities, and welcoming communities. With a strong agricultural tradition combined with a modern business community, Nebraska offers versatile settings for MICE events. Omaha and Lincoln, the two largest cities, feature state-of-the-art conference centers, flexible hotels, and professional services, while rural areas like the Sandhills and the Niobrara region offer unique natural settings for experiential team building and corporate retreats immersed in nature.

ACCESSIBILITY AND MODERN INFRASTRUCTURE

Omaha and Lincoln are connected by regional airports with direct domestic flights, while an efficient road network facilitates domestic travel. Both cities offer modern conference facilities, top-notch hotels, and exclusive venues. Logistical and operational support is provided by experienced professionals, capable of customizing each event to meet your needs.

MICE DESTINATIONS OUTSIDE THE BOX

- **Omaha:** Lively Old Market district and modern convention center, ideal for **meetings**, **conferences** and cultural **incentives**.
- **Lincoln:** The state capital, combining history, art, and innovation, with flexible spaces for corporate **events** and creative **retreats**.
- **Sandhills:** Rolling hills and ranches offering unique experiences for outdoor **team building** and immersive nature **workshops**.
- **Niobrara Valley:** A destination for adventure activities and eco-friendly **incentives**, with pristine river landscapes.



NEBRASKA



EXPERIENCES THAT INSPIRE AND CREATE BONDS

Nebraska offers authentic experiences such as tastings of local products at organic farms, horseback excursions on Sandhills ranches, and visits to contemporary art museums. Sustainable agriculture workshops, kayaking trips along the Niobrara River, and dinners with local chefs foster team building and memorable moments of inspiration.

NEBRASKA, THE TERRITORY THAT UNITES BUSINESS AND NATURE

Choosing Nebraska means embracing a destination where efficiency and authenticity blend, offering MICE solutions for every need. Here, work takes place in stimulating and unconventional environments, capable of leaving a lasting impression on participants.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March-May):** Ideal for outdoor events, nature tours, and team building in the flowering meadows.
- **Summer (June-August):** Perfect for ranch retreats, sports activities, and river incentives.
- **Autumn (September-November):** Season of harvests and local festivals, ideal for cultural experiences and meetings in rustic locations.
- **Winter (December-February):** Suitable for indoor meetings, cultural events, and retreats in cozy lodges.





NEBRASKA: BETWEEN AUTHENTIC NATURE AND INNOVATION

ITINERARY – INTEGRATED MICE

DAY 1 – OMAHA: BETWEEN HISTORY AND MODERNITY

The group arrives in vibrant **Omaha**, a city that blends historic roots and an innovative spirit. After checking into an elegant hotel in the heart of the **Old Market** district, the day begins with an energizing meeting in a state-of-the-art conference center. The evening features an exclusive dinner at a restaurant that celebrates local flavors with a contemporary twist, offering a taste of authentic and surprising Nebraska.

DAY 2 – LINCOLN: IMMERSSED IN CREATIVE CULTURE

Waking up in **Lincoln** is accompanied by work sessions in bright, versatile spaces designed to stimulate ideas and collaboration. The afternoon transforms into a journey through urban art, murals, and independent galleries, where creativity and local spirit meet. The day concludes with a farm-to-table dining experience, accompanied by live music, moments of sharing, and spontaneous networking.

DAY 3 – SANDHILLS: DEEP CONNECTION WITH NATURE

Moving towards the magical prairies of the **Sandhills**, the group immerses itself in a wild and relaxing environment. Outdoor workshops alternate with team-building activities inspired by rural life, such as horseback excursions and problem-solving challenges in the pastures. Dinner around the campfire under the starry sky becomes a time for storytelling, bonding, and shared inspiration.

DAY 4 – NIOBRARA VALLEY: A SUSTAINABLE ADVENTURE

The fourth day begins with an exciting kayaking trip on the **Niobrara River**, where pristine nature provides the backdrop for reflections on sustainable leadership. In the afternoon, the group participates in a culinary workshop using locally sourced products, exploring the connection between local area and innovation. The evening culminates with a gala dinner at an organic farm, celebrating the harmony between business, culture, and the environment.

DAY 5 – OMAHA: ART, RELAXATION, AND FINAL REFLECTION

The program concludes with a return to **Omaha** with a visit to a local artist's studio, where creativity and craftsmanship blend into unique experiences. A convivial brunch at a creative bistro allows the group to relax, exchange insights, and strengthen the relationships built over the previous days before the transfer to the airport for the return flight.

KANSAS



THE HEART OF AMERICA THAT INSPIRES

Kansas isn't just endless prairies; it's a land rich in surprises, emerging cities, creative communities, and landscapes that speak of freedom and vision. A perfect destination for corporate events that seek to break the mold, where simplicity becomes inspiration and nature transforms into a tool for cohesion and strategic revitalization.

AUTHENTIC SPACES, TAILOR-MADE SERVICES

Well-connected via Kansas City International Airport (just minutes from the border), Kansas offers unusual yet highly functional venues: renovated lofts, historic theaters, high-tech ranches, universities with state-of-the-art conference centers, and farmhouses transformed into experiential spaces. Local vendors are flexible, knowledgeable, and ready to tailor each event to your needs.

OFF-THE-BEATEN MICE DESTINATIONS

- **Lawrence:** A vibrant and inspiring university and arts city. Excellent for creative gatherings, cultural workshops, academic hackathons, and artistic team building.
- **Flint Hills – Tallgrass Prairie Reserve:** a natural landscape almost unchanged for centuries. Ideal for immersive retreats, outdoor strategy sessions, reflective hikes, and CSR events in an ecological context.
- **Dodge City:** Authentic Western atmosphere and cinematic charm. Perfect for original incentives, corporate storytelling experiences, and team building inspired by courage and historic leadership.
- **Lindsborg:** Kansas's "Swedish village," rich in art and tradition. Perfect for slow meetings, shared cultural experiences, and intercultural coaching.
- **Topeka:** Capital city and historic center with institutional spaces and innovative museums. Suitable for formal conferences, public presentations, and corporate social responsibility meetings with educational organizations.



KANSAS



EXPERIENCES THAT WARM UP THE GROUP

From a campfire meal on a prairie reservation to a Midwestern-style folk music workshop, Kansas offers authentic experiences: rural workshops, participatory farming events, reflections under the stars, and strategy sessions in barns. Ideal for creating deep and lasting connections.

KANSAS: A DESTINATION THAT TELLS

Choosing Kansas for a MICE event means relying on a powerful narrative: that of a forward-looking, authentic American culture, of simplicity as a lever for innovation, and of teamwork as a driver of transformation. Here, every event leaves a lasting impression on the region... and on its participants.

SEASONALITY AND RECOMMENDED MICE ACTIVITIES

- **Spring (April–June):** Perfect for prairie retreats, immersive kick-offs, ranch strategy sessions, and community outreach.
- **Summer (July–August):** Great for outdoor incentives in Flint Hills, western experiences in Dodge City, and evening events with firework displays and live music.
- **Autumn (September–October):** Ideal weather for rural team coaching, creative labs in Lawrence, walks & talks in the woods, cultural events in Lindsborg.
- **Winter (November–March):** Recommended for meetings in historic spaces, workshops in cultural centers, silent retreats in lodges, and indoor leadership and wellness experiences.





KANSAS: BETWEEN PRAIRIES, INNOVATION, AND AUTHENTICITY

ITINERARY – INTEGRATED MICE

DAY 1 – FLINT HILLS: THE HORIZON AS A METAPHOR FOR THE FUTURE

The journey begins in the majestic **Flint Hills**, one of the best-preserved prairie landscapes in the United States, where the group arrives in the early afternoon. They will stay at an eco-sustainable ranch, nestled in a seemingly endless expanse of greenery. The first meeting takes place outdoors, under a wooden structure open to the wind: they discuss vision, the future, and the need to "look beyond the horizon." After a moment of sharing, a ranch-style dinner featuring local produce, live country music, and a guided skywatching tour led by an expert follows, concluding the day under the stars.

DAY 2 – TALLGRASS PRAIRIE & COWBOY CULTURE: TEAM BUILDING IN CONTACT WITH THE ESSENCE

The group sets out to explore the **Tallgrass Prairie National Preserve**, where they participate in an intense yet rejuvenating day of outdoor activities: gentle trekking through the prairies, sharing pioneer stories, and engaging with local ranchers on the topic of resilience. The day's goal is to build trust and group identity through symbolic experiences in the great outdoors. Lunch is served in a converted barn, where workshops on change and adaptability are also held. In the late afternoon, the group attends a demonstration of horsemanship (handling horses with an ethological approach) as a metaphor for empathetic leadership. The day concludes with dinner around the campfire, amidst slow conversations and thoughtful questions.

DAY 3 – WICHITA: CREATIVE INDUSTRY AND URBAN REGENERATION

On the third day, we enter a different, urban, and unexpected Kansas: **Wichita**, the city of aerospace and startups, now also an emerging hub of urban art and design. The group meets in a former factory transformed into a multifunctional space for an immersive plenary session on innovation and purpose, followed by a workshop with local guests from the creative sector. The afternoon unfolds among the murals of the **Delano District**, where we experiment with an urban storytelling activity: each team creates a visual narrative that connects the company's present to a new vision. The evening celebrates in a contemporary speakeasy, with fusion cuisine and electronic jazz sounds.

DAY 4 – LUCAS & MARFA OF THE MIDWEST: ART AS STRATEGIC LANGUAGE

The group travels northwest to **Lucas**, a tiny town known as "the Marfa of the Midwest" for its outsider and artistic spirit. In this surreal and unconventional setting, a day of radical creativity takes place. Participants visit the iconic **Garden of Eden** and participate in a workshop with local artists who transform everyday objects into symbols. Here, the team explores new languages to communicate corporate values. After a community-style country lunch, they work on a "temporary collective installation" as a closing ritual. Dinner, served in a barn art gallery, concludes the day amidst inspiration and fertile disorientation.

DAY 5 – LINCOLN COUNTY & THE SMOKEY VALLEY: ROOTING AND FAREWELL

On the way back east, the group stops in **Lincoln County**, nestled in the **Smoky Valley** landscape, where the final reflection and reflection session takes place. In a converted rural schoolhouse, strategic synthesis and discussion activities are held on what has been learned. A slow brunch of Scandinavian-Kansas cuisine follows (a tribute to the area's Swedish immigrants). To conclude, the group boards a scenic horse-drawn wagon for a symbolic journey through open fields. During the journey, each participant shares an insight to take home. The return journey includes a transfer to the **Wichita** airport in the early afternoon.

SOUTHWEST USA

TEXAS, OKLAHOMA, NEW
MEXICO, ARIZONA

**BETWEEN MYTHICAL LANDSCAPES, NATIVE
CULTURES AND DESERT GEOGRAPHY**

From the red desert of Arizona to the art cities of New Mexico, passing through the multicultural metropolises of Texas and the frontier lands of Oklahoma, the Southwest is an iconic and visionary region. Here, Native American traditions, Hispanic heritage, archaeology, and innovation coexist, offering an ideal backdrop for cultural MICE events with a high symbolic impact. Canyons, colonial missions, desert campuses, and art installations create perfect environments for creative retreats, interdisciplinary journeys, and themed events. A destination that stimulates imagination, introspection, and intercultural dialogue. The Southwest speaks to the future with the ancient voice of the land.



TEXAS



WHERE THE IDEA OF GREATNESS TAKES SHAPE

Texas is synonymous with vastness, diversity, and unique character. From cosmopolitan metropolises to small towns with strong local identities, from deserts to boundless green spaces, the Lone Star State offers an ideal stage for MICE events that combine innovation, authenticity, and a touch of rebellious spirit. Here, every event becomes a powerful story, bridging Texan traditions and future visions.

ACCESSIBILITY AND INFRASTRUCTURE

Thanks to international hubs like Dallas/Fort Worth, Houston, and Austin, Texas is easily accessible from every corner of the world. The internal transportation network is efficient and covers even the most remote locations. Convention centers are technologically advanced, while hotels, luxury ranches, converted industrial spaces, and desert resorts offer versatile and high-impact solutions.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Austin** – The creative capital of Texas, a hub of music, tech, and innovation, perfect for **meetings, conferences, exhibitions, and incentives** with a youthful, dynamic vibe.
- **San Antonio** – History, culture, and colonial architecture with ideal spaces for **incentives and cultural meetings**.
- **Marfa** – A small arts center in the desert, perfect for exclusive **retreats** and out-of-the-ordinary **incentives**.
- **Hill Country** – Among hills, vineyards, and ranches, ideal for **incentives, team building, and meetings** immersed in nature.
- **Houston** – A major city with top-notch infrastructure for international **conferences and exhibitions**, and a vibrant cultural scene.
- **Big Bend National Park** – Spectacular landscapes for immersive **team building**, regenerative activities, and sustainability and resilience **workshops**.
- **Waco and its boutique ranches** – Authentic experiences for small groups, ideal for leadership **retreats** and experiential formats tied to corporate identity.



