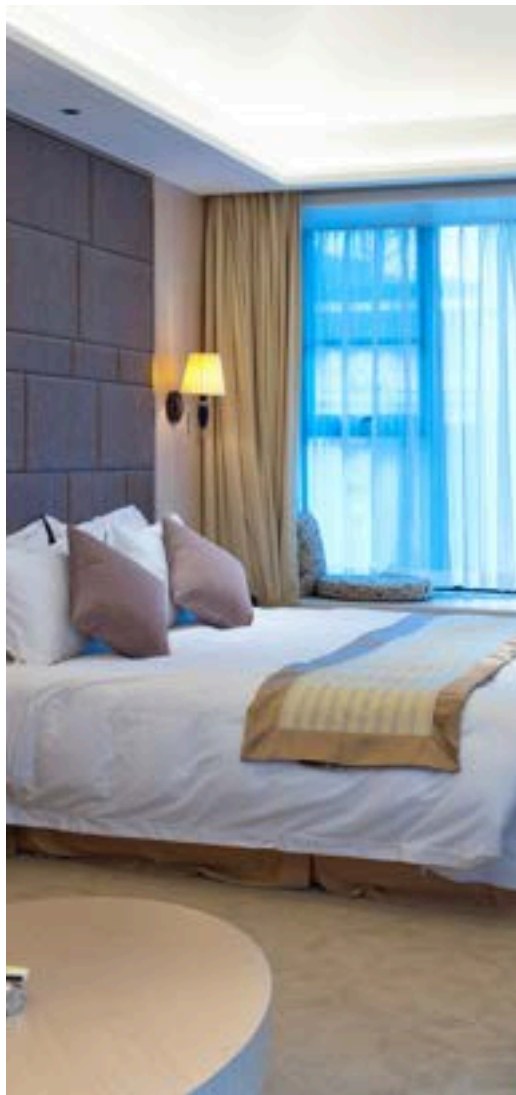


ATLANTIC TRAVEL & TOURS

BUSINESS TRAVEL

INSPIRATIONAL BROCHURE



UNITED KINGDOM & IRELAND

WWW.VISITATLANTICTRAVELTOURS.COM

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 Kingdom and Ireland. 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 TRAVEL TO THE UK AND IRELAND FOR MICE

CONTEMPORARY VISION AND DEEP IDENTITY

The United Kingdom and the Republic of Ireland are currently among Europe's most exciting MICE destinations, thanks to their ability to combine innovation, heritage, and international hospitality. Between dynamic global capitals, remote island territories, and inspiring landscapes, these destinations offer unique settings for professional events seeking authenticity, culture, and impact. This offering is guided by a contemporary vision of business travel: sustainable, accessible, and attentive to well-being and human connection.

AUTHENTIC TERRITORIES AND BEYOND THE CLASSIC ROUTES

Beyond London, Dublin, Edinburgh, and Cardiff, a mosaic of locations opens up, surprisingly suited to out-of-the-box MICE experiences. The moors of Northumberland, the seascapes of West Wales, the Scottish Highlands, and the Hebrides, Orkney, and Shetland islands offer powerful and underexplored landscapes, perfect for retreats, outdoor training, and strategy sessions. In Ireland, regions like Connemara, Donegal, and the Wild Atlantic Way allow for the fusion of nature and storytelling, in a continuous dialogue between ancient history and new professional perspectives.

INFRASTRUCTURE AND CONNECTIVITY

Major cities are efficiently connected to major international hubs, thanks to a comprehensive network of airports, high-speed trains, and flexible internal connections. State-of-the-art conference facilities, contemporary hotels, and renovated historic venues coexist with ancient country residences, castles, and cultural spaces. The logistics system is mature and reliable, with specialized MICE operators and a wide range of customizable services for every type of event, from large conferences to more intimate and creative formats.

INCENTIVES BETWEEN NATURE, MYTHS AND NEW RITUALS

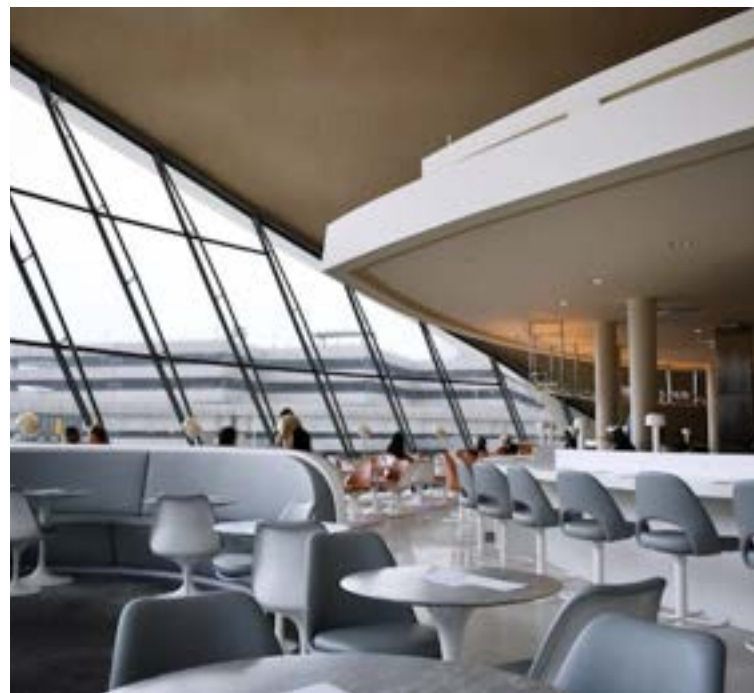
From treks along the English Coast to Coast to storytelling workshops on the Scottish moors, from retreats in Irish abbeys to contemporary ceramics workshops in rural Wales, incentive experiences in these lands evoke a return to the profound meaning of travel. They range from whisky tastings in Highland distilleries to music workshops in Belfast, from cycling tours among the Irish cliffs to team-building sessions immersed in the woods of Surrey. Each activity is designed to inspire, strengthen bonds, and leave an authentic mark.



