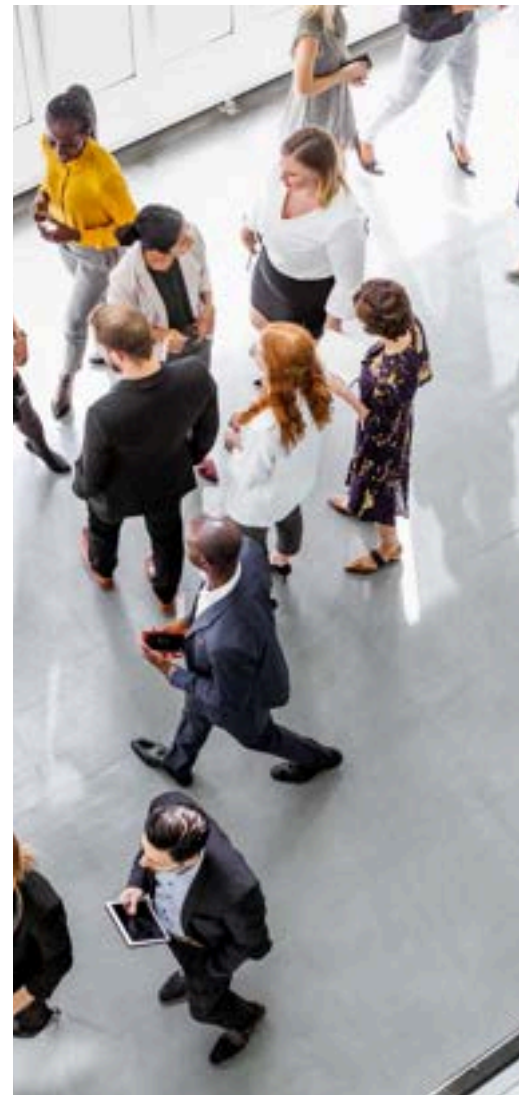
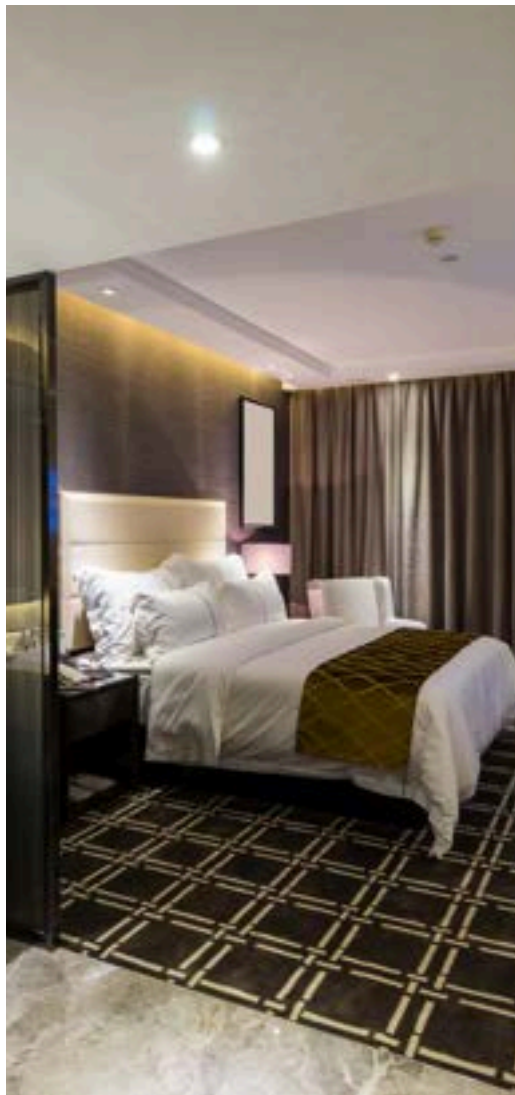


ATLANTIC TRAVEL & TOURS

BUSINESS TRAVEL

INSPIRATIONAL BROCHURE



**NORWAY - SWEDEN -
FINLAND**

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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 Norway, Sweden, and Finland. 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 SCANDINAVIA FOR MICE

THREE COUNTRIES, ONE NORDIC BREATH OF INNOVATION AND WELL-BEING

Scandinavia—with its harmony between man and nature, sustainable cities, and boundless landscapes—is a MICE destination that doesn't just host events, it transforms them. Between the vertical force of the Norwegian fjords, the essential design of Sweden, and the deep forests of Finland, every meeting becomes an opportunity to be inspired, recharged, and innovate. The quality of the services, the understated aesthetic, and the centrality of wellness make every corporate trip an effective, elegant, and rejuvenating experience.

INCENTIVE AND TEAM BUILDING AMONG NATURE, DESIGN AND NORDIC RITUALS

Scandinavia offers unique experiential activities: sailing among pristine islands, Arctic safaris by snowmobile or husky, kayaking in fjords, forest bathing in boreal forests, hiking among mountains and glacial lakes. Sensory experiences such as quiet Finnish saunas, fireplace-filled lodge dinners, and tastings of contemporary Nordic cuisine foster bonding between participants. Team building becomes profound, energy is regenerated, and innovation is fueled in contexts that speak of balance, the future, and connection.

ICONIC DESTINATIONS, CONTEMPORARY HOSPITALITY

Norway: The fjords, coastal cities like Bergen and Ålesund, and Oslo with its avant-garde architecture offer the ideal setting for events immersed in nature and culture.