TEXAS



EXPERIENCES THAT WILL LEAVE THEIR MARK

Strategic design workshops in a renovated barn. Desert dinners with Michelin-starred chefs. Team coaching experiences on horseback in the prairie. Brainstorming sessions under the shade of cactus. Private concerts with local artists or jam sessions in historic saloons. Texas is the land where every event can become a story worth telling.

TEXAS, THE IDEAL SCENE FOR CHANGE

Choosing Texas for a MICE event means focusing on freedom, identity, and creative drive. It's a place that embraces diversity, encourages courage, and transforms even the most formal moments into meaningful experiences. For those seeking out-of-the-box inspiration, there's a world to explore here.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Perfect for vineyard events, Hill Country retreats, outdoor conferences, and art and nature activities.
- **Summer (June–August):** Ideal for programs in air-conditioned spaces in Austin and Dallas, evening events under the stars on ranches, and incentives in the mountainous areas of West Texas.
- **Fall (September–November):** Great for cultural tours, team building in the desert, park excursions, and product launches in creative settings.
- **Winter (December–February):** A quiet season for intimate events, strategic meetings, retreats in art cities, and outdoor activities in more temperate regions.





AUTHENTIC TEXAS: BETWEEN URBAN INNOVATION AND WILDERNESS

ITINERARY – INTEGRATED MICE

DAY 1 – AUSTIN: INNOVATION AND ALTERNATIVE CULTURE

Arrival in **Austin**, check-in at a boutique hotel in East Austin, the creative heart of the city, and less touristy. Morning: Meeting in an innovative coworking space overlooking the Colorado River, to align goals and strategies. Afternoon: Guided tour of **East Austin's** street art and murals, including a visual storytelling workshop. Dinner at a gourmet Tex-Mex restaurant, with live local music.

DAY 2 – HILL COUNTRY: TEAM BUILDING AMONG HILLS AND VINEYARDS

Transfer to the **Hill Country**, an area renowned for its rolling landscapes and vineyards. Morning: Outdoor leadership and problem-solving session at a historic ranch, with team-building activities such as a Western skills competition and a barbecue cooking class. Afternoon: Visit to an organic vineyard with a tasting and discussion on the value of sustainability on the farm. Dinner in a rustic yet refined setting, featuring a farm-to-table menu.

DAY 3 – MARFA: ARTISTIC RETREAT IN THE DESERT

Morning: Transfer to **Marfa**, a small town in the Texas desert known for its contemporary art scene. Meditation and creativity workshop in an art loft, with moments of reflection and sharing. Afternoon: Private visit to contemporary art installations and tour of the town's lesser-known spots. Dinner under the stars with fusion cuisine and storytelling around the campfire.

DAY 4 – SAN ANTONIO: CULTURE, HISTORY, AND INCENTIVES

Transfer to **San Antonio** and check into a boutique hotel in the historic center. Morning: Meeting in a renovated colonial building, focusing on intercultural communication and innovation. Afternoon: Experiential incentive with a private visit to the **River Walk** and a culinary walking tour of food trucks and local markets. Dinner at a traditional Texas restaurant with a folk show.

DAY 5 – SAN ANTONIO: BOUTIQUE CONFERENCE AND CONCLUSION

Morning: Plenary conference in a modern conference center, with local speakers on the topic of "Technology and Tradition in the Future of Business." Afternoon: Interactive exhibition of projects developed during the trip, in a historic internal courtyard. Closing with a farewell cocktail on the panoramic terrace.

OKLAHOMA



THE CROSSROADS OF CULTURES, NATURE AND VISION

Oklahoma is one of the most authentic surprises in the United States. Where prairies meet canyons and cities breathe art and innovation, this state offers an ideal backdrop for MICE events that connect people, ideas, and territories. The soul of the West coexists with a new generation of creatives, entrepreneurs, and designers who make Oklahoma an open-air laboratory for unconventional experiences.

INFRASTRUCTURE AND ACCESSIBILITY

Easily accessible thanks to the Tulsa and Oklahoma City airports, the state offers modern infrastructure in often unexpected settings. Boutique hotels, converted cultural spaces, high-tech conference centers, and locations immersed in nature form a surprising mix. Authentic and warm local support ensures efficiency and customization for every event.

MICE DESTINATIONS OUTSIDE THE BOX

- **Oklahoma City:** A hub of innovation and culture, perfect for industry **conferences**, creative **events**, and **product launches** in regenerated spaces amidst street art, co-working, and industrial architecture.
- **Tulsa:** Elegant and vibrant, excellent for corporate **meetings** and **incentive** programs focused on art, music, and urban sustainability.
- **Osage County:** A fascinating tribal land, suitable for immersive **retreats** and **team building** sessions with **workshops** on identity and resilience.
- **Wichita Mountains Wildlife Refuge:** Ideal for outdoor **leadership activities**, restorative hikes, and nature **coaching sessions**.
- **Broken Bow:** For small groups, exclusive lodges nestled among forests and lakes are perfect for corporate **retreats** and relaxing getaways.



OKLAHOMA



EXPERIENCES THAT WILL LEAVE THEIR MARK

From corporate retreats at Native American cultural centers to starlit dinners on the prairies, from musical experiences in historic jazz clubs to canyon hikes, Oklahoma offers authentic experiences. It's the place to rediscover your roots and reimagine the future creatively and collectively.

OKLAHOMA, THE SURPRISE THAT CONNECTS

Organizing a MICE event here means choosing authenticity. It's a destination capable of surprising, creating deep connections, and generating inspiration through culture, nature, and a sense of belonging.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Ideal for creative **retreats**, outdoor **workshops**, and lodge sessions immersed in nature.
- **Summer (July–August):** Perfect for lakeside **incentive** programs, evening **events** with live music, and experiential activities in the reserves.
- **Fall (September–November):** Peak season for city **events**, prairie **team building**, and immersive **conferences**.
- **Winter (December–March):** Great for elegant indoor formats, **brainstorming** in cultural settings, and **micro-events** in exclusive lodges.





OKLAHOMA: WHERE ROOTS MEET INNOVATION

ITINERARY – INTEGRATED MICE

DAY 1 – TULSA: BETWEEN URBAN ART AND INNOVATION

The group arrives in **Tulsa** and is welcomed into a boutique hotel in the heart of the **Arts District**. After a short guided walk through murals and galleries, the opening session takes place in a former factory converted into an event space, with inspirational talks on creativity and future vision. In the evening, dinner with live jazz music takes place on a rooftop terrace overlooking the Arkansas River, amidst soft lighting and informal networking.

DAY 2 – OSAGE COUNTY: IDENTITY, AUTHENTICITY, ROOTS

We enter the vast **Osage Nation** for an immersive experience of Native culture and speaking silences. A tribal welcoming circle opens the day, followed by a workshop on resilience and corporate identity in a ceremonial house. After a lunch prepared by local chefs, the group participates in a storytelling workshop with Native artists. In the evening, an open-air dinner on the ranch, with traditional dances and an exchange of symbols among participants.

DAY 3 – WICHITA MOUNTAINS: HIGH-ALTITUDE VIEWING

The hike in the **Wichita Mountains** offers the perfect opportunity for leadership practice on the move. After a short climb, the group works in small circles on topics such as long-term vision and corporate purpose. A sustainable picnic follows, surrounded by canyons and bison. The afternoon concludes with moments of individual reflection in nature. The evening is free to relax at the lodge and enjoy small, informal gatherings around the fire.

DAY 4 – OKLAHOMA CITY: CONNECTION AND STORYTELLING

In a regenerated industrial space, a plenary session focused on "shared visions" is held. Participants create a visual map of their experience, integrating personal and collective insights. After lunch, an experiential workshop takes place in a contemporary art museum, where each team creates a "company mantra" using recycled materials. The day concludes with a ranch-chic dinner, featuring storytelling and symbolic toasts.

DAY 5 – BROKEN BOW: REGENERATION AND RETURN

The journey concludes in the woods of **Broken Bow**, in a designer lodge overlooking a lake. Here, the group takes part in a mindful walk among the trees, followed by a collective ceremony where each person shares what they will take with them. After a convivial brunch overlooking the surrounding nature, a transfer to the airport is scheduled. The experience concludes with a farewell amidst silence, nature, and renewed inspiration.

NEW MEXICO



BETWEEN COLORS, ARTISTIC SPIRIT AND NATURAL MESOSCOPIANS

New Mexico is a melting pot of spirituality, indigenous art, and ancestral landscapes nestled between deserts, red mountains, and cities steeped in history. It's an ideal MICE destination for those seeking authenticity, creativity, and authentic inspiration: from Santa Fe to Taos, to the White Sands Desert, every place exudes tradition and vision. Here, a unique spirit reigns supreme, perfect for inspirational events and corporate retreats immersed in beauty and cultural heritage.

ACCESSIBILITY AND INFRASTRUCTURE

Santa Fe and Albuquerque are connected by regional airports with direct flights from the US. Scenic drives, local transportation, and shuttles make getting around easy. Both cities offer elegant convention centers, locally inspired design resorts, and intimate hotels, supported by experienced cultural hospitality and tailored MICE operators.

MICE DESTINATIONS OUTSIDE THE BOX

- **Santa Fe:** A cultural and spiritual center, perfect for artistic **workshops**, meditative **retreats**, and **plenary sessions** inspired by art and the local area.
- **Taos:** A mountain village nestled among adobe and sacred landscapes, ideal for **team building** immersed in nature and co-creation between art and nature.
- **White Sands Desert:** A surreal and rarefied setting, suitable for symbolic moments and original corporate rituals.
- **RioGrande Valley:** A river oasis ideal for outdoor activities, relaxing sunset walks, and relaxed **leadership sessions**.



NEW MEXICO



EXPERIENCES THAT INSPIRE AND EMPOWER

New Mexico offers experiences such as private Pueblo-style painting lessons, sunset meditations in the desert, tastings of nouveau-Mexican cuisine, visits to Native American communities, and storytelling sessions inspired by ancestral ties to the land. Retreats in eco-friendly lodges, horseback excursions on the dunes, or canyon hikes complete an authentic journey of connection and shared vision.