AIRLINES

GROUND AND ONBOARD SERVICES

A brief overview of the main airlines in the UK and Ireland and their ground and in-flight services for a business trip that is not only comfortable, but also a source of energy and motivation.



BRITISH AIRWAYS



BRIEF HISTORICAL NOTES

Officially founded in 1974 through the merger of BOAC (British Overseas Airways Corporation) and BEA (British European Airways), British Airways is the United Kingdom's national airline and one of the most iconic brands in global aviation. Headquartered at London Heathrow, it is a founding member of the Oneworld alliance and serves over 180 destinations worldwide. Always synonymous with British elegance and international reliability, BA stands out for its premium service and key role in transatlantic and global connections.

TRAVEL CLASSES FOR MICE

CLUB WORD - BUSINESS CLASS

Ideal for top managers, speakers, and VIP clients on international business trips and high-level incentives. It offers lie-flat seating, exclusive lounges, signature menus, Wi-Fi, and premium service.

WORLD TRAVELLER PLUS - PREMIUM ECONOMY

Suitable for corporate groups, middle management, and trade show/conference attendees, with extra space, upgraded dining, and priority boarding.

DOMESTIC FLIGHTS

Business Class - Club Europe is suitable for speakers, managers, VIP guests, team leaders, and strategic clients. It includes lounge access (where available), extra space, priority boarding, free checked baggage, complimentary on-board catering, and greater flexibility for transfers. Ideal for: those who require comfort, efficiency, and image continuity.

AER LINGUS



BRIEF HISTORICAL NOTES

Aer Lingus is the national airline of the Republic of Ireland, founded in 1936 with the first flight between Dublin and Bristol. Over the years, it has built a solid reputation for reliability and Irish hospitality, becoming a benchmark for connections between Ireland, Europe, and North America. Headquartered in Dublin, it operates a rapidly growing transatlantic network and offers both economy and business class services, including tailored services for the MICE segment.

TRAVEL CLASSES FOR MICE

BUSINESS CLASS

Designed for high-profile corporate travel between Ireland, the United States, and select European destinations. It offers lie-flat seats with direct aisle access, gourmet dining, a personalized amenity kit, onboard Wi-Fi, airport Fast Track, and lounge access. It is the ideal solution for corporate executives, international speakers, VIP clients, and high-end incentive travelers, ensuring comfort, representation, and operational continuity even on long transatlantic flights.

ECONOMY PLUS

An ideal intermediate solution for business travelers who require greater flexibility and comfort than standard economy, without the costs of business class. It includes additional baggage, free seat selection, Fast Track at security, priority boarding, and greater flexibility in flight changes. It's perfect for mid-level managers, sales teams, event coordinators, and corporate delegates, offering a smoother and more 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 UK and Ireland and the ground and onboard services that make every business trip not only incredibly comfortable, but also a real boost of energy and motivation!





RAILWAY COMPANIES

AVANTI WEST COAST

The company that has been managing the historic West Coast Main Line, one of the UK's most important rail corridors, since 2019. Having taken over from Virgin Trains, it was born from a partnership between FirstGroup and Trenitalia with the aim of modernizing the service. **The line connects London Euston with Birmingham, Manchester, Liverpool, and Glasgow, passing through crucial hubs such as Carlisle, offering a rapid connection between the south and northwest of the country.**

FIRST CLASS

First Class offers wide, reclining seats, free Wi-Fi, exquisite dining, and access to exclusive lounges, ideal for **executives, delegates, and corporate groups traveling together.**

STANDARD PREMIUM

More space, particularly suitable for delegations travelling for **conferences, meetings or events.**

LNER - LONDON NORTH EASTERN RAILWAY

The company that manages the historic East Coast Main Line, one of the UK's most strategic rail corridors. Relunched in 2018 under public control after the withdrawal of private operators, LNER has inherited the legacy of the great British companies to ensure efficiency and quality. **The line connects London King's Cross with the major cities of northeast England and eastern Scotland, such as Peterborough, York, Newcastle, and Edinburgh, providing a fast and direct link between the capital and the economic centers of the north.**

FIRST CLASS

First Class offers spacious seats, gourmet meals, fast Wi-Fi and access to private lounges, providing the perfect environment for **managers, speakers and delegates.**



RAILWAY COMPANIES

GWR - GREAT WESTERN RAILWAY

Heir to one of Britain's oldest railway companies, the Great Western Railway was originally founded in 1833 by engineer Isambard Kingdom Brunel. After various periods of nationalization and privatization, it is now operated by FirstGroup and represents one of the country's main railway arteries. **Its network connects London Paddington with southwest England and south Wales, passing through cities such as Reading, Swindon, Bristol, Cardiff, and Swansea, with extensions to Plymouth, Exeter, and Cornwall. The GWR plays a key role in connecting the capital with western Britain, for both commuter traffic and long-distance travel.**

FIRST CLASS

GWR's First Class offers comfortable seats, inclusive catering, free Wi-Fi and lounge access, perfect for **business travellers and VIP guests**.