Sweden: Stockholm, with its archipelago and creative spaces, is perfect for strategic events and sophisticated incentives. Gothenburg and the lake regions expand the offerings with charm and authenticity.

Finland: Helsinki surprises with its design, vibrant neighborhoods, and social innovation. The regions of Lapland, meanwhile, are perfect for corporate retreats, aurora-watching nights, and moments of true unplugging.

SMOOTH CONNECTIONS AND HIGH-LEVEL MICE SERVICES

Efficiently connected by major European hubs, Norway, Sweden, and Finland offer impeccable infrastructure: modern airports, sustainable transportation, integrated technology, and specialized operators. In Scandinavia, even travel becomes part of the experience: seamless, comfortable, and inspiring. Flagship airlines SAS and Finnair provide every MICE trip with high standards and tailored attention to the business traveler. Business class offers fully flat seats, quiet cabins, fast Wi-Fi connectivity, and individual power outlets for working. Personalized gourmet menus, attentive service, and understated yet elegant spaces reflect the Nordic culture of discreet excellence. On the ground, refined lounges, fast track, and tailored assistance for groups and events ensure a professional and seamless welcome. Every detail, from check-in to return, is designed to transform travel into a natural extension of the corporate experience: efficient, rejuvenating, and memorable. Whether it's a board meeting in a clean-lined city or a retreat nestled in the snow, every detail is taken care of, every experience is managed with Nordic precision and human warmth.





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!



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



NORTHERN NORWAY – SVALBARD ISLANDS

A REGION THAT INSPIRES

Svalbard is a world apart: a remote archipelago between Norway and the North Pole, where silence reigns and nature dictates the pace. With its glaciers, snow-capped mountains, and the surreal light of the Arctic summer or polar night, it is an extreme and profoundly transformative MICE destination. Here, every event takes on a new meaning: isolation as concentration, cold as energy, infinite horizons as strategic vision. A place for those who want to surprise, reflect, and build lasting connections.

ACCESSIBILITY AND HOSPITALITY

Reachable from Oslo via Tromsø in just a few hours' flight, Svalbard offers efficient hospitality despite its remote location. Longyearbyen, the main town, has modern hotels, well-equipped conference centers, gourmet restaurants overlooking the void, and experienced local guides who can organize customized programs. The hospitality is authentic, attentive, and strongly focused on safety and sustainability.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Snowmobile or husky sled excursions, team-building sessions in Arctic refuges, visits to abandoned mines transformed into creative spaces, Northern Lights or midnight sun viewing, photography workshops in surreal landscapes. Svalbard is more than just a destination: it's an inner and collective journey, where every activity strengthens team spirit and the ability to adapt.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Experiences in the snow, group activities among the ice and growing light
- **Summer (June–August):** Midnight sun hikes, leadership **retreats** in nature
- **Autumn (September–November):** **Workshops** in remote environments, creative programming in the Arctic transition
- **Winter (December–February):** Exclusive **incentives** under the Northern Lights, **team building** with huskies and snowmobiles



NORTHERN NORWAY – NORD NORGE

A REGION THAT INSPIRES

Northern Norway is an extreme, authentic, and magnetic land, where nature reigns supreme and the Arctic landscapes evoke lasting emotions. From Tromsø to the Lofoten Islands, from Bodø to the expanses of Finnmark, this corner of the world is ideal for MICE events seeking a profound connection with the environment, wonder, and resilience. It's perfect for emotionally charged retreats, transformative outdoor activities, and incentives that seek to transcend the conventional.

ACCESSIBILITY AND HOSPITALITY

Well connected by domestic flights from Oslo and major European cities to airports such as Tromsø, Alta, Bodø, and Harstad/Narvik, Northern Norway offers a surprisingly efficient infrastructure despite its remote nature. Boutique hotels overlooking the fjords, sustainable conference centers, arctic lodges, and spaces immersed in the tundra are just some of the options available. Local hospitality is genuine, discreet yet warm, with experienced professionals offering tailor-made experiences even in extreme environments.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Northern Lights photography safaris, husky sledding excursions, deep-sea fishing in the fjords, workshops in traditional Sami huts, team building under the midnight sun, gourmet dinners in floating rorbuer huts. Every activity is designed to inspire resilience, cohesion, and a genuine sense of discovery. A MICE program here is more than just an event: it's transformation.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Incentives between ice and increasing light, reflection activities and strategic **relaunch**
- **Summer (June–August):** Team building under the midnight sun, immersive experiences in fishing villages
- **Autumn (September–November):** Workshops in quiet environments, experiences with Sami culture, creative **retreats**
- **Winter (December–February):** Aurora Borealis **incentive** trips, exclusive **events** in arctic lodges and remote **retreats**



CENTRAL NORWAY – TRØNDELAG

A REGION THAT INSPIRES

The authentic heart of Norway, Trøndelag is a land of balance between nature, history, and innovation. Here, green landscapes, tranquil fjords, and creative cities, such as Trondheim, the ancient Viking capital and now a vibrant technology hub, blend together. This region is ideal for MICE events that emphasize sustainability, local culture, and collaboration, offering a stimulating yet never overwhelming environment, perfect for focusing, creating, and connecting.