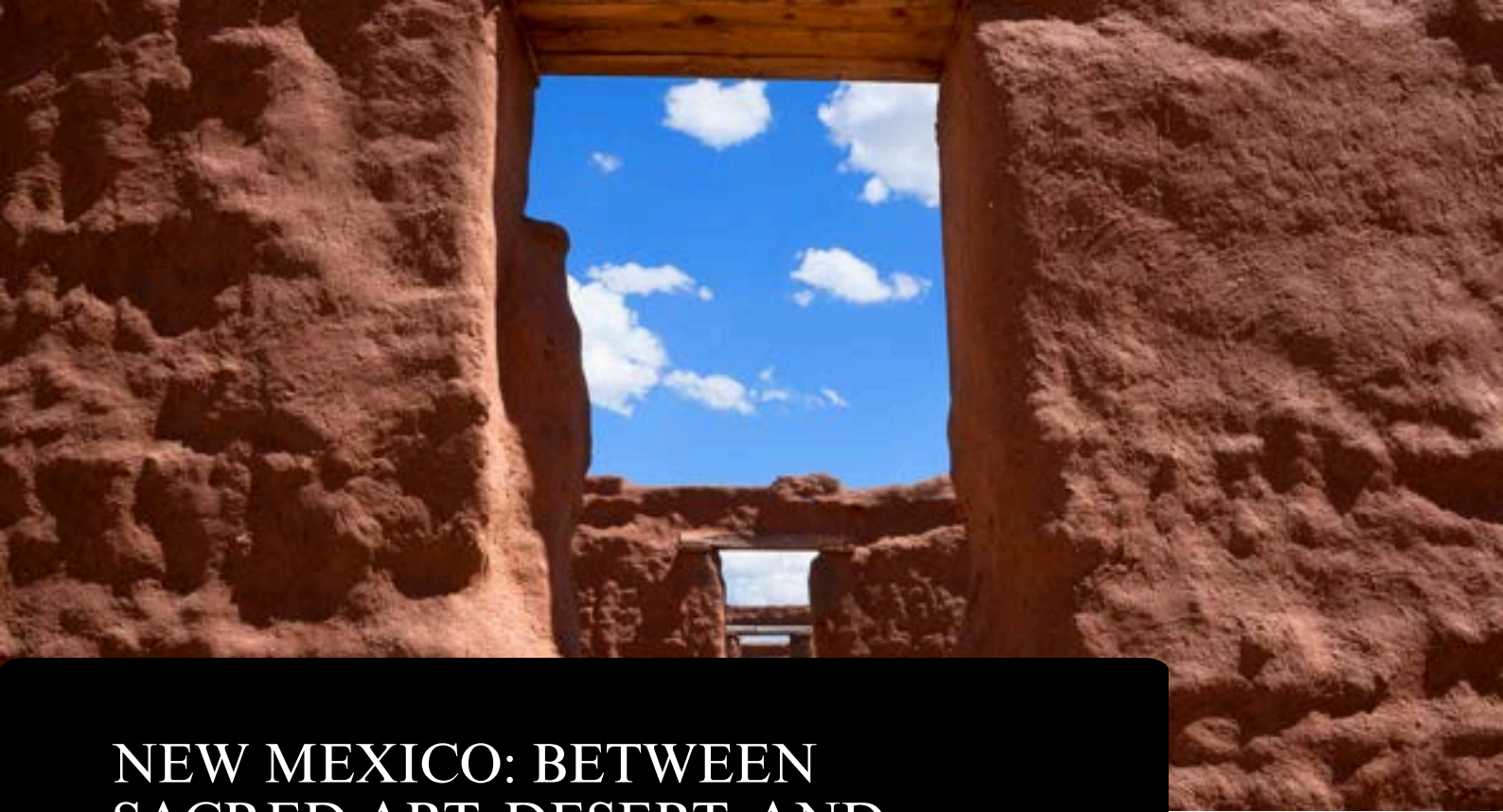
NEW MEXICO, A DESTINATION THAT TOUCHES THE HEART

Organizing an event in New Mexico means immersing yourself in an atmosphere that speaks of roots, art, and spirituality. It's a land capable of blending creativity, reflection, and wild nature, offering MICE solutions that leave a lasting impression on attendees.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March-May):** Perfect for open-air **workshops**, meditative **retreats**, and experiential desert journeys with mild temperatures.
- **Summer (June-August):** Ideal for high-altitude **events** in Taos, in regenerating mountain locations.
- **Autumn (September-November):** A season of intense colors in canyons and deciduous forests, perfect for outdoor **events** and cultural festivals.
- **Winter (December-February):** Suitable for indoor **meetings**, cultural **dinners** in Santa Fe, and relaxation in environments that combine light and tranquility.





NEW MEXICO: BETWEEN SACRED ART, DESERT, AND VISION

ITINERARY – INTEGRATED MICE

DAY 1 – SANTA FE: ART, SPIRITUALITY, AND PATH-OPENING

The group arrives in **Santa Fe** and stays in a contemporary pueblo-style boutique hotel. It begins with an inspirational plenary session at a local art gallery, where the theme is "leadership reconnected to culture and territory." The day concludes with a convivial dinner in a traditional adobe house, accompanied by Mexican chora music and ancestral storytelling.

DAY 2 – TAOS: CREATIVITY AND INTROSPECTION AMONG SACRED MOUNTAINS

Waking up in **Taos** takes the team to the **Sangre de Cristo Mountains**. A creative workshop takes place in an artist's studio overlooking the canyons. The afternoon includes a reflective walk along sacred forest paths, followed by a relaxing stroll among the trees. In the evening, a dinner under the stars with torchlight, traditional songs, and group storytelling.

DAY 3 – WHITE SANDS DESERT: SYMBOLS, SILENCE, AND OPEN-MINDEDNESS

The third day offers a mystical experience in the **White Sands Desert**. The group participates in a symbolic corporate ritual at sunrise, followed by a collective reflection session among the dunes. In the afternoon, graphic co-creation activities on sand and experiential storytelling take place. The evening concludes with a gourmet picnic lunch at sunset, amidst silence and visions.

DAY 4 – RIO GRANDE VALLEY: SUSTAINABILITY AND SEAMLESS CONNECTION

The journey continues along the **Rio Grande Valley**, where the group engages in a fluid leadership session in a river oasis. Team-building workshops reinforce a sense of interdependence. The afternoon offers relaxation among the reeds and a visit to an organic farming community. The final dinner is a ritual among vegetable gardens, where each dish speaks of a shared value.

DAY 5 – SANTA FE: FINAL ART AND CELEBRATION OF INSIGHTS

We return to **Santa Fe** for a morning of visits to local artists' studios and a group sharing session in a Zen garden. The final brunch takes place at a botanical bistro, where each participant shares a key insight from the trip. The transfer to the airport seals a return enriched by a profound and transformative experience.

ARIZONA



WHERE THE DESERT INSPIRES CHANGE

Arizona is a land of surprise and rejuvenation. Beyond the celebrated landscapes of the Grand Canyon, the state offers a powerful blend of monumental nature, native culture, wellness, and innovation. It's the perfect choice for MICE events that seek to make a lasting impact, sparking vision, connection, and transformation. Here, every meeting finds its place amidst canyons, creative cities, and energetic deserts.

ACCESSIBILITY AND INFRASTRUCTURE

Phoenix and Tucson are the main hubs, well-connected by domestic and international flights. The cities offer high-tech convention centers and high-end hotels, while natural resorts, elegant ranches, and experiential venues can be found throughout the state. The infrastructure is solid and reliable, with a wide network of suppliers for all your logistical needs.

MICE DESTINATIONS OUTSIDE THE BOX

- **Tucson** — Innovative and culinary urban center, with eco-friendly event spaces and creative workshops in the heart of the desert.
- **Sonoita and Elgin** — Emerging wine regions ideal for experiential team building activities immersed in nature.
- **Canyon de Chelly** — Sacred landscapes and Navajo communities for inspirational events, cultural workshops, and outdoor coaching.
- **Jerome, Bisbee, and Sedona** — Artistic and timeless towns, ideal for small, niche events and corporate creative initiatives.
- **Phoenix** — A dynamic and cosmopolitan capital city, with state-of-the-art convention centers, innovative workshop spaces, and a vibrant cultural scene.
- **Flagstaff** — Nestled among pine trees and mountains, it is perfect for outdoor activities, experiential workshops, and high-altitude incentives.
- **Page and Lake Powell** — Breathtaking settings for photo opportunities, premium incentive trips, and aquatic team building activities.



ARIZONA



EXPERIENCES THAT TRANSFORM THE TEAM

Relaxing walks among the red rocks, excursions into the Grand Canyon with Navajo guides, painting workshops in the Jerome deserts, dinners at historic ranches, hot air balloons at sunset, craft tequila tastings, and motivational talks under the starry Arizona sky. Experiences that inspire change.

ARIZONA, THE PLACE TO REGENERATE

Choosing Arizona for a MICE event means sparking new energy and creating authentic connections. It's a destination that fosters focus, creativity, and strategic vision. Here, every event can become a turning point for the company and its people.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Perfect for outdoor events, nature retreats, and national park activities.
- **Summer (June–August):** Ideal for high-altitude programs (Flagstaff, Grand Canyon), nighttime activities, and incentives in art destinations.
- **Fall (September–November):** Ideal season for workshops in the desert, wellness events in Sedona, and incentives in Tucson.
- **Winter (December–February):** Perfect for Phoenix conventions, luxury resort events, and warm, rejuvenating moments.





AUTHENTIC ARIZONA: BETWEEN DYNAMIC CITIES, ANCESTRAL DESERTS, AND SPACES FOR INNOVATION

ITINERARY – INTEGRATED MICE

DAY 1 – PHOENIX: URBAN ENERGY AND CREATIVE INNOVATION

The experience begins in **Phoenix**, a city with a vibrant pace and cosmopolitan soul. The group meets in a cutting-edge creative space, located in a regenerated neighborhood, where technology and design merge to create a stimulating and functional environment. Through design thinking workshops and informal networking sessions, the groundwork is laid for an event marked by innovation. In the afternoon, an exclusive guided tour reveals Phoenix's artistic side, with private tours of independent galleries and little-known street art. The evening concludes with dinner at a restaurant that emphasizes local ingredients and sustainable practices, accompanied by live music from emerging artists.

DAY 2 – TUCSON: SUSTAINABILITY AND DESERT CULTURE

The journey continues to **Tucson**, recognized as a UNESCO World Heritage Site for its regional gastronomy. Here, at an environmental innovation center, participants immerse themselves in a workshop dedicated to sustainability strategies in arid environments. The day is enlivened by experiences that blend tradition and technology, such as a cooking workshop with local chefs who tell the story of the desert through flavors. In the afternoon, a stroll among the murals of Barrio Viejo opens a window onto the stories of resilient communities, creating a bridge between past and future. Dinner takes place in a family-friendly setting, where the story of the region becomes an integral part of the menu.

DAY 3 – CANYON DE CHELLY: ANCESTRAL ROOTS AND INSPIRATIONAL TEAM BUILDING

The third day immerses you in the heart of Navajo culture at **Canyon de Chelly**, a place steeped in spirituality and breathtaking landscapes. Led by members of the local community, participants explore untamed trails, listening to stories and legends passed down through generations. A team-building activity combines participatory storytelling and outdoor coaching, fostering collaboration and creativity in a unique natural setting. The day concludes with a traditional dinner, during which participants share insights and forge a deep connection with the land and its custodians.

DAY 4 – JEROME AND SEDONA: ART, REGENERATION, AND CONCLUSION

The final stop takes us to **Jerome**, a charming mining town transformed into an arts hub, and **Sedona**, renowned for its rock formations and spiritual energy. In Jerome, in an art gallery transformed into an event space, the group presents their projects, followed by a networking brunch. In the afternoon, the magic of **Sedona** offers the opportunity to recharge through walks and relaxation immersed in nature. The tour concludes with a drink, capping off a MICE experience that successfully combines innovation, culture, and extraordinary landscapes.

WESTERN USA

**CALIFORNIA, NEVADA, UTAH,
COLORADO, WYOMING,
MONTANA, IDAHO, WASHINGTON,
OREGON, ALASKA, HAWAII**

**BETWEEN ICONIC PARKS, VISIONARY
CITIES AND EXTREME TERRITORIES**

From the snow-capped peaks of Montana to the volcanic beaches of Hawaii, passing through the startups of California, the deserts of Utah, and the forests of the Pacific Northwest, the American West is a land of exploration and reinvention. Here, MICE finds boundless spaces and highly symbolic content: unique ecosystems, cultural metropolises, innovative campuses, and regenerative landscapes. Perfect for sustainable events, scientific missions, strategic retreats, and higher education programs. Between wilderness and urban design, the West connects nature, technology, and the future. A powerful, radical, and profoundly transformative destination.



CALIFORNIA



THE LAND OF INFINITE POSSIBILITIES

Welcome to California, the state that combines innovation and natural beauty like no other. From Silicon Valley to Hollywood, passing through lunar deserts and legendary vineyards, California is a destination that inspires, engages, and surprises. Here, every MICE event is transformed into a memorable experience, blending professionalism, creativity, and well-being. Whether it's a board meeting in the hills of Napa or an immersive exhibition in a former Los Angeles hangar, the California spirit makes every moment more powerful.

GLOBAL ACCESSIBILITY, LOCAL HOSPITALITY

With three of the United States' major international hubs (Los Angeles, San Francisco, and San Diego), California is easily accessible from around the world. The state boasts excellent infrastructure, and is perfectly equipped to host large international events, corporate groups, or small team retreats. In every city or rural area, you'll find state-of-the-art MICE facilities and highly qualified staff, ready to transform any need into a customized experience.

TAILOR-MADE DESTINATIONS FOR EVERY TYPE OF EVENT

California's true strength lies in its incredible geographic and cultural diversity, which allows for a tailor-made experience based on your audience, goals, and budget.

- Los Angeles is the beating heart of entertainment and creativity: perfect for **exhibitions** and **incentives** with glamour and **storytelling**.
- San Francisco offers ideal spaces for **conferences** on technology, sustainability, and innovation, immersed in a cosmopolitan atmosphere.
- San Diego is a seaside gem ideal for strategic **meetings** and relaxed board **retreats**, thanks to its perfect climate and quality of life.
- Napa Valley & Sonoma offer charming settings for **meetings** and **incentive** events with a high emotional impact.
- Palm Springs and the Mojave Desert offer unique locations for **team building** and experiential **events**.
- Lake Tahoe and the Sierra Nevada are ideal for winter **incentives** or green-oriented **conferences**.