TRANSPENNINE EXPRESS

TransPennine Express is the rail service **connecting the main urban centers of northern England with Scotland**, crossing the Pennines, the island's historic mountain range. In operation in its current form since 2004, it is now managed by FirstGroup and **operates on key lines connecting cities such as Manchester, Liverpool, Leeds, Sheffield, Newcastle, and Edinburgh**. Designed to facilitate rapid interregional travel, the TransPennine network spans routes of high economic and cultural importance, constituting a strategic infrastructure for business, tourism, and connections between north and south.

FIRST CLASS

First Class offers more spacious seats, Wi-Fi, food service and a quiet environment, suitable for **business travel**.



RAILWAY COMPANIES

SCOTRAIL

ScotRail is Scotland's leading rail operator and the beating heart of the country's rail transport system. The company has a complex history dating back to the 19th century and assumed its current form in 1983, passing through various ownerships until returning to public ownership in 2022. **The ScotRail network connects Scotland's major cities—Glasgow, Edinburgh, Aberdeen, Inverness, and Dundee—but also extends to the Highlands and the coast, providing access to remote and scenic locations.** Crucial to everyday travel and national connections, ScotRail is also essential for tourism and business travel within Scotland.

FIRST CLASS

ScotRail offers a First Class service with wider seats, Wi-Fi and catering, suitable for **delegations and business travellers.**

SOUTH WESTERN RAILWAY

South Western Railway is the rail operator **servicing southwest England, with key routes from London Waterloo Station to cities such as Southampton, Portsmouth, Bournemouth, and Exeter.** Operated since 2017 under the management of FirstGroup in a joint venture with MTR Corporation, the company has inherited the historic South Western network. The service covers one of the most densely populated areas of the country, combining high-frequency commuter services with long-distance routes to the south coast, becoming an essential infrastructure for workers, tourists, and business travelers in the region.

FIRST CLASS

It offers more spacious seats, Wi-Fi and on-board catering, ideal for **delegations and medium-haul business trips.**



RAILWAY COMPANIES

EAST MIDLANDS RAILWAY

East Midlands Railway, often abbreviated to EMR, is the rail operator **servicing the East Midlands region, connecting London St Pancras with key cities such as Leicester, Nottingham, Derby, and Sheffield.** Operating since 2019 under the management of the Abellio Group, the company replaced East Midlands Trains with the aim of modernizing the network and improving service reliability. Its main line runs through the industrial and commercial heart of central England, offering rapid connections between the capital and a large, growing economic area, essential for professional travel, conferences, and corporate events.

FIRST CLASS

First Class includes comfortable seats, Wi-Fi and catering, perfect for **business travel.**

CROSSCOUNTRY

CrossCountry is a British rail operator founded in 2007 that **operates a network of cross-regional connections across the United Kingdom, bypassing London. Its routes cover long and varied routes, connecting cities such as Aberdeen, Edinburgh, Newcastle, Birmingham, Manchester, Bristol, and Penzance in the southwest, traversing virtually the entire country from north to south and east to west.** CrossCountry plays a crucial role in connecting distant economic and cultural areas, offering a vital service for business travel, interregional transfers, and MICE groups requiring direct and convenient long-distance travel.

FIRST CLASS

It offers wider seats, Wi-Fi and on-board catering, ideal for **long business trips.**



RAILWAY COMPANIES

HULL TRAINS

Hull Trains is an independent British train operator **offering direct services between Hull, Beverley, and London King's Cross**. Founded in 2000 as an open-access operator, the company is wholly owned by FirstGroup. Its mission is to provide a high-quality rail service, with a focus on reliability and customer satisfaction. In 2019, Hull Trains introduced the Paragon fleet, consisting of latest-generation Hitachi trains, which have significantly improved the travel experience thanks to modern interiors, increased capacity, and reduced journey times. The company carried a record 1.5 million passengers in 2024, cementing its position as one of the UK's most reliable operators.

FIRST CLASS

First Class offers more comfortable seats, Wi-Fi and catering, suitable for **delegates and managers**.

CALEDONIAN SLEEPER

The Caledonian Sleeper is the night train service **connecting London with several destinations in Scotland, including Aberdeen, Inverness, Fort William, Glasgow, and Edinburgh**. Operating since 1873, it is one of the few remaining night trains in the UK, offering a unique and romantic travel experience. Over the years, the service has been renewed with the introduction of new trains and services, keeping the tradition of overnight travel alive. In 2019, a new fleet of 75 modern carriages was introduced, designed to offer a hotel-like experience on rails. Accommodation options range from Comfort seats to Classic, Club, and Caledonian Double rooms, all equipped with modern and comfortable amenities. Passengers also have access to dedicated lounges at departure and arrival stations, as well as an onboard Club Car serving traditional Scottish food and drinks. The Caledonian Sleeper is a popular choice for those looking for a relaxing and scenic journey between London and Scotland, saving time and enjoying a unique travel experience.

SLEEPER CABINS & CLUB LOUNGE

Private staterooms with beds, access to exclusive lounges and catering service, perfect for **delegates travelling internationally or interregionally**.