ACCESSIBILITY AND HOSPITALITY

Trondheim is easily accessible via Værnes International Airport, with direct flights from Oslo and several European cities. The region is well served by efficient rail and road connections. Accommodation options include modern hotels, eco-certified facilities, flexible conference centers, and renovated historic spaces, perfect for both formal and immersive events. Local expertise in the events industry is top-notch, with a strong focus on quality and environmental impact.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Kayaking through fjords, participating in digital workshops on smart farms, exploring Viking sites, tasting craft beers at rural breweries, or organizing a team building program at an eco-hotel in the woods. Trøndelag combines meaningful experiences and sustainability, with activities that foster collective vision, natural leadership, and a sense of community.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Retreat amid reborn landscapes, cultural **incentives**, and green activities
- **Summer (June–August):** Team **building** in nature, **events** in rural and creative contexts
- **Autumn (September–November):** Innovation-related **workshops**, strategic **retreats** in quiet environments
- **Winter (December–February):** Indoor **training sessions**, group experiences in winter lodges and slow environments



WESTERN NORWAY – VESTLANDET

A REGION THAT INSPIRES

Vestlandet is Norway's most iconic and spectacular face: a land of deep fjords, rushing waterfalls, and villages suspended between the sea and mountains. In this breathtaking natural setting, the regions of Møre og Romsdal, Vestland, and Rogaland offer ideal settings for emotionally charged MICE events. It's a perfect destination for incentive programs seeking a wow factor, as well as for strategic retreats requiring mental space and broad horizons.

ACCESSIBILITY AND HOSPITALITY

Thanks to the airports of Bergen, Stavanger, and Ålesund, the region is easily accessible from Oslo and numerous European cities. Internal connections are well organized with scenic ferries, coastal roads, and scenic trains. Accommodations range from designer hotels to nature-filled establishments, from fjord-view conference centers to boutique spaces in remote villages. The welcome is warm, the organization is punctual, and a focus on sustainability is an integral part of the experience.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Private excursions on the Geirangerfjord or Nærøyfjord, hikes on breathtaking trails like Trolltunga or Preikestolen, workshops in historic lighthouses or small coastal museums, team building trips on a boat among the islands, dinners in former port warehouses transformed into cultural spaces. Vestlandet offers experiences that combine natural beauty and cultural heritage, capable of strengthening professional bonds and stimulating lateral thinking.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May): Incentives** in the blooming fjords, sustainable and regenerative activities
- **Summer (June–August): Immersive outdoor events**, excursions, and adrenaline-filled experiences
- **Autumn (September–November): Creative retreats** with sea views, **workshops** in small coastal towns
- **Winter (December–February): Meetings** in intimate settings, slow experiences between nature and culture



EASTERN NORWAY – ØSTLANDET

A REGION THAT INSPIRES

Østlandet is Norway's economic, cultural, and institutional heart, where Oslo sits alongside lakeside landscapes, deep forests, and majestic mountains. This region, encompassing Viken, Innlandet, Vestfold og Telemark, and Agder, is an ideal MICE destination for events requiring modern infrastructure and versatile settings: from international conferences in major cities to immersive experiences in tranquil natural settings, passing through historic villages and creative hubs. Here, urban energy and Nordic tranquility coexist, offering a perfect balance between focus, inspiration, and well-being.

ACCESSIBILITY AND HOSPITALITY

With Oslo as its main hub, accessibility is excellent: direct flights from all over Europe, a fast rail network, and rapid connections between the city and nature. The region boasts high-tech conference centers, cutting-edge architecture, historic homes, and forested resorts. Local suppliers are experts in organizing complex and sustainable events, with a strong focus on digitalization, design, and wellness.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Workshops in the innovative Bjørvika neighborhood, hiking in the national parks of Telemark or Rondane, team building on the shores of Lake Mjøsa, eco-lodge retreats in the forests of Innlandet, evening cruises on the Oslo Fjord. Østlandet offers a range of experiences that stimulate reflection, cohesion, and innovation, alternating intellectual stimulation with a profound connection to the environment.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Sustainable **events** in nature, city breaks for **conventions** and **product launches**
- **Summer (June–August):** **Incentives** among lakes and fjords, cultural festivals and outdoor activities
- **Autumn (September–November):** Strategic **retreats**, creative **workshops** in locations immersed in colors
- **Winter (December–February):** **Meetings** in panoramic chalets, wellness programs, and **corporate skiing**



SOUTHERN NORWAY – SØRLANDET

A REGION THAT INSPIRES

Sørlandet, the maritime heart of southern Norway, is a land of light, white wood, and coastal architecture immersed in the tranquility of the ocean. With its picturesque villages, quiet harbors, and a culture deeply rooted in the sea, this region offers a unique setting for relaxed, immersive, and creative MICE events. It's the perfect destination for those seeking authentic experiences, a slow pace, and settings that foster connection between people and nature.