CALIFORNIA



EXPERIENCES THAT INSPIRE AND RENEW

From campus innovation sessions to guided tastings, relaxing walks among the redwoods, inspirational hikes, and slow food dinners on the coast, California offers authentic opportunities to strengthen teams, spark creativity, and promote sustainability.

CALIFORNIA, THE PLACE FOR EVENTS THAT LEAVE A MARK

California is a true living laboratory of ideas, experiences, and connections. Here, you can organize a hackathon in the heart of Silicon Valley, an incentive trip to a nature reserve managed by a native community, a conference on the future of cities on a university campus, or a multisensory exhibition in a decommissioned airport. It's not just a state, it's a global brand: choosing California for your MICE event means communicating vision, ambition, and openness to change. And every destination, from the Pacific to the canyons, offers a stage for extraordinary experiences.

WHEN TO GO: THE BEST TIMES FOR MICE EVENTS

One of California's greatest advantages is its year-round climate.

- **Spring (March–May):** Perfect for wine tours, open-air creative activities, and outdoor hackathons.
- **Summer (June–August):** Ideal for wellness retreats, beach events, outdoor training, and mountain excursions.
- **Autumn (September–November):** Top season for vineyard incentives, forest relaxation, and outdoor sessions.
- **Winter (December–February):** Suitable for indoor tech conferences, elegant dinners, and sustainable retreats away from the tourist crowds.

Thanks to its geographical size, California allows events to be held in outdoor locations even in the middle of winter, such as Palm Springs, San Diego, and the Central Coast.





CALIFORNIA: DEEP REGENERATION, CREATIVITY, AND LEADERSHIP

ITINERARY – INTEGRATED MICE

DAY 1 – PACIFIC STRATEGIES

Participants arrive at **San Luis Obispo (or Santa Barbara)** airport and are transferred to a country resort nestled between the ocean and vineyards, in the **Cambria or Morro Bay** area. The afternoon begins with an outdoor welcome meeting on a panoramic terrace, where the trip objectives are shared and "emotional kits" are distributed to each participant. After an introductory wine tasting, dinner is held in a converted farmhouse, a designer venue, featuring suspended lights and a locally sourced menu. The evening's first theme: "Taking Roots to Grow."

DAY 2 – PASO ROBLES: RURAL CREATIVITY AND COLLABORATION

Transfer to **Paso Robles**, a city of wine and alternative design. In the morning, a creative workshop takes place in a former winery transformed into an art space, where teams and leadership collaborate to create a symbolic object (a temporary installation or corporate totem). In the afternoon, an immersive team-building activity takes place among vineyards, canyons, and open-air art, exploring monumental desert sculptures (such as the Field of Light installations). The day concludes with an "unusual conference": a panel on the theme of "slow strategies for sustainable growth," featuring local guests (winemakers, entrepreneurs, activists). An experiential dinner in an underground wine cave, complete with tasting and multisensory storytelling, is included.

DAY 3 – MOJAVE DESERT: RESILIENCE AND VISION

Departure for the **Mojave Desert**, crossing the most arid and mesmerizing part of California. The group settles into an eco-lodge in the desert (for example, in Joshua Tree or Pioneertown), a symbolic place for resilience and transformation. The afternoon is dedicated to a strategic leadership session in the silence of the desert, followed by an individual "deep work" experience: each participant writes a "letter to their future selves," to be shared in a circle at sunset. In the evening, dinner by the fireplace and acoustic music under the starry sky: one of the most powerful moments of the entire trip, where we discuss the future and collective responsibility.

DAY 4 – PALM SPRINGS: WELLNESS AND CREATIVE VISION

After a free morning to relax, the group travels to **Palm Springs**, an icon of mid-century architecture and a rejuvenating lifestyle. The afternoon is spent at an art studio or private house museum, where a company micro-exhibition takes place: each team symbolically presents a "future object" born from the previous days. This is followed by a session with a visionary artist or architect, on the theme of "business as an art form." The tour concludes with a gala dinner in a modernist villa with a private chef and a live DJ set, amidst cacti and soft lighting. Dress code: desert chic.

DAY 5 – IDYLLWILD: CLOSING IN THE WOODS AND IDENTITY

The last day is a climb—literally. The group moves to **Idyllwild**, a mountain village nestled among pine trees and cliffs, at 1,600 meters above sea level. There, in a furnished clearing or a mountain chalet, a final retreat takes place: facilitated reflection, a silent walk, and finally a symbolic closing ceremony. After lunch, transfer to Palm Springs or Los Angeles for the return flights.

NEVADA



BETWEEN DESERT, DESIGN AND TECHNOLOGICAL WONDERS

Nevada is much more than Las Vegas: it's a land of contrasts where the power of nature meets human ingenuity. From the dazzling lights of the Strip to the ancient silence of the desert, this state is a perfect canvas for out-of-the-ordinary MICE experiences. Between innovation, immersive art, lunar vistas, and world-class hospitality, every event here takes on a bold, memorable, and surprising form.

ACCESSIBILITY AND INFRASTRUCTURE

Las Vegas is served by one of the major international hubs in the United States, with efficient connections throughout the state. Convention centers, particularly those in Las Vegas and Reno, are among the most modern and well-equipped in the world. But even beyond large numbers, Nevada offers desert lodges, glamping facilities, art galleries, and boutique hotels perfect for more intimate and targeted MICE experiences.

WHERE TO GO: NEVADA'S DIVERSE SOULS

- **Reno** – the “Biggest Little City in the World,” ideal for dynamic and cultural **conferences**, with strong connections to design, tech, and art.
- **Virginia City** – a former gold city now transformed into the perfect setting for **incentive** experiences and corporate **storytelling**.
- **Great Basin National Park** – a remote and evocative location for strategic **meetings** and immersive nature **retreats**.
- **Tonopah, Ely, Pioche** – desert villages with renovated spaces for alternative **events**, ideal for **team building** and micro-exhibitions.
- **Carson Valley and Genoa** – picturesque destinations for high-profile **meetings** or small-scale **events** nestled in the tranquility of the mountains.
- **Death Valley and Red Rock Canyon (Nevada area)** – iconic locations for symbolic activities, emotional excursions, and high-impact group experiences.
- **Lake Tahoe** – the ideal setting for corporate wellness, strategic **meetings** in a lakeside lodge, and rejuvenating outdoor activities.



NEVADA



EXPERIENCES THAT INSPIRE AND CONNECT

From desert dinners under the stars to immersive experiences in digital art spaces, team coaching among red rock formations, meditative nature walks, and creative workshops in Reno's galleries, Nevada is an open-air laboratory for impactful events.

NEVADA, THE EVENT AS VISION

Organizing a MICE event in Nevada means going off the rails and redefining the very concept of a corporate experience. Here, every detail is designed to amaze, engage, and spark new thinking. It's a destination where the unusual becomes inspiration, and the landscape itself contributes to the team's transformation.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Perfect for outdoor events between the Valley of Fire, Lake Tahoe, and desert valleys; ideal for team building and excursions.
- **Summer (June–August):** Suitable for indoor conventions and incentives in Las Vegas and Reno, with evening activities in the desert or mountains.
- **Autumn (September–November):** The ideal season for immersive desert experiences, strategic retreats, and visioning workshops.
- **Winter (December–February):** Perfect for high-altitude events at Lake Tahoe, corporate winter sports retreats, and moments of reflection.





UNKNOWN NEVADA: VISIONS OF GOLD DUST, STARS, AND SILENCE

ITINERARY – INTEGRATED MICE

DAY 1 – VIRGINIA CITY: STORIES OF THE FRONTIER AND PIONEER SPIRIT

Welcome to **Virginia City**, a historic Gold Rush-era town. Arrival from Reno or Carson City is a short transfer to this destination with an authentic Western feel. The group is welcomed into a renovated historic inn, and the afternoon begins with a kick-off meeting in an old saloon converted into a conference room: a cinematic atmosphere, perfect for discussing company roots and team spirit. An interactive tour of the **Comstock Mine** follows, where participants embark on a "mission of the future" related to the themes of resilience and risk. The evening begins with a candlelit dinner in the period theater, with a private performance and drinks.

DAY 2 – GREAT BASIN NATIONAL PARK: REFLECTION AND VISION

After breakfast, a scenic drive east to the majestic **Great Basin National Park**, one of the best-kept secrets in the United States. Here, the group stays in a mountain eco-lodge or private ranch, surrounded by ancient bristlecone pines. In the afternoon, an outdoor strategy meeting focuses on "creative slowness" and nature-inspired leadership. The evening turns into a unique experience: guided astronomical observation under one of the darkest and clearest skies in America, with telescopes and scientific narration. A perfect time to discuss the company's vision and horizons.

DAY 3 – ELY: ART, REGENERATION, AND NEW ENERGY

The morning is dedicated to a silent walk to **Wheeler Peak**, followed by a light lunch. Then, the group moves to **Ely**, a former mining town now a center of cultural regeneration. In the afternoon, the group participates in a creative workshop in an old train station: the team and managers create a "narrative object" that represents the company's identity and evolution. This is followed by a discussion with a local artist on the themes of adaptation and rebirth. A convivial dinner is enjoyed in an underground art gallery, featuring installations and live music.

DAY 4 – TONOPAH: TEAM BUILDING BETWEEN STARS AND SAND

Depart for **Tonopah**, in the heart of rural Nevada. Check into a vintage boutique hotel, famous for its retro style and unique location between the mines and the open-pit. In the afternoon, enjoy a team-building challenge among the ruins of the ghost town, with activities based on cooperation, improvisation, and creative problem-solving. In the evening, visit **Tonopah Stargazing Park**, one of the world's best stargazing spots.

UTAH



ICONIC LANDSCAPES AND SUSTAINABLE INNOVATION BETWEEN MOUNTAINS AND DESERTS

Utah is a state of striking contrasts, where towering mountains, spectacular deserts, and unique natural parks create the ideal backdrop for memorable MICE events. But that's not all: Utah is also home to dynamic cities and innovative communities, offering modern and inspiring spaces for meetings, workshops, and original incentives. Organizing an event here means combining the energy of growing urban environments with the regenerative power of pristine nature.

ACCESSIBILITY AND INFRASTRUCTURE

With Salt Lake City International Airport and a well-developed road network, Utah is easily accessible. The capital and major tourist destinations offer a variety of accommodations: from mountain resorts to desert lodges, from boutique hotels to high-tech convention centers. The MICE infrastructure is efficient, yet never impersonal: here, every event is imbued with character and authenticity.

MICE DESTINATIONS OUTSIDE THE BOX

- **Salt Lake City** — Cultural and technological capital, with cutting-edge infrastructure, immersive event spaces, and a vibrant cultural scene.
- **Park City** — Renowned mountain resort, perfect for outdoor incentives, conferences in exclusive settings, and team building activities in nature.
- **Moab** — Gateway to Arches and Canyonlands National Parks, ideal for unique experiential activities and adventurous incentives.
- **Zion National Park** — An iconic location for outdoor events, corporate retreats, and moments of rejuvenation.
- **Torrey and Capitol Reef** — Ideal for small groups seeking inspiration in remote and pristine places.
- **St. George** — Perfect for open-air events in red rock settings and wellness programs in desert resorts.



UTAH



EXPERIENCES THAT LIFT THE SPIRIT

Dawn work sessions on breathtaking plateaus, relaxing hikes among red pinnacles, canyoning as a metaphor for change, starlit dinners with impactful storytelling, leadership workshops in the silence of the desert. Utah offers more than just activities: it offers transformative experiences.

UTAH, THE CHOICE FOR THINKERS WITH BIG VIEWS

Organizing an event in Utah means choosing a destination that knows how to elevate corporate spirit. The combination of the power of nature and solid infrastructure creates the ideal setting for visionary meetings, truly motivating incentives, and team building experiences that forge lasting bonds.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Ideal for park **workshops**, corporate hikes, and **retreats** at eco-luxury resorts.
- **Summer (June–August):** Perfect for canyon experiences, Moab **events**, outdoor activities, and **team building** at altitude.
- **Autumn (September–November):** A magical season for **incentive** trips to national parks, **sunset events**, and moments of reflection.
- **Winter (December–February):** A time for exclusive **events** in Park City, **conferences** in Salt Lake City, snow experiences, and cabin **dinners**.