RAILWAY COMPANIES

GREATER ANGLIA

Greater Anglia is the rail operator that operates one of the largest and most modern networks in the United Kingdom, **servicing the East Anglia area with connections from London Liverpool Street to destinations such as Norwich, Ipswich, Colchester, Cambridge, Stansted Airport, and Southend.** Formed in 2012 from the merger of National Express East Anglia and Abellio, it is currently a joint venture between Transport UK Group (60%) and Mitsui & Co (40%).

FIRST CLASS

Spacious seats, Wi-Fi and catering, ideal for **medium-haul business trips.**

THAMESLINK

Thameslink is a rail service **offering direct connections across London, connecting Bedford and Cambridge in the north with Brighton and Horsham in the south.** Operating since 1988, it was integrated in 2014 into Govia Thameslink Railway (GTR), the UK's largest rail company, a joint venture between Go-Ahead Group and Keolis.

FIRST CLASS

First class offers a superior travel experience, perfect for those seeking greater comfort and convenience. With quieter carriages and more spacious interiors, you can travel in style and make business travel more comfortable.



RAILWAY COMPANIES

GRAND CENTRAL RAILWAY

Grand Central is an open-access train operator founded in 2007 to offer **direct connections between London King's Cross and the Yorkshire and North East regions, as well as city-to-city connections to York, Sunderland, and Bradford.** It has established itself as a viable alternative on east-west routes, operating modern and punctual trains.

FIRST CLASS

It offers wide, reclining seats, more legroom, free Wi-Fi, power outlets, and complimentary refreshments (coffee, tea, pastries, snacks) served on board. Ideal for **sales teams, managers, consultants, and conference attendees.**



RAILWAY COMPANIES

IRISH RAIL - IRISH RAIL

Iarnród Éireann, known as Irish Rail, is the national rail operator of the Republic of Ireland, operating since 1987 as a subsidiary of Córas Iompair Éireann. It operates an extensive network of intercity, commuter, and suburban DART services, **with mainline routes connecting Dublin to cities such as Cork, Galway, and Limerick, as well as the Enterprise service shared with Northern Ireland Railways between Dublin and Belfast.** With over 140 stations and an ongoing infrastructure modernization program, Irish Rail aims to improve connectivity and sustainability.

FIRST CLASS

Irish Rail's First Class is designed for business travelers and MICE clients who want comfort and peace during their journey. It offers wider, more reclining seats than Standard Class, offering more space for working or relaxing. First Class passengers have access to a more private and quiet environment, **ideal for preparing presentations or relaxing before a meeting.**

ENTERPRISE PLUS

Enterprise Plus is a premium class reserved primarily for customers on the international Enterprise line (Belfast–Dublin), which combines Irish Rail and Northern Ireland Railways services. It offers more spacious and comfortable seats, on-board catering including snacks and drinks, free Wi-Fi, priority access, and greater booking flexibility. It is particularly suitable for MICE delegates traveling **between the Republic of Ireland and Northern Ireland, who require comfort, efficiency, and networking.**

PREMIER CLASS

The flagship class on key domestic routes, such as Dublin–Cork or Dublin–Galway. It offers a superior travel experience with reserved seats offering ample space and a work table, free Wi-Fi and power outlets, and complimentary catering with dedicated menus. Ideal for **managers, event planners, and delegations traveling for conferences, incentives, or meetings in Ireland.**



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

ENGLAND



A MOSAIC OF EXPERIENCES FOR UNIQUE EVENTS

England is a land of extraordinary contrasts: modern metropolises, historic villages, verdant countryside, and spectacular coastlines. It's the ideal setting for surprising MICE events, alternating cutting-edge venues with unusual, authentic, and atmospheric locations, where culture meets emotion.

LEVEL CONNECTIONS AND STRUCTURES

London, Manchester, Birmingham, and Liverpool offer excellent airport hubs and conference facilities. Meanwhile, England boasts boutique hotels, restored castles, and organic farms nestled in the countryside, perfect for events that combine comfort, elegance, and sustainability.

MICE DESTINATIONS: WHERE AND WHY

- **London:** a global capital perfect for international **conventions** and **conferences**, thanks to iconic locations (such as The Shard, Tobacco Dock, and ExCeL London), but also for incentives in rooftop bars and private art galleries.
- **Manchester:** a creative and cosmopolitan city, it is ideal for corporate and technology **events**, thanks to flexible spaces, regenerated neighborhoods and a strong musical and cultural identity.
- **Liverpool:** a vibrant port city, combining innovation and culture. Excellent for inspiring **events** in unique venues like the Docks, the British Music Experience, or the Titanic Hotel.
- **Birmingham:** a hub with modern conference facilities (such as the ICC and NEC), perfect for large **events** and strategic for logistics.
- **Bristol:** a city of makers, street art, and sustainable ingenuity, excellent for **events** related to green technology, innovation, and social impact.
- **Kent:** the "Garden of England", offers castles, estates and rural landscapes perfect for experiential **retreats** and **meetings**.
- **Surrey:** just a stone's throw from London, nestled among natural parks and historic homes, it's ideal for exclusive **events** and **team building** activities immersed in nature.
- **Cotswolds:** romantic hills and golden stone villages, perfect for high-profile **retreats** and strategic **meetings** immersed in tranquility.
- **Yorkshire Dales:** a landscape that stimulates reflection and connection, suitable for **team coaching** and outdoor leadership activities.
- **Leeds:** a dynamic hub in the north of England, it combines business and lifestyle in an inspiring mix. Its venues range from modern conference centers to converted Victorian buildings, perfect for **events** with character and vision.
- **Norfolk Broads:** between canals, silence and aquatic nature, it is ideal for **slow incentives**, creative thinking and regeneration.
- **Somerset:** authentic rural lands offering immersive experiences, from artisanal food to farm innovation **workshops**.
- **North West Cornwall:** perfect locations for **retreats**, inspirational programs and corporate **storytelling** with ocean views.