ACCESSIBILITY AND HOSPITALITY

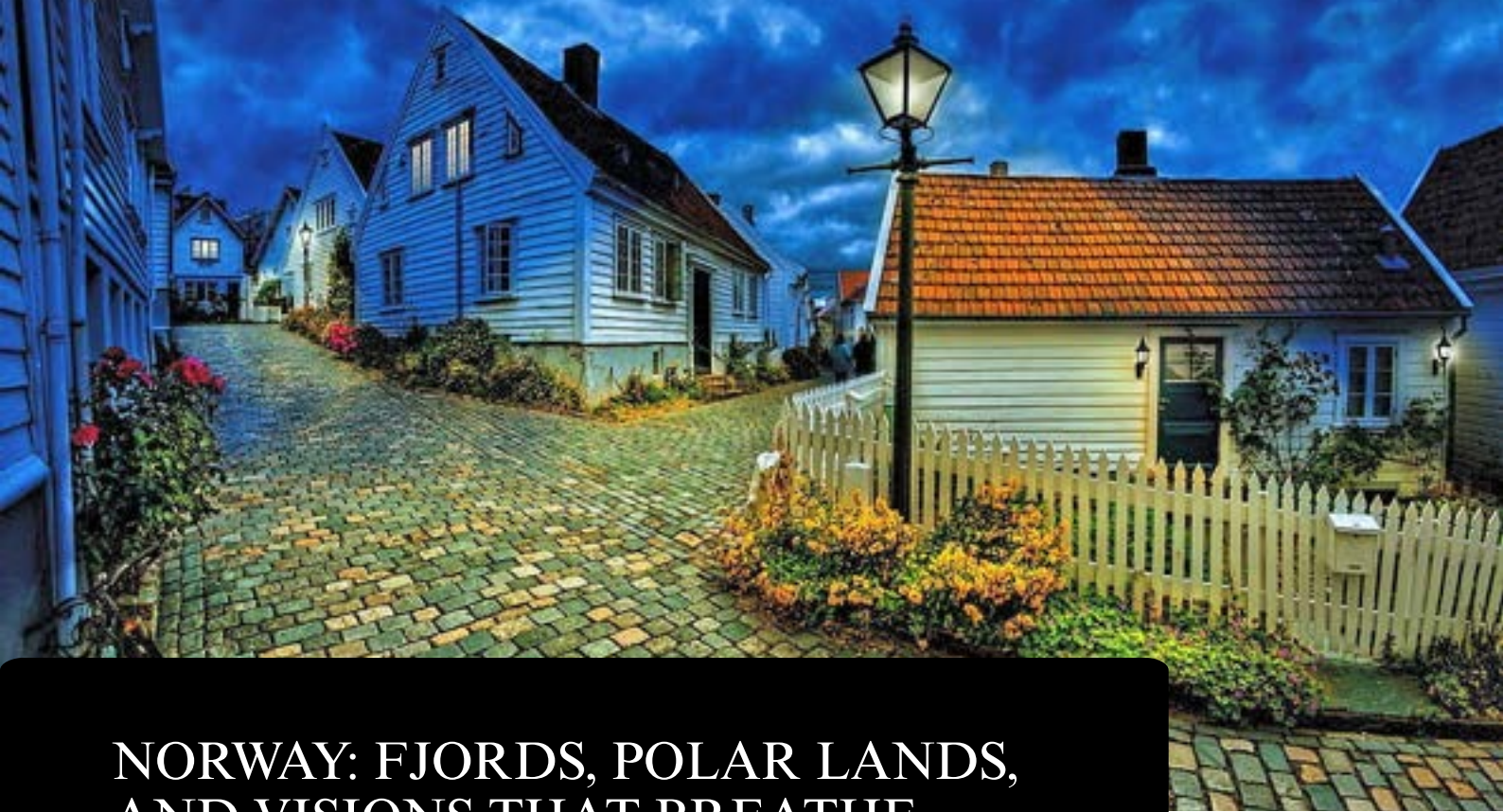
Kristiansand, the region's main gateway, is connected by direct domestic flights from Oslo, Bergen, and Stavanger, as well as ferry lines from Denmark. The city boasts modern conference facilities, boutique hotels, seaside resorts, and event venues overlooking the archipelago. The offering also includes perfectly equipped rural locations for corporate groups, with a strong focus on sustainability and local hospitality.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Creative workshops in harborside art studios, team building kayaking among the islands, retreats in former factories transformed into cultural spaces, sailing excursions with historical storytelling on board, seafood dinners in cliffside restaurants. At Sørlandet, every experience strengthens team bonds, stimulates reflection, and fosters informal and stimulating environments.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Wellness **retreats**, coastal **workshops**, **incentives** related to rebirth and creativity
- **Summer (June–August):** Maritime **team building**, evening **events** in coastal villages, **leadership programs** at sea
- **Autumn (September–November):** **Strategic sessions** in quiet environments, food tastings, slow cultural experiences
- **Winter (December–February):** Exclusive indoor **events**, training in intimate locations, **incentives** for small groups in charming hotels



NORWAY: FJORDS, POLAR LANDS, AND VISIONS THAT BREATHE DISTANTLY

ITINERARY – INTEGRATED MICE

DAY 1 – OSLO: NEW PERSPECTIVES BETWEEN GLASS, WATER, AND URBAN IDENTITY

The journey begins in **Oslo**, a city overlooking the water with Nordic elegance and a contemporary spirit. The group gathers among the bold forms of the **Barcode** neighborhood, where architecture and innovation become the perfect metaphor for the work that awaits us. The day begins with a strategic kickoff in the panoramic room of the **Munch Museum**, where art and vision intertwine. Ideas unfold like the landscape reflected in the windows. After a stroll along the **Opera House**, lunch is served on a terrace overlooking the water: modern cuisine and local ingredients to nourish body and mind. The afternoon unfolds with group sessions in a redeveloped former port area, featuring natural materials, warm lighting, and ample spaces for collaborative thinking. Dinner is an immersive experience in the heart of **Tjuvholmen**: fjord-inspired dishes, Nordic design, and a gastronomic narrative that unites past and future.