AUTHENTIC UTAH: BETWEEN URBAN INNOVATION AND HIDDEN NATURAL WONDERS

ITINERARY – INTEGRATED MICE

DAY 1 – SALT LAKE CITY: INNOVATION AND HIDDEN CULTURE

The adventure begins in **Salt Lake City**, Utah's technological and cultural hub. The group meets in a creative coworking space, far from the usual conference rooms, where immersive workshops focused on innovation and urban sustainability take place. A private tour then leads to the discovery of lesser-known neighborhoods, amidst street art and local startups, creating informal networking opportunities and authentic inspiration. The day concludes with dinner at a restaurant that blends local cuisine and gastronomic innovation, accompanied by live music from emerging artists.

DAY 2 – PARK CITY: TEAM BUILDING BETWEEN NATURE AND TRADITION

The second day takes the group to **Park City**, but off the beaten path. Among hidden trails and quiet woods, an experiential team building activity combines hiking, storytelling, and local craft workshops. Lunch is a gourmet picnic featuring locally sourced produce. In the afternoon, an exclusive visit to an organic farm offers insights into sustainable practices and a tasting of artisanal products. The evening concludes with a convivial dinner in a rustic cabin, enriched by local stories and traditions.

DAY 3 – MOAB: ADVENTURE AND CREATIVITY IN THE DESERT

On the third day, we head to **Moab**, gateway to lesser-known national parks like Dead Horse Point. In a stunning natural setting, the group participates in outdoor problem-solving workshops, using the landscape as a source of inspiration and metaphor. Guided explorations of lesser-known trails alternate with immersive brainstorming sessions. The day concludes with a dinner under the stars, accompanied by performances by local artists and Native American storytelling.

DAY 4 – ZION NATIONAL PARK: REGENERATION AND AN INSPIRED CLOSE

The final stop is **Zion National Park**, where the group indulges in a regenerating experience through walks in remote areas, accompanied by experiential coaching sessions. In the heart of the park, an outdoor space hosts the final presentation of the projects developed during the event, followed by a panoramic brunch. The journey concludes with a cocktail celebrating the synergy between nature, innovation, and collaboration, leaving participants feeling renewed energy and inspiration.

COLORADO



BETWEEN NATURAL VERTIGO AND URBAN VISION

Colorado is a destination that stimulates the mind and rejuvenates the spirit. Between creative cities like Denver and the breathtaking landscapes of the Rocky Mountains, this state is perfect for MICE events that combine strategy, nature, and wellness. Here, you can think big, act authentically, and create profound connections in an environment that invites inspiration.

ACCESSIBILITY AND INFRASTRUCTURE

With Denver International Airport, one of the busiest in the country, and a well-developed road network, Colorado is easily accessible. The convention centers in Denver and Colorado Springs are equipped with cutting-edge technology, but the most surprising locations are found in the mountain towns and charming resorts: lodges, designer chalets, ranches, and green spaces offer versatility and character.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Denver** – The state capital, with state-of-the-art conference facilities, designer hotels, and a vibrant arts scene. Ideal for **meetings, conferences, exhibitions,** and urban **incentives.**
- **Boulder** – A university and tech hub, perfect for innovative **workshops, seminars,** and team-building **retreats.**
- **Estes Park and Rocky Mountain National Park** – A natural paradise ideal for outdoor **incentives, team building** activities, and immersive nature **retreats.**
- **Durango** – Gateway to Southwest Colorado, offering cultural experiences and breathtaking scenery, perfect for exclusive **meetings** and adventurous **incentives.**
- **Aspen** – Renowned for luxury resorts and exclusive **events,** perfect for boutique **conferences** and high-end **incentives.**
- **Telluride** – Authentic and isolated, it is ideal for immersive **events,** closed-door strategies and high-end programs.



COLORADO



EXPERIENCES THAT WILL LEAVE THEIR MARK

From relaxing sunrise walks on snow-capped peaks to innovation workshops in mountain huts. Craft beer tastings at small local breweries, hiking coaching, and evenings spent around the fire with corporate storytelling. Colorado offers profound, authentic experiences that unite mind, body, and purpose.

COLORADO, WHERE BUSINESS FINDS OXYGEN

Choosing Colorado means taking people away from the noise, creating space for listening, discussion, and vision. It's a destination that focuses on well-being, innovation, and identity. Ideal for those who want to get back to basics and start over stronger.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Perfect for outdoor **workshops**, themed hikes, strategic **retreats** in the valleys, and visits to the liveliest cities.
- **Summer (June–August):** Ideal for **events** in mountain resorts, outdoor activities such as rafting, and **retreats** in nature parks.
- **Autumn (September–November):** The perfect season for foliage **team building**, relaxation, and ranch **meetings**.
- **Winter (December–February):** Excellent for indoor **events** with snowy views, ski **incentives**, and gourmet experiences in exclusive lodges.





COLORADO: INSPIRING PEAKS, SUSTAINABLE INNOVATION, AND HIGH-ALTITUDE WELLNESS

ITINERARY – INTEGRATED MICE

DAY 1 – DENVER: CREATIVE HUB AND URBAN STRATEGY

The experience begins in vibrant **Denver**, where the group is welcomed into a boutique hotel in the **RiNo District**, a vibrant neighborhood of mural art and startups. In a coworking space converted from a former factory, a strategic session on corporate repositioning in evolving contexts unfolds. After a lunch inspired by contemporary local cuisine, the group embarks on a guided urban walk through galleries, craft breweries, and creative workshops. In the evening, dinner is served on an industrial-chic terrace overlooking the skyline, with informal discussions around a shared fire.

DAY 2 – ESTES PARK AND ROCKY MOUNTAIN: IMMERSION, LISTENING, AND VIEWING

The group reaches **Estes Park**, gateway to **Rocky Mountain National Park**, where a wooden lodge overlooking alpine lakes becomes the headquarters for a day of immersive leadership. The morning begins with a short hike to a scenic overlook, where an outdoor plenary session on the theme "Think Big, Stay Grounded" is held. The afternoon includes a team coaching session among ancient trees and rejuvenating silence, with exercises inspired by slow leadership practices. The day concludes with a rustic mountain dinner and a sharing session around the fireplace.

DAY 3 – BOULDERING: WELL-BEING, OUTDOORS, AND NATURAL INNOVATION

In **Boulder**, a quintessential green university town, participants experience a day dedicated to corporate wellness and sustainable performance. The morning begins with a corporate mindfulness session in a holistic center surrounded by greenery, followed by a hands-on workshop on sustainable innovation in collaboration with local startups. After lunch, participants choose between an e-bike tour along the Boulder Creek Path or a relaxing walk overlooking the Flatirons. Dinner takes place in a former school converted into a food court, celebrating the concept of "learning, transforming, sharing."

DAY 4 – TELLURIDE: SILENCE, BEAUTY, AND CORPORATE REBIRTH

A domestic flight or transfer to the extraordinary **Telluride**, a gem nestled in the **San Juan Mountains**. At an eco-luxury resort with a spa and unparalleled views, a more introspective day begins, focused on authentic connection and a meaningful work experience. Activities include a meditative high-altitude walk, a facilitated circle talk with elements of symbolic storytelling, and an experiential future-visioning workshop. The final dinner is held in a scenic cabin accessible by cable car, where words, images, and sensations gathered during the journey are transformed into a company "logbook."

DAY 5 – CLOSING RITUAL AT MAROON BELLS

As a final stop, the group heads at dawn to the **Maroon Bells**, perhaps the most iconic and poetic site in Colorado. In this unreal setting, a silent closing ritual takes place, with each participant sharing symbols and key words. After a brunch in a chalet featuring local products, the group heads back to **Denver** for their return flights.

WYOMING



INFINITE SPACES, WILD LANDSCAPES AND RURAL INNOVATION

Wyoming is the epitome of the American frontier, with vast lands, majestic mountains, and world-renowned national parks like Yellowstone and Grand Teton. Organizing MICE events here means immersing yourself in an environment that fosters creative thinking and teamwork through immersive wilderness experiences. Wyoming offers exclusive locations, from traditional ranches to modern lodges, perfect for combining business and adventure in unique settings.

ACCESSIBILITY AND INFRASTRUCTURE

With airports in Jackson Hole, Cheyenne, and Casper, Wyoming is more accessible than you might think. Conference facilities, including luxury lodges, mountain resorts, and cultural centers, offer ideal solutions for small and medium-sized events. Hospitality is intimate and personalized, managed by professionals accustomed to hosting international guests in immersive settings.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Jackson Hole** — A sustainable innovation center and luxury event hub immersed in nature.
- **Cheyenne** — Historic state capital, with meeting and conference spaces in a contemporary Western atmosphere.
- **Laramie** — A college town with a cultural offering and creative spaces ideal for workshops and retreats.
- **Yellowstone National Park** — A unique outdoor location for exclusive events and experiential team building.
- **Cody** — Founded by Buffalo Bill, it offers unique locations for cultural events and incentives related to the Wild West.
- **Teton Village** — A mountain resort overlooking the Teton Mountains, perfect for immersive workshops and winter team building activities.
- **Wind River Range** — For transformative experiences in remote wilderness, with unplugged retreats and experiential coaching.



WYOMING



EXPERIENCES THAT WILL LEAVE THEIR MARK

In Wyoming, time slows and the senses awaken. Horseback riding at sunset, relaxation and activities in national parks, campfires under the stars with tribal storytelling, symbolic rafting, craft workshops with Native communities: each experience is designed to stimulate deep thinking, team cohesion, and connection with true essence.

WYOMING, WHERE VISION BECOMES SPACE

Organizing an event in Wyoming means choosing a venue that amplifies ideas, fosters introspection, and generates authentic connections. It's the ideal destination for those seeking the essentials, yet unwilling to sacrifice quality and inspiration. A bold choice that leaves a lasting impression.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Ideal for **events** in national parks, **retreats** in green valleys, and creative activities on ranches.
- **Summer (July–August):** Perfect for experiential **incentives**, excursions, open-air **workshops**, rafting, and horseback riding.
- **Autumn (September–October):** The ideal season for **team building** amidst the colors of the woods, **meetings** with a view, and slow tastings.
- **Winter (November–March):** Ideal for exclusive **events** in mountain lodges, **conferences** in snowy refuges, skiing, snowshoeing, and **storytelling** by the fire.





WYOMING: WILD ADVENTURE, ECO-FRIENDLY INNOVATION, AND WESTERN TRADITION

ITINERARY – INTEGRATED MICE

DAY 1 – JACKSON HOLE: A LUXURIOUS START TO NATURE

The journey begins in **Jackson Hole**, a luxurious oasis nestled in the mountains. Here, the group gathers in an eco-sustainable lodge for a workshop on innovation and responsible leadership, inspired by the surrounding environment. Between breaks, they explore hidden trails on short walks, discovering corners of pristine nature. In the evening, a gourmet dinner featuring local products concludes the day in an intimate and relaxed atmosphere.

DAY 2 – CHEYENNE: WESTERN ROOTS AND CONTEMPORARY CREATIVITY

The second day takes us to **Cheyenne**, where history and modernity intertwine. The group participates in a creative workshop in a renovated industrial space, focusing on storytelling and local branding. After lunch at a restaurant that blends traditional Wyoming cuisine with international influences, we visit an educational farm, where an outdoor team-building activity inspired by the rhythms of rural labor takes place. The day concludes with dinner on a ranch, accompanied by country music and traditional tales.

DAY 3 – LARAMIE: ACADEMIC INNOVATION AND CULTURAL IMMERSION

The third day takes us to **Laramie**, a university town brimming with creative energy. Here, the group meets at a cultural center for a meeting on sustainable technology and the digital future. Lunch is a convivial moment at a local farmers' market, followed by a guided tour of murals and lesser-known independent art galleries. The evening includes dinner at a modern bistro, featuring dishes that reinterpret local traditions.

DAY 4 – YELLOWSTONE NATIONAL PARK: TEAM BUILDING IN THE WILDERNESS

The final day is a full immersion in the majestic **Yellowstone National Park**. The group participates in a customized outdoor team building activity, combining hiking, wildlife observation, and workshops on environmental sustainability. A picnic lunch amidst unique views offers moments of relaxation and connection. Before concluding the experience, a reflection and sharing session beneath the mountain peaks leaves an indelible mark of inspiration and collaboration.