ENGLAND



EXPERIENTIAL ACTIVITIES TO BUILD TEAM AND VISION

Tailor-made experiences make every event unforgettable: cooking workshops in historic manor houses, treasure hunts in medieval castles, boat trips on Norfolk rivers, vision-building among the Cornish mines, trekking with leadership sessions in the Dales, live music experiences in Liverpool, or panoramic aperitifs on London rooftops. Each activity is designed to spark motivation and create authentic connections.

A DESTINATION THAT COMBINES HERITAGE AND FUTURE

Choosing England for a MICE event means choosing a nation that speaks the language of global business without forgetting its own soul. It's a land that stimulates reflection, fosters connections, and transforms the group experience into an opportunity for growth, vision, and inspiration.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March – May):** Pleasant weather for outdoor activities, **retreats** in historic gardens, excursions in the Cotswolds, cultural **events** and open-air creative labs.
- **Summer (June – August):** Perfect for **incentives** in Cornwall, coastal activities, rooftop evening **events** in London and Liverpool, private festivals and outdoor celebrations.
- **Autumn (September – November):** Ideal for **team building** in woodlands and national parks, events in the vineyards of Kent or Surrey, immersive experiences in rustic-chic locations.
- **Winter (December – February):** Recommended for indoor **conferences** and **meetings** in cities, business **diners** in historic homes, and markets as a setting for small **incentive** events.





ENGLAND: BETWEEN URBAN INSPIRATION, CREATIVE VISION, AND SEASIDE RETREAT

ITINERARY – INTEGRATED MICE

DAY 1 – LONDON: IGNITING COLLECTIVE ENERGY

London welcomes the group with its cultural power and global pulse. Arrival is scheduled for late morning, with accommodations in a boutique hotel in the regenerated **Shoreditch** neighborhood. After check-in, an opening plenary session takes place in a converted art gallery, amidst contemporary works and natural light. Here, management opens the journey with an inspirational talk on the theme of change. The evening takes place on the rooftop of one of London's iconic towers, with a dinner curated by a Michelin-starred chef and a view spanning the Thames and the City: business meets beauty.

DAY 2 – LEEDS: VISION, STRATEGY AND IDENTITY

In the morning, the group travels by high-speed train to **Leeds**, a rising city with a vibrant heart. A day of strategic visioning takes place in a former textile factory converted into an events center: workshops, themed roundtables, and creative labs help participants explore possible futures for the company. In the afternoon, a design thinking activity is held with facilitators expert in digital and branding. In the evening, an urban dinner of contemporary British cuisine is served, followed by a musical performance in a venue with a private live band.

DAY 3 – SOMERSET: NATURE, ROOTS, AND AUTHENTIC COLLABORATION

The experience continues in the rural heart of England: **Somerset**. After a transfer by private coach, the group arrives at an estate nestled among orchards, vineyards, and rolling hills. Here, work takes place in a stone long barn, perfect for slow-paced, authentic meetings. The afternoon is dedicated to sensory team building: herb picking, fermentation workshops, and shared cooking. The goal is to reconnect with roots, rediscovering the value of craftsmanship and collaboration. The day concludes with a bonfire under the stars, shared storytelling, and a tasting of artisanal cider.

DAY 4 – CORNWALL: THE POWER OF RETREAT AND THE HORIZON

The group reaches the northwest coast of **Cornwall**, where the ocean meets rugged cliffs. Accommodation is in an eco-retreat overlooking the waves, designed for deep reflection and regeneration. A guided thematic retreat takes place throughout the day: self-leadership sessions, relaxing ocean walks, and small-group reflections in a natural amphitheater. In the afternoon, participants choose between gentle surfing, cliff walking, or guided creative writing. In the evening, a symbolic closing dinner in a greenhouse suspended on the cliffs closes the journey with key words and visions for the future.

DAY 5 – CORNWALL: REFLECTIONS, FAREWELLS AND A TRANSFORMED RETURN

After a relaxed breakfast overlooking the ocean, a feedback session takes place: participants gather in a circle to share what they bring home. Each person receives a symbolic object related to the journey. Before returning, a final collective experience takes place: a ceramics workshop at a local art studio to give physical form to what they've experienced. Transfer to **Exeter** or **Bristol** airport and departure. The journey ends, but the change endures.

WALES



BETWEEN DEEP IDENTITY AND CONTEMPORARY HOSPITALITY

Wales is a destination that surprises and captivates with its authenticity, natural beauty, and genuine hospitality. A place where business meets soul, where Celtic roots intertwine with a strong creative and entrepreneurial drive. Ideal for MICE events seeking a deeper connection between people, places, and vision. From medieval castles to vibrant cities, from coastal trails to high-tech venues overlooking the mountains, Wales is an inspired and unconventional choice.

EASY TO REACH, STRUCTURED FOR SUCCESS

Well connected by land and air to England and the rest of Europe, Wales is accessible via the international airports of Cardiff, Bristol, and Manchester. The rail and road network allows for seamless travel between cities and rural areas. The main MICE venues boast modern equipment and professional organization, while accommodations range from charming hotels to resorts immersed in nature, always guaranteeing memorable experiences.