DAY 2 – KRISTIANSAND: SOUTHERN LIGHT, SEA STORIES, AND UNITY

In the morning, we fly south to **Kristiansand**, where the light is warmer and the pace more intimate. Welcoming us is an old merchant's house overlooking the harbor, now a space for workshops and in-depth discussions. Here, the team engages in a co-design session focused on long-term vision, with sketches, post-it notes, and breaks overlooking the sea. After a lunch of freshly caught fish, we move to the **Posebyen** neighborhood, with its white wooden houses and hidden gardens: a slow and authentic team building experience takes place between small craft workshops, local storytelling, and shared emotional maps. The evening heats up in a historic inn on the waterfront, with a Viking-inspired dinner, acoustic music, and a toast of thanksgiving.

DAY 3 – LOFOTEN ISLANDS: CREATIVE NATURE, SILENCE, AND SHARED VISIONS

The third day begins early with a flight north to **Lofoten**, a magical archipelago suspended between peaks and the ocean. Arriving is already an experience. The group heads to a designer rorbu, a former fishermen's hut now a space for reflection. They work in a former stable transformed into a creative space, amid the scent of wood and the light that changes hourly. The goal: to build a collective narrative of the company project. The afternoon is spent kayaking through fjords, where the team tests trust and coordination, listening only to the sound of the paddles in the water. Back on land, they gather around a fireplace for a storytelling session led by a local artist. Dinner is served in a small cabin by the sea: Arctic cuisine, a view of infinity, and profound conversations that warm even the cold.

DAY 4 – SVALBARD: ARCTIC EXPLORATION AND INNER LEADERSHIP

The journey continues further north, to **Svalbard**, where nature dictates the pace and humanity becomes small yet powerful. In **Longyearbyen**, the group is welcomed into a simple and welcoming lodge. The day is dedicated to a workshop on leadership in uncertain environments: they reflect on how to lead through change, while outside the ice speaks of resistance and adaptability. In the afternoon, a snowmobile excursion takes the team through frozen valleys and absolute silence. In an Arctic refuge, a "vision under pressure" session is held: each person writes down a word, an idea, a promise to bring back. In the evening, under a sky dancing with auroras, they gather in a circle around the fire, sharing personal stories and enjoying a simple yet profound dinner. A moment that lingers.

DAY 5 – SVALBARD: THE SILENCE THAT REMAINS, THE FUTURE THAT OPENS UP

The final day begins slowly, with the sun low on the polar horizon and a light that seems suspended in time. The group gathers in a glass-enclosed room overlooking the ice: here the final meeting takes place, amid open notebooks, snow-covered walls, and words delicately emerging. They share what has changed: an intuition, a resolution, a new vision to take home. Lunch is simple, Nordic, and intimate, in a traditional gammelhus, with hot dishes and sincere conversation. Then, a final symbolic experience: a collective walk across a stretch of snow-covered tundra, in a silent line, each with a thought to entrust to the wind. No destination to reach, just the pleasure of being there, together. We return with a broader soul, a clearer vision, and something precious in our hands: time shared, the courage to explore, and that powerful calm that only the Arctic can impart.



NORTHERN SWEDEN – NORRLAND

A REGION THAT INSPIRES

Northern Sweden is a land of boundless spaces, profound silence, and extraordinary light. From the boreal forests of Västerbotten to the arctic expanses of Norrbotten, passing through the mountains of Jämtland, every element of nature becomes part of the experience. Ideal for regenerating corporate retreats, emotional incentives, and MICE programs that focus on introspection, sustainability, and wonder, this region invites you to slow down and look far ahead, finding inspiration in the essential.

ACCESSIBILITY AND HOSPITALITY

The region is served by well-connected airports, including Luleå, Umeå, Östersund, and Kiruna, with direct flights from Stockholm. MICE venues include eco-design lodges, ice hotels, scenic conference centers, and nature retreats. Local suppliers are experts in organizing exclusive events, even in extreme environments, with a strong focus on authenticity and sustainability.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Spotting the Northern Lights during a nighttime snowshoe hike, team building with huskies and sleds, Sami cooking workshops using Arctic products, silent retreats in the mountains of Jämtland, snowmobile excursions, or kayaking under the midnight sun. Each activity strengthens the connection with oneself, the group, and nature, making each event memorable and meaningful.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May): Incentives** in the melting snow, experiences related to rebirth and growing light
- **Summer (June–August): Team building** under the midnight sun, **retreats** in the woods or along the lakes
- **Autumn (September–November):** Creative **workshops** immersed in the colors of the foliage, strategic **retreats** in panoramic lodges
- **Winter (December–February):** Extreme experiences among ice and arctic light, exclusive **events** in igloos or designer shelters



CENTRAL SWEDEN – SVEALAND

A REGION THAT INSPIRES

The cultural and administrative heart of Sweden, Svealand is a region where tradition and innovation coexist in perfect balance. From Stockholm to the Dalarna countryside, passing through endless lakes and silent forests, every environment offers a dynamic backdrop for sophisticated, accessible, and content-rich MICE events. It's the ideal choice for those seeking urban inspiration without sacrificing contact with nature, thanks to a network of versatile venues and rejuvenating landscapes.

ACCESSIBILITY AND HOSPITALITY

Svealand is perfectly connected: Stockholm Arlanda Airport offers daily international flights, and the highly efficient rail network allows for rapid travel between the city and nature. Stockholm offers luxury hotels, state-of-the-art conference facilities, historic homes, and event centers on the archipelago's islands, while the rest of the region boasts manor houses, eco-lodges, and creative venues surrounded by greenery.