MONTANA



ENDLESS SPACES, UNSPOILED NATURE AND INSPIRING ADVENTURE

Montana is the quintessential American wilderness, with breathtaking landscapes ranging from the Rocky Mountains to the wide-open prairies. It's the perfect destination for those looking to host MICE events far from the hustle and bustle of the city, immersed in extraordinary natural settings that foster creativity, reflection, and experiential team building. Offering venues that blend rustic charm and functional modernity, Montana offers a unique experience of adventure, a deep connection with the region, and networking opportunities in exclusive settings.

ACCESSIBILITY AND SMART LOGISTICS

Despite its remoteness, Montana is well-connected thanks to airports in Bozeman, Missoula, Billings, and Kalispell, with direct flights from hubs like Denver, Salt Lake City, and Minneapolis. MICE venues include eco-resorts, exclusive lodges, conference centers in small cultural centers, and private ranches with state-of-the-art facilities. Customized transfers and experienced corporate event operators complete the offering.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Bozeman** — A vibrant city near natural parks, perfect for innovative **events** and outdoor **workshops**.
- **Missoula** — A cultural and arts center, ideal for creative **meetings** and experiential **team building** activities.
- **Whitefish** — A mountain resort, suitable for exclusive **incentives** and wellness **retreats**.
- **Big Sky** — A luxury **event** destination immersed in nature, with the opportunity for adventurous outdoor activities.
- **Flathead Lake & Kalispell** — Spectacular lakeside settings for small to medium-sized **events**, focusing on wellness and leadership.
- **Glacier National Park** — For transformative corporate experiences among glaciers, canyons, and forests, perfect for impactful **team building**.
- **Livingston** — An artsy town in the heart of rural Montana, perfect for intimate corporate **events** with a cultural and poetic touch.



MONTANA



EXPERIENCES THAT INSPIRE FORESIGHT

From mindful trekking in the mountains to strategic sessions in log lodges, from experiences with native guides to storytelling around the campfire, Montana offers activities that connect the mind and the land. Photo safaris, relaxing walks among the pines, ranch tastings, and active sustainability projects round out an unconventional offering.

MONTANA, WHERE BUSINESS BREATHES FREEDOM

Organizing an event in Montana means choosing freedom, authenticity, and depth. It's the perfect destination for companies looking to listen, regenerate, build connections, and imagine the future with a broader perspective. Where the road ends, the vision begins.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Perfect for corporate **retreats**, **outdoor workshops**, and viewing sessions immersed in flowering meadows.
- **Summer (July–August):** Ideal for experiential **events** in mountain lodges, outdoor activities, and **incentives** such as hiking, rafting, and horseback riding.
- **Autumn (September–October):** A spectacular season for **team building** in the woods, gatherings amidst foliage and evening fires, and days dedicated to regenerative **leadership**.
- **Winter (November–March):** Perfect for exclusive **conferences** in luxury lodges, winter **events** with fairytale settings, and moments of deep connection.





MONTANA: ADVENTURE, WILDERNESS, AND AUTHENTIC CONNECTIONS

ITINERARY – INTEGRATED MICE

DAY 1 – BOZEMAN: INNOVATION AND NATURE IN SYNERGY

The journey begins in **Bozeman**, a vibrant and innovative city surrounded by spectacular mountain scenery. Here, the group gathers in a contemporary cultural center for a workshop on leadership and sustainability strategies. Between breaks, they explore the historic downtown with its artisan shops and independent cafes, discovering the city's creative and dynamic side. The evening is dedicated to a convivial dinner at a restaurant showcasing local and seasonal ingredients, accompanied by an acoustic musical performance.

DAY 2 – MISSOULA: ART, CULTURE, AND EXPERIENTIAL TEAM BUILDING

The second day takes us to **Missoula**, Montana's cultural hub, where the group participates in an immersive team-building activity in a collaborative art workshop. They work together to create an art installation that will symbolize their shared journey. Lunch is an informal affair at a covered farmers' market, featuring locally sourced produce. In the afternoon, an off-the-beaten-path guided tour reveals independent art galleries and little-known cultural spaces. Dinner takes place in a rustic and welcoming restaurant, with dishes inspired by mountain traditions.

DAY 3 – WHITEFISH: RELAXATION, NATURE, AND EXCLUSIVE INCENTIVES

The third day takes us to **Whitefish**, a renowned mountain resort on Lake Whitefish. Here, the group immerses themselves in incentive activities that combine adventure and relaxation, such as a kayaking excursion or a guided hike through the surrounding woods. After an outdoor organic lunch, the day continues with relaxation in a scenic location, rejuvenating mind and body. Dinner is a gourmet experience in a Michelin-starred restaurant, overlooking the lake at sunset.

DAY 4 – LEHIGH VALLEY: GREEN INNOVATION AND ACTIVE RELAXATION

The final stop is **Big Sky**, where the group gathers in a luxury lodge nestled in the mountains for a final meeting focused on innovation and strategic vision. Brunch is a relaxed networking experience in an exclusive natural setting. In the afternoon, a guided hike offers the opportunity to experience pristine nature through a personalized itinerary along trails and breathtaking views. The day concludes with a dinner under the stars, accompanied by stories of outdoor experiences and sustainability.

IDAHO



INNOVATION BETWEEN MOUNTAINS AND RIVERS

Idaho is one of the best-kept secrets in the United States: an irresistible mix of wild nature, vibrant cities, and a pioneering spirit. It's the ideal choice for MICE events that want to stand out, break away from the traditional circuits, and leave an authentic mark. Here, the pace changes, connections deepen, and inspiration arises amidst canyons, forests, and creative communities.

ACCESSIBILITY AND INFRASTRUCTURE

Well-connected via Boise International Airport and an efficient internal transport network, Idaho offers modern accommodations both in urban centers and more remote locations. Boutique hotels, alpine resorts, conference centers, and unusual locations—such as ranches, lodges, and equipped natural spaces—offer the perfect blend of technology and authenticity.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Boise** — A dynamic capital city and center of innovation, with modern spaces for **events** and **networking**.
- **Sun Valley** — Exclusive mountain resort for luxury **incentives** and high-end outdoor activities.
- **Coeur d'Alene** — Lakeside town ideal for **retreats**, **conferences**, and **team building** surrounded by nature.
- **Twin Falls** — An area rich in natural beauty, perfect for experiential **events** and outdoor activities.
- **McCall** — A small mountain paradise for unplugged corporate **retreats**, co-creation sessions, and immersive **coaching**.



IDAHO



EXPERIENCES THAT WILL LEAVE THEIR MARK

From kayaking on Lake Pend Oreille to scenic flights over the Sawtooth Mountains, every activity strengthens group cohesion. Cooking experiences with local chefs, craft workshops with indigenous communities, or outdoor coaching sessions in parks can all be organized. Starry nights, campfires, and wilderness walks offer moments of deep connection, both within and beyond the professional sphere.

IDAHO, THE POWER OF THE UNSPOKEN

Organizing an event in Idaho means choosing a discreet yet powerful setting, where the environment fosters innovation and relationships grow naturally. It's a place that doesn't impose, but inspires. Where authenticity isn't just a value, but a tangible reality to be experienced.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Ideal for open-air meetings, strategy sessions in mountain lodges, hikes among alpine flowers, and coaching trails in parks.
- **Summer (July–August):** Perfect for active incentives among lakes and canyons, river team building events, and high-altitude outdoor activities.
- **Autumn (September–October):** Perfect for slow events, reflective retreats amidst the colors of the foliage, tastings, and workshops in a rural setting.
- **Winter (November–March):** Season for premium snow experiences, workshops in exclusive lodges, and Nordic-flavored incentives.





IDAHO: GREEN INNOVATION AND IMMERSIVE ADVENTURES BETWEEN MOUNTAINS AND LAKES

ITINERARY – INTEGRATED MICE

DAY 1 – BOISE: URBAN DYNAMISM AND UNEXPECTED CREATIVITY

Arriving in **Boise** welcomes the group to a vibrant city, where contemporary art and an innovative spirit blend harmoniously. Meetings take place in a coworking space converted from a former factory, with workshops dedicated to sustainability and collaborative leadership. Between breaks, they explore the independent art galleries and hidden cafes of the **North End** neighborhood, discovering the lesser-known side of Boise. The evening is a convivial dinner at a restaurant that emphasizes local products and reimagined recipes, accompanied by live music.

DAY 2 – TWIN FALLS: SPECTACULAR NATURE AND ACTIVE TEAM BUILDING

The second day takes the group to **Twin Falls**, where nature reigns supreme. A guided walk along the banks of the **Snake River** leads to a secluded area for an immersive team-building activity, combining orienteering challenges and creative workshops inspired by the surrounding landscapes. Lunch is a picnic with local produce, while in the afternoon, an exclusive visit to less-visited waterfalls allows you to discover hidden and evocative corners. The day concludes with dinner at a farmhouse, in a warm and authentic atmosphere.

DAY 3 – COEUR D'ALENE: RELAX AND INSPIRE ON THE LAKE

The third day is dedicated to **Coeur d'Alene**, a renowned lakeside resort. Here, the group immerses themselves in an incentive experience that combines kayaking on the lake with personal innovation sessions and workshops in a lakefront facility. Lunch is served in a bistro with a panoramic view, while the afternoon is free for relaxation or walks in the wooded trails. Dinner takes place at a gourmet restaurant showcasing regional flavors, accompanied by a selection of local wines.

DAY 4 – SUN VALLEY: DISCREET LUXURY AND REGENERATING NATURE

The final day takes place in **Sun Valley**, an exclusive destination known for its outdoor sports and wellness offerings. At a charming resort, the group participates in a closing session dedicated to innovation and sustainable business strategies. After a gourmet brunch, a rejuvenating walk through the surrounding woods concludes the experience with direct contact with pristine nature. The day concludes with a sunset aperitif in a panoramic lounge, amidst the opportunity to exchange ideas and new projects.

WASHINGTON



BETWEEN URBAN VISIONS, RAINFORESTS AND CONSCIOUS DESIGN

Washington State is a MICE destination with a sophisticated yet natural allure, where cutting-edge cities, Nordic landscapes, and sustainable innovation coexist in perfect harmony. From Seattle's tech culture to the misty lands of Olympic National Park, each event finds its own tone: profound, inspired, and engaging. Here, strategic thinking thrives on green spaces, independent culture, and high-impact connections. A destination that fosters shared ideas, powerful experiences, and collective narratives.

ACCESSIBILITY AND HIGH TOUCH HOSPITALITY

Easily accessible with direct flights to Seattle-Tacoma from Europe and North America, Washington State is well connected by land, water, and air. The venues stand out for their authenticity and thoughtfulness: renovated industrial spaces, designer lodges in national parks, boutique hotels on lakes and fjords, and cultural centers in former warehouses. The quality of the services, combined with a refined and understated hospitality culture, makes each event expertly managed, seamless, and personalized, with a strong focus on sustainability.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Seattle – Capitol Hill & South Lake Union** – A beating heart of creativity and tech. Ideal for cross-sector meetings, hybrid formats, and conferences in art and science museums.
- **Leavenworth** – An alpine village nestled in the woods. Perfect for a team retreat, with architecture, nature, and shared cooking.
- **Olympic Peninsula – Forks & Lake Crescent** – Silence, rain, and forest. For strategic reflection, slow walks, and reconnecting activities.
- **San Juan Islands** – A green and slow-paced archipelago. Excellent for nautical incentives, relaxing strolls, and unplugged days on sailboats.
- **Tacoma – Glass and Museum District** – For art workshops, interdisciplinary meetings, and design-related events.



WASHINGTON



MULTISENSORY AND MEMORABLE EXPERIENCES

From plenary sessions overlooking the fjords to group sessions in lodges nestled among ferns and conifers, every experience in Washington State triggers profound perceptions. From open-fire cooking sessions in parks to cultural discussions in artsy neighborhoods, from slow island cruises to late-night storytelling by the fireplace. A landscape that invites listening, shared planning, and mindful slowing down. Perfect for generating authentic insights and cohesion.