MICE DESTINATIONS THAT STIMULATE CREATIVITY

- **Cardiff:** A modern and vibrant capital city with one of the UK's most innovative waterfronts. Ideal for international **conferences**, cultural **events**, and **networking** programs.
- **Swansea:** A dynamic coastal city with a strong academic and creative vocation. Excellent for **workshops** and **team retreats**.
- **Brecon Beacons:** Breathtaking mountain scenery perfect for immersive experiences, leadership **retreats**, and rejuvenating **team building** in nature.
- **Llandudno and the North Coast:** Elegant seaside resorts with historic hotels and ocean views, suitable for boutique **events** and exclusive **incentives**.
- **Anglesey:** A green and mystical island overlooking Ireland, ideal for inspirational **retreats** and educational journeys amidst silence and epic views.
- **Snowdonia:** A national park with spectacular scenery, perfect for intensive programs of togetherness, adventure and transformation.



WALES



AUTHENTIC EXPERIENCES, WITH A GALIC HEART

Wales offers immersive experiences rooted in the local area: relaxing mountain walks, Celtic culture, narrative treks with local guides, Welsh cooking classes, or outdoor activities among cliffs and forests. Historic locations—castles, monasteries, lighthouses—are transformed into spaces for gala dinners, creative brainstorming sessions, or unconventional conferences. Here, every activity speaks the language of identity, pride, and humanity.

WHY CHOOSE WALES FOR YOUR MICE EVENT

Because it's authentic, profound, and surprising, Wales isn't just a destination: it's a living narrative, where every encounter is memorable, every activity strengthens the team, every landscape amplifies creative thinking. It's the perfect destination for those seeking real connections, genuine emotions, and valuable contexts. Here, places aren't just backdrops: they become an integral part of the company's message, reinforcing vision and belonging.

WHEN TO GO: THE BEST TIMES FOR MICE EVENTS

- **Spring (March-May):** Perfect for cultural events, countryside retreats, outdoor activities in national parks, and encounters between tradition and innovation.
- **Summer (June-August):** Ideal for coastal incentives, immersive mountain retreats, and team building sessions in natural settings.
- **Autumn (September-November):** A charming time for events in castles, training sessions, and motivational retreats amidst the foliage and intimate atmosphere.
- **Winter (December-February):** Excellent for indoor meetings in exclusive locations, reflective activities and inspirational programs away from mass tourism.





WALES: BETWEEN LEGEND, NATURE, AND INSPIRATION

ITINERARY – INTEGRATED MICE

DAY 1 – CARDIFF: INNOVATION AND HISTORY

The group arrives in **Cardiff**, the vibrant Welsh capital, where past and future coexist along the modern waterfront of **Cardiff Bay**. Check-in is at a designer hotel overlooking the sea. After a relaxing moment, the experience begins with an introductory meeting at the **Senedd**, home of the Welsh Parliament. Here, in a light-filled conference room, the management outlines the event's vision. In the evening, an exclusive dinner is served in a renovated castle just outside the city, accompanied by traditional Welsh music and mythological narration: an evocative way to immerse yourself in the spirit of the place.

DAY 2 – FROM SWANSEA TO THE GOWER COAST: OPEN-AIR CREATIVITY

The day continues towards **Swansea**, a coastal city with a youthful and creative spirit. In a scenic location overlooking the **Gower**—the UK's first protected area—an unconventional training session is held, with outdoor workshops exploring art, design thinking, and marine scenery. After lunch, the group participates in a team-building activity on the beach: symbolic construction of "vision boats" and mental navigation toward shared goals. They return to the city for an informal dinner at a contemporary Welsh restaurant, hosted by a young chef who narrates each dish as if it were a story.

DAY 3 – IN THE LAND OF LEGEND: SNOWDONIA AND THE POWER OF DIVING

We set off for **Snowdonia National Park**, in the heart of **North Wales**. The group is welcomed into an eco-lodge nestled in the forest, where every space has been designed to inspire focus and introspection. The day is dedicated to an experiential plenary session in a converted mine, now a co-working and reflection space. A co-leadership experience on foot, amidst trails and nature, allows us to symbolically "climb" the company's next goal. In the evening, around a shared fire, we work with a narrative coach to transform the experiences we've shared into a new shared direction.

DAY 4 – RETREAT TO ANGLESEY: THE ISLAND THAT TRAINS THE VISION

Crossing a suspension bridge over the **Menai Strait**, the group arrives on the island of **Anglesey**, a land charged with energy and spirituality. The morning is dedicated to a strategy session in a renovated lighthouse, with a 360° view of the ocean: the perfect place to "look far" and rethink the company's mission and vision. After a lunch featuring local and sustainable products, they explore the coast with a guided mindful walk, fostering new connections between mind and landscape. Dinner is served in an old mill, now a gourmet relais, with a collective reflection on what has transformed over the past few days.

DAY 5 – A POETIC EPILOGUE IN CORNWALL: ENDING ON A HIGH NOTE BY THE OCEAN

The journey concludes with a scenic drive to the **Cornish coast**, crossing open and silent landscapes. Here, in a secret location suspended between sky and sea—a creative residence overlooking the cliffs—the group participates in a final feedback session, alternating moments of speech, silence, and participatory art. Lunch, served on a veranda overlooking the sea, becomes a closing ritual and farewell. No farewells, only new beginnings.