EXPERIENCES THAT WILL LEAVE THEIR MARK

A private cruise among the islands of the Stockholm archipelago, workshops in former factories converted into art galleries, team-building activities along Lake Siljan, company retreats in the red villages of Dalarna, motivational meetings in castles or the gardens of Uppsala. Svealand is a region that stimulates the mind and strengthens bonds, blending culture, design, and landscape.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May): Incentives** in blooming gardens, experiences related to natural and cultural awakening
- **Summer (June–August): Outdoor events**, cruises, private island activities, immersive **leadership sessions**
- **Autumn (September–November): Creative workshops** in the woods and cities, strategic **retreats** with a focus on innovation
- **Winter (December–February): Exclusive events** in historic locations, **team building** in the snow, Nordic culture and comfort



SOUTH SWEDEN – GÖTALAND

A REGION THAT INSPIRES

Götaland, in southern Sweden, is a mosaic of seascapes, vibrant cities, and rolling countryside dotted with manor houses. From Gothenburg to Skåne, all the way to the Baltic Islands, this region stands out for its open spirit, rich Viking history, and sustainable modernity. It's the ideal setting for MICE events that seek to combine business and wellness, innovation and lifestyle, in an accessible and authentic setting.

ACCESSIBILITY AND HOSPITALITY

Götaland is served by several international airports, including Göteborg Landvetter and Malmö Airport, as well as by efficient rail connections. The area boasts a variety of event venues: conference centers in major cities, designer hotels by the sea, castles and estates converted for exclusive events, not to mention the excellent local cuisine that rounds out the offerings.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Boat tours in the Bohuslän archipelago, motivational meetings in ancient lighthouses, workshops in former glass factories in Småland, team building among the vineyards of Skåne, immersive dinners in castles on Lake Vättern. Every experience in Götaland fosters collaboration, relaxes the mind, and creates profound connections through nature, culture, and sustainability.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Events related to flowering and well-being, **incentives** among villages and coastal nature
- **Summer (June–August):** Outdoor **team building**, cruises, and creative sessions on the archipelago
- **Autumn (September–November):** Strategic **retreats** in castles, food and wine **workshops**, and moments of reflection
- **Winter (December–February):** Exclusive **events** in spas and boutique hotels, slow activities among snow-covered woods and lakes



SWEDEN: BETWEEN DESIGN, EMOTIONAL NATURE, AND SUBTLE CULTURE

ITINERARY – INTEGRATED MICE

DAY 1 – STOCKHOLM: ISLANDS, IDEAS, AND COLLECTIVE IDENTITY

Arriving in **Stockholm** is already an invitation to restrained beauty. The city unfolds between water and sky, elegant architecture, and pervasive creativity. The group meets in a gallery overlooking the sea, in the heart of the island of **Skeppsholmen**: here the journey begins with a silent kick-off, where words and images intertwine to set the tone of the experience. Lunch is a sustainable Nordic food journey, served in a floating restaurant among the boats of the archipelago. The afternoon is dedicated to an immersive workshop in a former power plant turned creative hub, where every corner stimulates imagination and listening. Dinner takes place in an urban greenhouse in **Södermalm**, amidst soft music, aromatic plants, and shared reflections under the delicate glow of suspended lamps.

DAY 2 – GOTHENBURG ARCHIPELAGO AND CITY: A BALANCE OF NATURE AND URBAN DYNAMISM

The day begins early, with the group embarking to explore the enchanting **Gothenburg archipelago**. As the sun slowly rises above the horizon, the islands reveal themselves one after another: rocky cliffs, secluded coves, and fishing villages nestled in a landscape of pine trees and crystal-clear waters. Here, immersed in an atmosphere of tranquility and wonder, the first working session takes place: an outdoor workshop along coastal paths and wooden piers, where nature inspires innovative thinking and new group connections. Around midday, a convivial break on one of the archipelago's picturesque islands allows for sampling local flavors and sharing moments of relaxation, accompanied by the sound of the waves and the song of seabirds. In the afternoon, the group returns to **Gothenburg**, a vibrant and dynamic city. In an elegant event space in the city center, amidst contemporary architecture and historical landmarks, strategic sessions are held that integrate the morning's creative work with concrete objectives and operational planning. The day ends with a stroll along the seafront, amidst welcoming cafés and the scent of the sea, followed by a refined dinner at a Nordic restaurant, where seasonal ingredients tell the story of a region rich in culture and innovation.

DAY 3 – UPPSALA & LAKE NATURE: REFLECTION, SILENCE, AND ROOTS

Uppsala, with its cathedrals, cloisters, and Scandinavia's oldest university, welcomes the group as a place to slow down and reflect. In the morning, a session in the **Botanical Gardens** opens new mental spaces. We work in a circle, in silence, allowing the words to emerge later, naturally. Lunch is enjoyed outdoors, on wooden benches, among books, the breeze, and the scent of pine trees. In the afternoon, we head to the surrounding lakes for an immersive team coaching experience: a relaxing walk in the woods and emotional sharing. Dinner takes place in a wooden inn overlooking the water, with warm lighting, slow-cooked dishes, and a collective journaling session.

DAY 4 – SWEDISH LAPLAND: A SENSE OF WONDER AND DEPTH

We fly north, where the light changes and time expands. In **Kiruna or Abisko**, the group enters a silent world: snow, mountains, vast horizons. The day is built around the concept of "inner space": we work in a glass cabin surrounded by nature, with sessions on intuitive leadership and long-term thinking. In the afternoon, we set off on a collective sled dog experience: the team relies on the dogs' rhythm, guidance, and trust. In the evening, dinner is served in an Arctic lodge amidst a fire, local dishes, and the Northern Lights. A circle of sharing closes the day: whispered words, resolutions, and silences that speak.