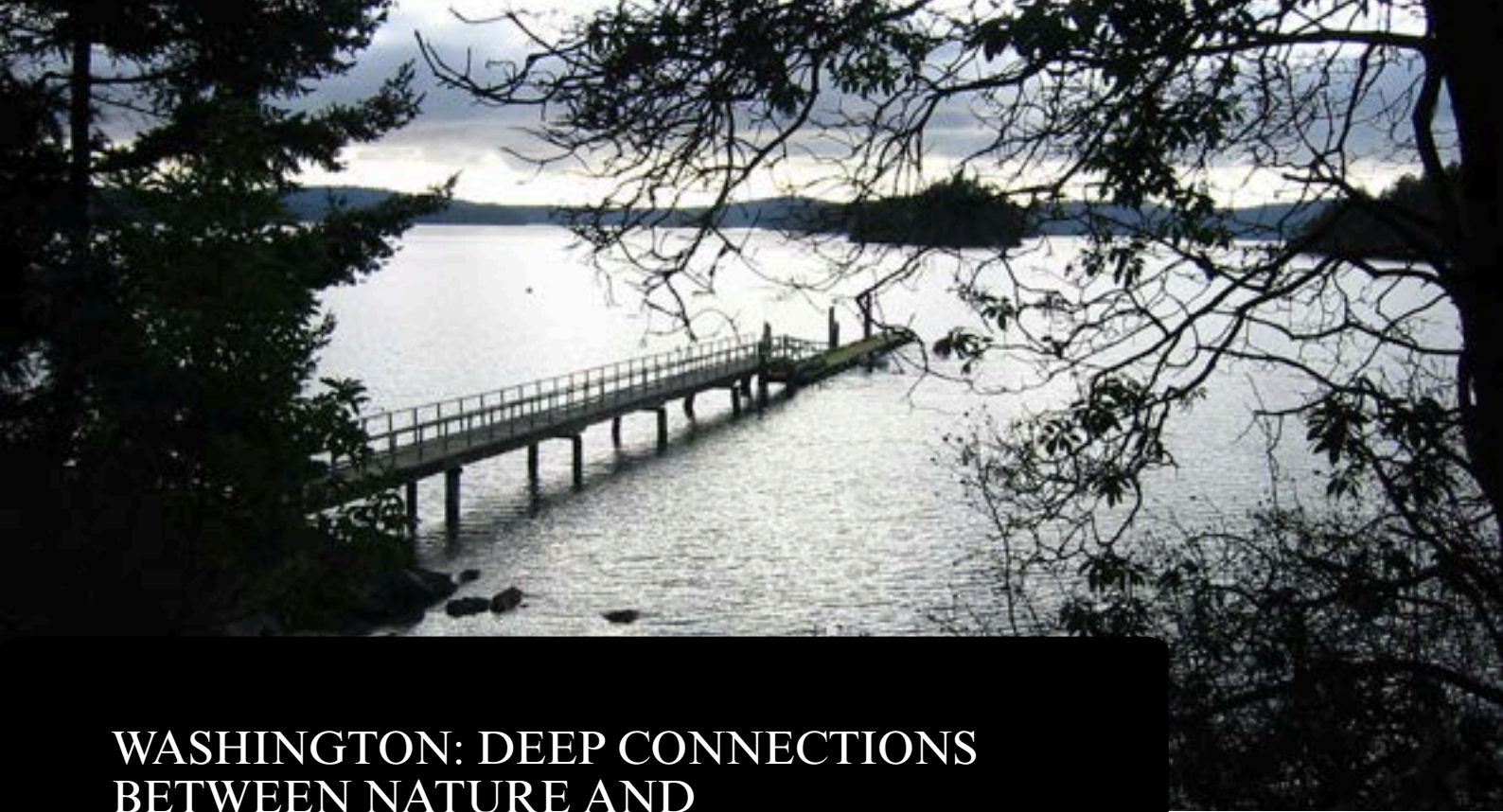
WASHINGTON, POWERFUL, NORDIC AND INSPIRING

Choosing Washington State means entering a world where time becomes expansive and the environment becomes a resource. Here, every event becomes a profound experience: on the idea of community, long-term vision, and connection to the landscape. Excellent infrastructure, essential beauty, and a culture of respect make this destination a powerful choice for those seeking impact, regeneration, and quality. A refined, always meaningful alternative.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Perfect for team **retreats** in parks, outdoor **workshops**, and experiential training in nature.
- **Summer (June–August):** Ideal for **incentives** on islands and lakes, unplugged sessions, creative **events** in maritime settings.
- **Autumn (September–November):** Recommended for immersive **plenary sessions**, cultural formats, and educational itineraries among foliage and museums.
- **Winter (December–February):** Excellent for small group strategies, artist residencies, and visioning trips in mountain lodges.





WASHINGTON: DEEP CONNECTIONS BETWEEN NATURE AND INNOVATION

ITINERARY – INTEGRATED MICE

DAY 1 – SEATTLE: BETWEEN GLASS, URBAN VIEWS, AND TECHNOLOGICAL HORIZONS

The journey begins in Seattle, with an immersive meeting at the **Museum of Pop Culture**, exploring innovation and collective storytelling. After a tour of **Capitol Hill's creative districts**, the opening plenary session takes place in a glass-enclosed room overlooking the bay. The afternoon is dedicated to micro-hackathons in the former warehouses of **South Lake Union**. Dinner at the **Dockside Lofts**, featuring experiential storytelling and acoustic music, concludes with an interactive installation combining light, glass, and the urban landscape. Overnight stay in a sustainable boutique hotel.

DAY 2 – TACOMA AND LEAVENWORTH: LANDSCAPE AS A PLATFORM FOR DIALOGUE

After breakfast, an art workshop at the **Museum of Glass** in **Tacoma**, featuring glassblowing and shared creativity. We then depart for **Leavenworth**, an alpine village surrounded by the forests of the Cascade Range. An afternoon plenary session will take place in an eco-lodge overlooking the mountains, amidst glowing fireplaces and large windows. In the late afternoon, a reflective walk in the woods with silent sessions will follow. An experiential dinner around the fire, with a cooking session and shared storytelling, will follow. Overnight stay in wooden huts, surrounded by tranquility and nature.

DAY 3 – LAKE CRESCENT: LEADERSHIP, SLOWNESS, AND RADICAL NATURE

A complete immersion in **Olympic National Park**, on the deep, silent shores of **Lake Crescent**. In the morning, team coaching sessions on the move, amidst moss, trails, and ancient trees. The next session is a canoeing activity, which fosters listening and collaboration in a non-linear context. After lunch, a collective construction of a symbolic shelter using natural materials. At sunset, a ritual walk marks a moment of shared introspection. A slow dinner in a clearing, amid lanterns and stories.

DAY 4 – SAN JUAN ISLANDS: NAVIGATING RELATIONSHIPS, EXPLORING POSSIBILITIES

In the morning, a boat transfer to the **San Juan Islands**, a verdant and authentic archipelago. After a welcome featuring local products, unplugged sessions begin outdoors. Activities continue on sailboats: each crew works toward a shared vision, embracing the wind and the horizons. A slow lunch is served at an ethically run marine farm, amidst shared tables and local stories. The afternoon is dedicated to a visual storytelling workshop with resident artists. Relaxing walks at sunset on a pier suspended over the water.

DAY 5 – ORCAS ISLAND: SUMMARY, FUTURE, AND COLLECTIVE CELEBRATION

The last day on **Orcas Island**, for a final plenary session in a converted designer barn. Each participant shares insights, transforming them into a collective visual map. The visioning workshop closes the circle, focusing on perspectives and change leadership. The final lunch is a convivial ritual featuring local products, natural wine, and a slow pace. Free time in nature before the symbolic closing moment on a cliff. Return to **Seattle** with an eye on what's to come.

OREGON



WILD NATURE, INNOVATION AND VISION

Oregon is a hidden gem on the West Coast: sustainable, authentic, and surprising. Here, the ocean meets the forests, mountains blend with creative cities, and entrepreneurial energy expresses itself in new and inspiring ways. It's a perfect destination for MICE events seeking the right balance between impact and intimacy, modernity and depth.

ACCESSIBILITY AND INFRASTRUCTURE

Oregon is well-connected thanks to Portland International Airport and an efficient transportation network. Event facilities range from state-of-the-art conference centers to eco-chic lodges, renovated old mills, reinvented industrial spaces, and resorts nestled among forests and vineyards. The accommodation options are extensive, with a strong focus on sustainability and local identity.

KEY DESTINATIONS AND THEIR MICE POTENTIAL

- **Portland** — A creative and progressive city, perfect for innovative **events**, startup **networking**, and sustainable **meetings** in regenerated spaces.
- **Willamette Valley** — A prime winegrowing region, ideal for exclusive **retreats**, tastings, and **incentives** immersed in nature.
- **Bend** — A vibrant city surrounded by volcanoes and forests, perfect for adventurous **team building** and nature **workshops**.
- **Ashland and the Rogue Valley** — Home to theatrical culture and spectacular scenery, it's a haven for inspirational experiences and rejuvenating encounters.
- **Astoria & the North Coast** — A timeless seaside atmosphere, ideal for small, experiential **events** and adventurous **board meetings**.



OREGON



EXPERIENCES THAT TRANSFORM

Corporate dinners in urban greenhouses, group hikes up extinct volcanoes, theatrical storytelling workshops, wine retreats nestled in the hills, cooking classes with chef foragers, ceramics workshops, sailing experiences among the coastal fjords. In Oregon, every MICE activity is a tale of authenticity and transformation.

OREGON, WHERE INSPIRATION IS AT HOME

Those who choose Oregon choose depth. It's the perfect destination for companies seeking to foster creativity, connection, and vision. In a fast-paced world, Oregon invites you to pause, observe, and rethink. And to move forward with greater awareness.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Ideal for **events** in the vineyards, creative **retreats** in the woods, and experiential itineraries in cities of art.
- **Summer (June–August):** Perfect for nature **incentives**, kayak excursions, open-air **events** on the coast.
- **Autumn (September–November):** Golden season for food and wine experiences, lodge **meetings**, and art **workshops**.
- **Winter (December–February):** Suitable for reflective formats, indoor **events** in mountain resorts, **team building** activities in the warmth of a cabin.





AUTHENTIC OREGON: VISION, NATURE, AND ENCOUNTERS THAT LEAVE THEIR MARKS

ITINERARY – INTEGRATED MICE

DAY 1 – PORTLAND: URBAN CREATIVITY AND A SUSTAINABLE VISION

The experience begins in the beating heart of **Portland**, a rebellious and visionary city where innovation isn't an abstract concept but a way of life. The group is welcomed into a former mechanic's shop transformed into a green event space, where the first workshop, dedicated to design thinking and horizontal leadership models, takes place. The meeting takes place amidst art installations and recycled materials, in an environment that inspires openness and collaboration. After a vegetarian lunch featuring ingredients grown in urban gardens, the group sets off on an alternative exploration of the city: a bike tour of East Portland's independent microbreweries, artisanal makerspaces, and social murals. The evening concludes with a circular dinner, served in an experimental theater hosting live performances and immersive storytelling.

DAY 2 – WILLAMETTE VALLEY: BETWEEN VINEYARDS AND SLOW THINKING

The second day takes the group to the **Willamette Valley**, Oregon's green heart and home to some of the Pacific Northwest's finest wines. Among rolling hills and neat rows of vines, participants immerse themselves in an open-air team coaching experience, led by facilitators who use the metaphor of land and wine to explore group dynamics and decision-making processes. Lunch takes place among the barrels, with a tasting led by the winemakers and interludes of poetry and acoustic music. In the afternoon, each small group creates its own symbolic wine blend, to be bottled and taken home as a tangible memento of the experience. Dinner is intimate, under the stars, accompanied by local storytelling and moments of silence that invite listening.

DAY 3 – BEND: MINDFUL ADVENTURE AND NATURE AS A TEACHER

On the third day, we enter Oregon's wild soul with the arrival in **Bend**, surrounded by extinct volcanoes, forests, and rushing streams. The day is entirely dedicated to an immersive team-building experience along the less traveled trails of the **Cascade Mountains**. We begin with a mindful walk that alternates mindfulness exercises, cooperative challenges, and moments of silent observation. After a lunch in a scenic clearing, the afternoon features a soft rafting experience, designed not for performance but for group cohesion. The sunset is observed from a panoramic vantage point, while a nature guide explains the area's ancient geology. In the evening, dinner is served around the fire in an eco-friendly lodge, enjoying simple food, natural wines, and shared stories.

DAY 4 – ASHLAND: THEATER, INTROSPECTION, AND FUTURE VISION

The final stop is **Ashland**, a cultural and spiritual city nestled in the **Rogue Valley**. Here, in a small outdoor amphitheater nestled among oak trees, the group participates in a final session in a theatrical forum style: each participant symbolically brings to the stage what they have discovered about themselves or their team along the way. It is a collective, cathartic, and visionary ritual. The final brunch takes place in the botanical gardens of a historic home, amid the scents of lavender and wildflowers. Before saying goodbye, one final moment: each person writes a promise for the future, sealing it in a message that will be sent back in six months. Thus concludes the Oregon journey: balanced between roots and possibility.