SCOTLAND



SCOTLAND, A LAND OF INSPIRATION AND TRADITION

Scotland is a unique region where ancient history blends with a modern and innovative dynamism, creating a stimulating environment for MICE events. Its cosmopolitan and vibrant cities, combined with wild natural landscapes and authentic villages, offer the perfect backdrop for building lasting professional experiences. Here, business and culture intertwine, fostering creativity, networking, and lasting connections.

ACCESSIBILITY AND INFRASTRUCTURE

Edinburgh and Glasgow are connected by international airports with flights to major European and North American capitals. These cities boast state-of-the-art conference facilities, high-end hotels, and excellent professional services. Rural areas, the Highlands, and islands are easily accessible by domestic flights or private transfers, and offer exclusive locations for outdoor events and immersive retreats.

MICE DESTINATIONS TO DISCOVER

- **Edinburgh:** Modern conference centers and historic venues ideal for **meetings, conferences,** and cultural events.
- **Glasgow:** A creative and technological hub, perfect for **workshops,** corporate festivals, and urban **incentives.**
- **Highlands:** Natural spaces for experiential **team building,** outdoor excursions, and leadership **retreats.**
- **Shetland Islands:** An exclusive destination for private **events** in pristine natural settings and corporate **retreats.**
- **Orkney Islands:** Unique locations for **workshops,** corporate **retreats** and archaeological discovery programs.
- **The Hebrides:** Perfect for marine activities, corporate **retreats,** and wellness programs.
- **Aberdeen:** Energy hub with **conference facilities** and international **networking.**
- **Dundee:** An innovative city with museums and spaces for technological and creative **events.**
- **Pitlochry and Fort William:** Picturesque towns with castles and landscapes for **incentives** and **team building.**
- **Loch Lomond and the Trossachs National Park:** A picturesque setting for outdoor **events,** corporate **retreats,** and group activities.
- **Stirling and Oban:** Historic cities with a strong cultural identity, ideal for strategic **meetings** or corporate **storytelling.**
- **Castles and abbeys:** From Glamis to Eilean Donan, evocative locations for exclusive **events** or memorable **gala dinners.**
- **Inverness:** Nestled in the Highlands, it is the starting point for **events** in contact with nature and **retreats** oriented towards well-being and **conscious leadership.**



SCOTLAND



EXPERIENCES THAT ENGAGE AND INSPIRE

Whisky tastings at historic distilleries, tours of medieval castles, Gaelic storytelling, and traditional music enliven the MICE program. Boat excursions, fjord walks, outdoor sports activities, and wellness retreats create intense moments of connection, spark creativity, and enrich every professional experience.