DAY 5 – STOCKHOLM: RETURN AND RELAUNCH

The return to **Stockholm** is slow and thoughtful. The group gathers in a villa on **Lake Brunnsviken**, in **Haga Park**, for the final session. Each person chooses a phrase, an image, or a word to share with the group as a "message for the future." It's an intimate, heartfelt, collective moment. The final brunch is served in a winter garden, with acoustic music and a view of the calm waters. They toast their new directions, express gratitude for what they've built. And off they go, with something deeper sewn within them.



NORTHERN FINLAND – POHJOIS-SUOMI

A REGION THAT INSPIRES

Northern Finland is a magical land, where nature reigns supreme, with boreal forests, arctic tundra, and skies punctuated by the Northern Lights. Here, the MICE experience becomes an immersive journey, capable of sparking profound emotions and authentic connections. An ideal location for corporate retreats, wellness programs, and team building in extreme environments, this region allows you to rediscover simplicity and focus, far from the hustle and bustle of the city.

ACCESSIBILITY AND HOSPITALITY

Rovaniemi and Oulu are the region's main hubs, easily accessible by domestic flights from Helsinki and seasonal direct connections from many European cities. Accommodations combine Nordic design and comfort: transparent igloos, eco-lodges nestled in the woods, and minimalist boutique hotels. Local operators are highly skilled in organizing tailor-made events, even in remote locations.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Snowmobile safaris under the aurora, creative workshops in Lappish huts, ice sculpture making, corporate retreats in the snow, team building on husky safaris or on frozen lakes. Each activity aims to strengthen team spirit, enhancing the connection with the natural elements.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Experiences between ice and rising sun, **incentives** linked to natural awakening
- **Summer (June–August):** **Team building** in the midnight sun, excursions to national parks
- **Autumn (September–November):** Strategic **retreats** in the colors of the Arctic foliage, introspection activities
- **Winter (December–February):** Exclusive **events** in snow-covered lodges, immersive programs amidst snow, aurora, and silence



EASTERN FINLAND – ITÄ-SUOMI

A REGION THAT INSPIRES

Eastern Finland is a land of endless lakes, silent forests, and deep cultural traditions, where the rhythm of nature informs every activity. Ideal for MICE events that focus on sustainability, well-being, and a genuine connection with the local area, this region offers the perfect backdrop for immersive workshops, rejuvenating incentive trips, and corporate retreats in serene and lush environments. Here, every meeting transforms into a meaningful and relaxing experience.

ACCESSIBILITY AND HOSPITALITY

The cities of Kuopio, Joensuu, and Mikkeli are easily accessible from Helsinki by train or domestic flight. Accommodations, often overlooking crystal-clear lakes or nestled in forests, range from spa resorts and eco-villages to traditional Finnish cottages with saunas. Local operators are experts in offering tailor-made experiences that combine comfort, authenticity, and nature.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Creative workshops in a lakeside cabin, sauna ceremonies with local experts, canoeing along natural canals, team building activities inspired by Karelian culture, company picnics among wild blueberries, and relaxing walks. Each activity is designed to foster collective well-being and creativity through a sense of balance with the environment.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Incentives linked to rebirth, excursions through blooming woods and awakening lakes
- **Summer (June–August):** Wellness and **leadership programs** in nature, water activities and evenings on the lake
- **Autumn (September–November):** Corporate **retreats**, introspective **workshops** in the bright colors of the forest
- **Winter (December–February):** Intimate **events** in cabins, immersive training in snowy and meditative landscapes



SOUTHERN FINLAND – ETELÄ-SUOMI

A REGION THAT INSPIRES

Western Finland is a land of balance between urban dynamism and pure nature. Here, medium-sized cities like Tampere and Vaasa offer an ideal setting for MICE events that combine Nordic efficiency, technological innovation, and cultural authenticity. Among lakes, forests, and the Baltic Sea coast, every encounter finds its own space, fostering concentration, inspiration, and cohesion.

ACCESSIBILITY AND HOSPITALITY

Easily accessible by train or domestic flights from Helsinki, the region boasts modern infrastructure with designer hotels, functional conference centers, converted industrial venues, and historic villas. Tampere, a technology and cultural hub, is one of Northern Europe's most exciting emerging MICE hubs. The coastal areas offer exclusive settings for immersive events and sustainable incentives.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Workshops in former factories transformed into creative spaces in Tampere, team coaching sessions among the lakes of Lakeland, tastings at local microbreweries, boat trips in the Kvarken archipelago, cultural experiences with native Swedish-speaking communities. Each activity fosters connection, identity, and shared learning.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Corporate **incentives** in nature, slow travel experiences, and creativity
- **Summer (June–August):** **Retreats** among forests and lakes, events in regenerated and sustainable locations
- **Autumn (September–November):** Strategic **workshops** in historic spaces and inspiring environments
- **Winter (December–February):** **Leadership camps** in quiet settings, regenerating experiences in the snow



SOUTHERN FINLAND – SOUTHERN FINLAND

A REGION THAT INSPIRES

Southern Finland is the beating heart of the country, where the modernity of Helsinki meets the tranquility of the surrounding lakes and forests. It's the ideal choice for MICE events that require high-end infrastructure, international accessibility, and an elegant and functional Nordic style. Combining design, technology, and nature, this region offers the perfect blend of urban and tranquil experiences, innovation and well-being.