ALASKA



THE POWER OF NATURE FOR EXTRAORDINARY EVENTS

Alaska is more than a destination: it's a revelation. Here, where nature reigns supreme and time seems to slow down, every event becomes a transformative experience. From snow-capped peaks to majestic glaciers, from fjords to the Northern Lights, Alaska offers an extraordinary setting for corporate events that aim to strengthen leadership, revitalize team identity, and spark new visions.

UNIQUE INFRASTRUCTURES IN UNFORGETTABLE PLACES

Despite being a remote destination, Alaska boasts excellent air connections (especially via Seattle, Anchorage, and Fairbanks) and top-notch accommodations: exclusive eco-lodges, glacier-view resorts, fjord-view conference centers, and locations with a wild yet meticulously maintained charm. Local suppliers are experts in creating tailor-made experiences for small and medium-sized executive groups.

MICE DESTINATIONS IN ALASKA

- **Anchorage** – The largest city, nestled between mountains and the ocean, it offers an excellent logistical base with **convention** centers, business hotels, and access to extraordinary nature experiences.
- **Girdwood & Alyeska** – An exclusive mountain resort, home to a four-season resort. Perfect for high-end **retreats** and outdoor **team-building** activities.
- **Seward & Resurrection Bay** – Spectacular fjords, ideal for **incentive** trips with boat excursions, wildlife watching, and sustainability **workshops**.
- **Denali National Park** – For transformative wilderness experiences. Lodges immersed in nature for deep-immersion **events** on resilience and leadership.
- **Fairbanks** – For a winter MICE experience with Northern Lights, geothermal spas, and dreamy scenery. Ideal for **events** centered around wellness, reflection, and creativity.



ALASKA



EXPERIENCES THAT REMAIN IMPRESSED

In Alaska, every activity becomes a ritual: leadership and survival workshops led by former rangers, team building on husky sleds, relaxing under the Northern Lights, storytelling workshops with native artists, glacier hikes, or kayaking among whales. These are experiences that strengthen community, transform mindsets, and leave lasting memories.

ALASKA: THE CHOICE OF THOSE WHO WANT TO INSPIRE

Choosing Alaska for a MICE event means stepping out of your comfort zone and embracing the potential for transformation. It's the perfect choice for companies looking to push their teams beyond the limits of routine, fostering awareness, connection, and long-term vision. Every event here becomes a catalyst for change.

SEASONALITY

- **Spring-Summer (May-August):** Perfect for events immersed in nature, boat trips, and experiences in national parks.
- **Autumn (September-October):** Extraordinary colors, ideal for intimate retreats and inspirational activities.
- **Winter (November-March):** Season of the Northern Lights and silence: excellent for reflective experiences, well-being, and deep team coaching.





ALASKA: BETWEEN THE FAR NORTH, INTUITIVE LEADERSHIP AND MAJESTIC NATURE

ITINERARY – INTEGRATED MICE

DAY 1 – ANCHORAGE: BREAKING THOUGHTS

The arrival in **Anchorage**, Alaska's urban gateway, immediately sets the tone for the trip: we're at the edge, and here every reflection becomes clearer. After checking into an eco-hotel with a minimalist yet elegant design, the group participates in an opening session at an Inuit cultural center, working on the theme of "listening to the land." The day continues with a guided urban walk through the history of explorers and Native communities, reflecting on adaptability as an organizational skill. Dinner is held in a restaurant overlooking the bay, featuring dishes made with local ingredients and a narration by a climate change expert.

DAY 2 – TALKEETNA: HIGH-ALTITUDE VIEW

Departure by scenic train to **Talkeetna**, a village at the foot of **Denali**, where the pure energy of authentic Alaska reigns supreme. In a remote, silent lodge, participants gather around a large wooden table for a strategic session on the topic of long-term corporate vision. In the afternoon, a gentle hike through tundra and glacial lakes provides an opportunity for in-depth discussion in small groups. After returning, a convivial dinner is held in the cabin, with free reflections by the fireplace and an emotional slideshow featuring key images and words from the day.

DAY 3 – PRINCE WILLIAM SOUND: TEAM BUILDING IN WILD MODE

The group heads to the coast for an immersive day in **Prince William Sound**, sailing among fjords, icebergs, and sea lions. Aboard a private boat, each team participates in a cooperative mission in an extreme environment, simulating the management of a complex crisis in changing conditions. The setting fosters intuition, trust, and natural problem-solving. After a stop on a secluded beach for a simple yet evocative lunch, the return to the boat fosters deep, informal exchanges. In the evening, dinner is served in a secluded guesthouse, under the open sky, with the possibility of spotting the Northern Lights (in season).

DAY 4 – GIRDWOOD: INTUITIVE WELL-BEING AND CONSCIOUS CHOICES

A day of mindful regeneration begins in **Girdwood**, in the **Chugach Mountains**. In a wood-and-glass structure surrounded by forests, a workshop on decisional wellness is held, led by coaches experienced in extreme environments. Participants focus on how to make complex decisions while maintaining balance, energy, and clarity. After lunch, they take a silent meditative walk along the rainforest trail, and upon returning, they develop an individual "future map." The final dinner takes place at high altitude, reached by cable car, with spontaneous conversations and views of the glacial valleys.

DAY 5 – FAREWELL RITE UNDER THE BIRCHES

The final day in the heart of the Arctic wilderness: in a hidden clearing near the **Turnagain River**, participants take part in a legacy ceremony. Each participant writes the key word they will take with them from the journey on a wooden tablet, then places it in a symbolic circle among the birch trees. After an intimate brunch in a yurt with artisanal teas and fire-baked bread, the final farewells and transfer to **Anchorage** for their return flights.

HAWAII



A RITUAL OF CONNECTION AND WONDER

Hawaii is more than just islands: it's an age-old rhythm that unites water, earth, fire, and spirit. A place where corporate dynamics meet the strength of 'āina (the land) and the spirit of aloha. Here, every event becomes a ritual of cohesion, wonder, and transformation, in a profoundly co-creative context.

ACCESSIBILITY BETWEEN ISLANDS AND BEYOND

Served by international airports on Oahu, Maui, the Big Island, and Kauai, Hawaii is accessible despite its remote magic. Venues range from lodges nestled in tropical rainforests to golden beaches, innovative conference centers, eco-retreats, and ancestral ranches. Logistics are taken care of for discerning groups, with transportation via seaplane and ferry.

MICE DESTINATIONS OUTSIDE THE BOX

- **North Shore (Oahu):** An authentic and wild area, home to surfing and pure Hawaiian culture. Excellent for creative retreats, beach kickoffs, and team building in traditional canoes.
- **Kualoa Ranch (Oahu):** An iconic valley nestled between mountains and jungle, often a film set. Ideal for outdoor strategy sessions, adventure activities, and nature-inspired bonding workshops.
- **Kalani Retreat (Big Island):** An eco-village nestled in the forest, near the ocean and volcanoes. Perfect for regenerative journeys, symbolic workshops, relaxation, and transformative leadership.
- **Wailua (Kauai):** A sacred and lush area, nestled between tropical rivers and waterfalls. The perfect location for open-air gatherings, kayaking on sacred rivers, and environmental CSR.
- **Hāna (Maui):** A remote village reached by a spectacular road, surrounded by greenery and silence. Ideal for individual coaching, visionary sessions, and timeless strategic reflections.



HAWAII



MULTISENSORY AND TRANSFORMATIVE EXPERIENCES

In our Hawaii MICE itineraries, we incorporate cultural experiences, team building based on ancient canoes, slow art sessions, nature immersions, and symbolic workshops. Each activity becomes a catalyst for deep connections and shared awareness.

HAWAII: THE STAGE OF CORPORATE REBIRTH

Choosing Hawaii means allowing your team to experience a journey that unites body, mind, and spirit. It's the perfect setting to reshape leadership dynamics, strengthen bonds, and imagine strategies amidst waves and volcanoes.

SEASONALITY

- **Spring (April – June):** Cool weather and blooming landscapes. Ideal for outdoor company **kickoffs**, **team building** on the beach, **strategy sessions** in tropical gardens, and immersive experiences with local communities.
- **Summer (July – September):** Long days and calm seas. Perfect for active **incentives** including surfing, snorkeling, and hiking, experiential **meetings** at remote ranches and lodges, and coastal environmental **CSR**.
- **Autumn (October–November):** Stable weather and fewer crowds. Recommended for regenerative **retreats** in eco-resorts, symbolic **workshops** in volcanic environments, artistic experiences, and mindful leadership.
- **Winter (December – March):** High waves and a more intimate atmosphere. Ideal for high-content **indoor sessions**, **brainstorms** in secluded locations, exclusive **indoor events** with ceremonies and corporate storytelling.





HAWAII: ALOHA SPIRIT, VOLCANOES, AND CREATIVE REBIRTH

ITINERARY – INTEGRATED MICE

DAY 1 – BIG ISLAND: BETWEEN LIVING LAND AND NEW BEGINNINGS

The experience begins on the **Big Island**, where the primordial force of volcanoes greets the group with its ever-changing landscape. After checking into an eco-lodge overlooking the ocean, the first meeting takes place outdoors in a garden of native plants: here, the concept of "rebirth" is celebrated, symbolizing the journey that is about to begin. In the evening, a private Hawaiian dinner on an organic farm, surrounded by tiki torches and live music, introduces participants to the Aloha spirit, featuring native flavors and stories from local elders.

DAY 2 – HILO AND TROPICAL FORESTS: COLLABORATING WITH NATURE

The day begins with a transfer to **Hilo**, on the eastern and less traveled side of the island. Here, in a private forest reserve, an immersive team coaching session takes place among ancient trees and streams. Participants work in groups on topics such as interdependence, listening, and regenerative leadership. After lunch served inside a traditional hale (wood and leaf hut), the group engages in a hands-on activity: collectively tending a native agroforestry bed, as a symbolic gesture of giving back and shared construction. In the evening, a light dinner is served at an artistic guesthouse, followed by a period of personal journaling.

DAY 3 – MOLOKA'I: THE ISLAND OF SILENCE AND COMMUNITY

We move on to **Moloka'i**, the least touristy and most authentic island in the archipelago, where time seems to stand still. Upon arrival, the group is greeted by a small local community for a welcoming ceremony on the ocean shore, followed by a visit to a cultural center that preserves ancient artisanal and spiritual practices. A former rural school transformed into a creative hub hosts a collaborative business vision workshop, where participants metaphorically build a "communal canoe"—a symbol of the collective journey. In the evening, an outdoor dinner with traditional dishes and hula dancing takes place.

DAY 4 – KAUAI: EXPANSION, FLOW, AND CONNECTION

The journey continues to **Kauai**, the "Garden Isle," where mountains and waterfalls create scenes of pure harmony. After a short flight and transfer to a designer farm in the **Koloa** area, the day is dedicated to the theme of flow: a fluid thinking and creative problem-solving workshop takes place in an open-air pavilion. In the afternoon, participants are guided on a kayak descent along the **Wailua River**, sharing ideas, insights, and moments of silence. Finally, a walk among tropical flowers leads to a panoramic viewpoint for a brief collective meditation at sunset. The closing dinner in the forest, amidst torchlight and Hawaiian fusion cuisine, concludes.

DAY 5 – CONCLUSION ON THE OCEAN AND RETURN

To conclude the journey, the group participates in a ritual of restitution on the ocean. In a small bay on the south coast of **Kauai**, each participant writes a resolution, a word, or an emotion on a ti leaf, which will be released into the sea as a symbol of continuity. A breakfast overlooking the ocean follows, silent yet full of connection. The day concludes with a transfer to **Lihue** airport for the return flight, enriched by an experience that unites spirit, connection, and vision.



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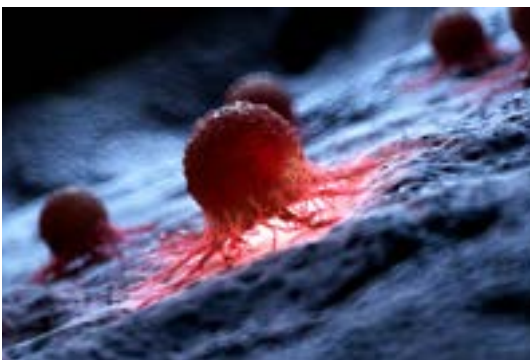
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