ACCESSIBILITY AND HOSPITALITY

Thanks to Helsinki International Airport, well connected to major European capitals, and a fast and efficient rail network, the region is easily accessible. Helsinki offers state-of-the-art conference centers, 4- and 5-star hotels, award-winning restaurants, and unique locations such as museums, design hubs, and seaside villas. In the nearby rural areas, you'll find eco-friendly lodges and facilities ideal for retreats and incentives.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Co-creation sessions in Helsinki's design spaces, boat excursions in the urban archipelago, creative retreats in converted farms north of the capital, tastings of contemporary Finnish cuisine, sauna and ice-dip experiences to strengthen resilience and team spirit. Each program alternates urban inspiration with moments of authentic regeneration.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Events focusing on sustainability, experiences between architecture and nature in rebirth
- **Summer (June–August):** Workshops and team building in the archipelago, open-air evening events
- **Autumn (September–November):** Conferences, creative seminars, and incentives with a cultural focus
- **Winter (December–February):** Nordic-style retreats, exclusive events in high-tech settings and snowy landscapes



FINLAND: BETWEEN SILENT INNOVATION, HEALING NATURE, AND NORTHERN VISIONS

ITINERARY – INTEGRATED MICE

DAY 1 – HELSINKI: BALANCING DESIGN AND FUTURE THINKING

The day begins in the beating heart of **Helsinki**, a city where every detail is a statement of functional elegance. The group gathers in a space inspired by Scandinavian design, featuring pale wood, diffused light, and clean air. The kickoff takes place in the event hall of the **Oodi Central Library**: a place that embodies architecture, innovation, and community. After a Nordic lunch on the terrace, overlooking the capital's contemporary architecture, the group continues with light team-building sessions in the city parks, amidst centuries-old trees and shared silence. The evening culminates in an immersive gastronomic experience: a sunset dinner in a converted factory, amid soft lighting, organic wines, and local stories narrated by the dishes.

DAY 2 – LAKE REGION: LISTENING, COHESION, AND AUTHENTICITY

The group sets off for the heart of Finland: the lake district, where water and forests intertwine in an endless mosaic. They arrive at a private lodge on **Lake Saimaa**, where every room overlooks the water and time slows down. They work in a panoramic room with a roaring fireplace, focusing on "active listening and silent leadership." In the afternoon, they enjoy team coaching in nature: everyone walks silently through the woods, gathering their thoughts, and breathing in the profound calm of the place. At sunset, they gather in the sauna for a collective ritual of well-being and relaxation. Then, everyone in their bathrobes dines on a private deck for dinner: lakeside dishes, fermented vegetables, and stories around the fire. They go to sleep to the sound of the lulling water.

DAY 3 – JYVÄSKYLÄ: NORDIC CREATIVITY AND COLLECTIVE VISION

The day moves to **Jyväskylä**, the city of Alvar Aalto, the architect of organic thinking. Inspiring strategy sessions are held in one of his iconic buildings: space, light, and functionality serve as a catalyst for shared design. Lunch is served in a design-led cafeteria, where beauty and simplicity reign supreme. In the afternoon, a co-creation workshop with local facilitators follows: concept maps, shared visions, and interactive storytelling are created. The group divides into teams for activities themed "architecture as leadership." Dinner is held in a modern lakeside retreat, featuring local cuisine with a contemporary twist. After dinner, a silent nighttime stroll in the park closes the day on a profound note.

DAY 4 – ROVANIEMI: ARCTIC IMAGINATION AND DEEP CONNECTION

We fly north, to the magical land of Finnish Lapland. In **Rovaniemi**, the group is welcomed into a lodge with a minimalist yet inviting design, featuring large windows overlooking the forest. The morning is dedicated to a session on "regenerative leadership," which encourages us to approach change with respect, listening, and courage. In the afternoon, we set off on an emotional experience: each participant will ride a husky sled through snow-covered forests and silent horizons. Upon returning, there's a Finnish sauna, a dip in the frozen lake for the bravest, and then everyone gathers around the campfire. Dinner is served in a restaurant carved into the ice, with warm dishes and Nordic spices. The evening ends under a starry sky and—if lucky—a dancing aurora.

DAY 5 – RETURN TO HELSINKI: WORDS, IMAGES, AND RELAUNCH

The return journey takes place by plane, amidst silent thoughts and unforgettable images. In **Helsinki**, the final stop is an urban greenhouse surrounded by greenery, where the final session takes place. Each participant is invited to choose a word, a feeling, an image to share with the group: it is the memory of the journey that becomes the seed for the future. The closing brunch is light, fresh, shared at communal tables surrounded by aromatic plants and acoustic music. We bid farewell with sincere hugs, thoughtful glances, and the certainty of having experienced something beyond the professional experience: a journey into the essence of humanity, between the north, nature, and vision.



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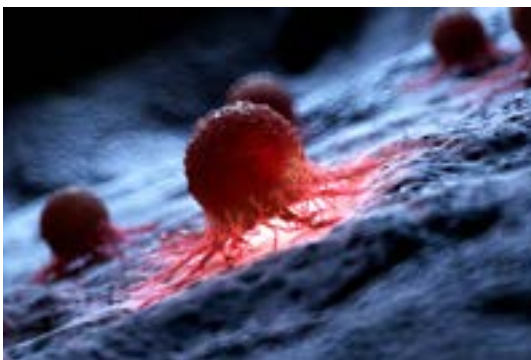
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