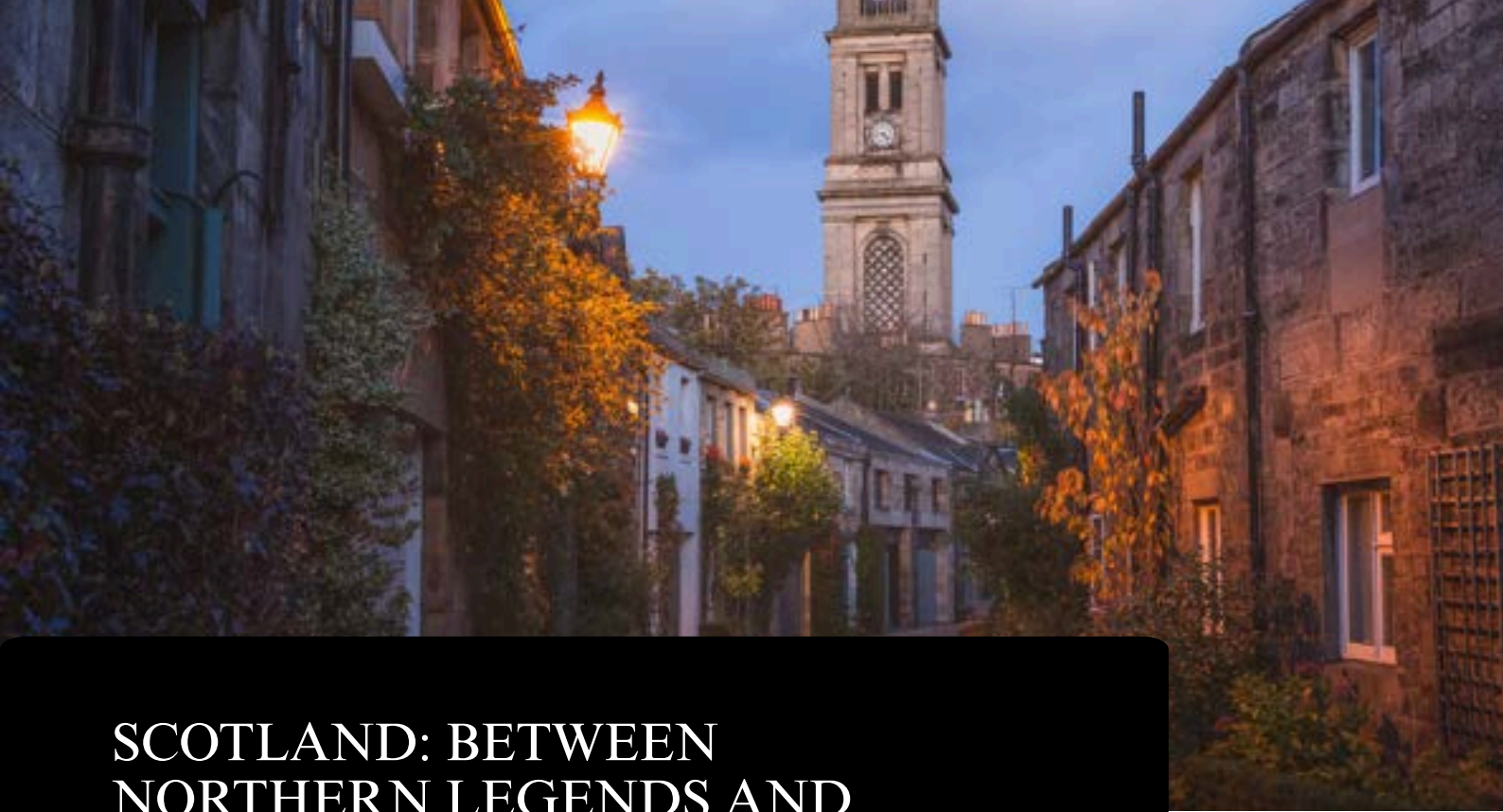
SCOTLAND, THE EVENT LOCATION THAT LEAVES ITS MARK

Choosing Scotland means choosing a versatile, authentic, and captivating destination. It's a place where the power of nature and ancient culture transform into unique opportunities to strengthen professional bonds, inspire teams, and celebrate successes in style.

THE BEST SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March-May):** perfect for outdoor activities, cultural visits, and immersive **team building**.
- **Summer (June-August):** ideal for dynamic events, festivals, and **incentives** between nature and the city.
- **Autumn (September-November):** cool weather and warm colors for creative **workshops** and outdoor programs.
- **Winter (December-February):** evocative atmospheres for indoor **meetings**, **gala dinners**, and exclusive **retreats**.





SCOTLAND: BETWEEN NORTHERN LEGENDS AND CONSCIOUS LEADERSHIP

ITINERARY – INTEGRATED MICE

DAY 1 – EDINBURGH: VISION AND ROOTS IN AN INSPIRING CITY

In the heart of **Edinburgh**, Scotland's intellectual capital, the group gathers in a room overlooking the **Royal Mile**. Here, amidst ancient stone and modern design, the journey begins: an immersive kickoff that blends strategy, emotion, and storytelling. The day concludes within the illuminated walls of **Edinburgh Castle**, where an evocative dinner and live narration evoke the value of identity and change.

DAY 2 – STIRLING AND ABERDEEN: SYMBOLS OF COURAGE AND THE FUTURE

The day begins at **Stirling Castle**, the scene of epic battles and now a space for reflection on entrepreneurial courage. In this richly evocative setting, the team engages in leadership exercises and collective vision. In the afternoon, the journey continues to **Aberdeen**, a coastal city and gateway to the North, where a nautical dinner among repurposed former warehouses introduces the theme of transition and the sea as a metaphor.

DAY 3 – SHETLAND: ARRIVAL IN ANOTHER WORLD

The ferry crossing or short flight to the **Shetlands** becomes part of the experience: the passage between worlds, from the mainland to the remote. Upon arrival, cliffs, silence, and the wind welcome participants to a sustainable eco-lodge. The afternoon workshop, titled "Navigating Uncertainty," takes place overlooking the ocean. The evening comes alive with a community dinner among local fishermen, Arctic stories, and the sounds of the islands.

DAY 4 – THE REAL SHETLAND: RETREAT, VISION, AND OPEN HORIZONS

In this land suspended between Europe and the Atlantic, the team embarks on a guided excursion among Norse ruins, ancestral landscapes, and seals on the rocks. In a circle, overlooking the sea, an experiential team-building and collective visioning session takes place. In the afternoon, a symbolic activity: each group creates a "mantra of the future" to take home. Dinner, around the fire, is intimate and powerful, with shared words and toasts to the journey they have shared.

DAY 5 – RETURN TO ABERDEEN AND EMOTIONAL CLOSURE

In the morning, we slowly return to **Aberdeen**. The closing meeting takes place in a coastal retreat: a final reflection on the journey, reconnection, and the future. Each participant receives a symbolic object inspired by the nature of Shetland. Lunch is convivial and full of emotion. We depart transformed.



SCOTLAND: THE PLACE WHERE VISION IS BORN

ITINERARY – INTEGRATED MICE

DAY 1 – EDINBURGH: OPENING BETWEEN VISION AND SYMBOL

The journey begins in a contemporary space immersed in **Edinburgh's** historic elegance. Here, amidst inspiring speeches and collaborative tables, the foundations of the mission are laid. In the evening, we move to a historic residence outside the city for a symbolic dinner: amid velvet, candles, and tales of the past, participants enter a new dimension.

DAY 2 – PERTSHIRE AND LOCH LOMOND: A MINDFUL IMMERSION IN NATURE

In the morning, we set off for the woods and lakes of **Pertshire**. Here, on a private estate, a workshop on the concepts of grounding and presence is held. The team then heads to Loch Lomond, where kayaking and relaxing walks along the shore help to unwind the body and open the mind. Dinner takes place in a lakeside retreat, amidst warm lighting and locally sourced food.

DAY 3 – TOWARDS THE HEBRIDES: THE JOURNEY TOWARDS THE ESSENTIALS

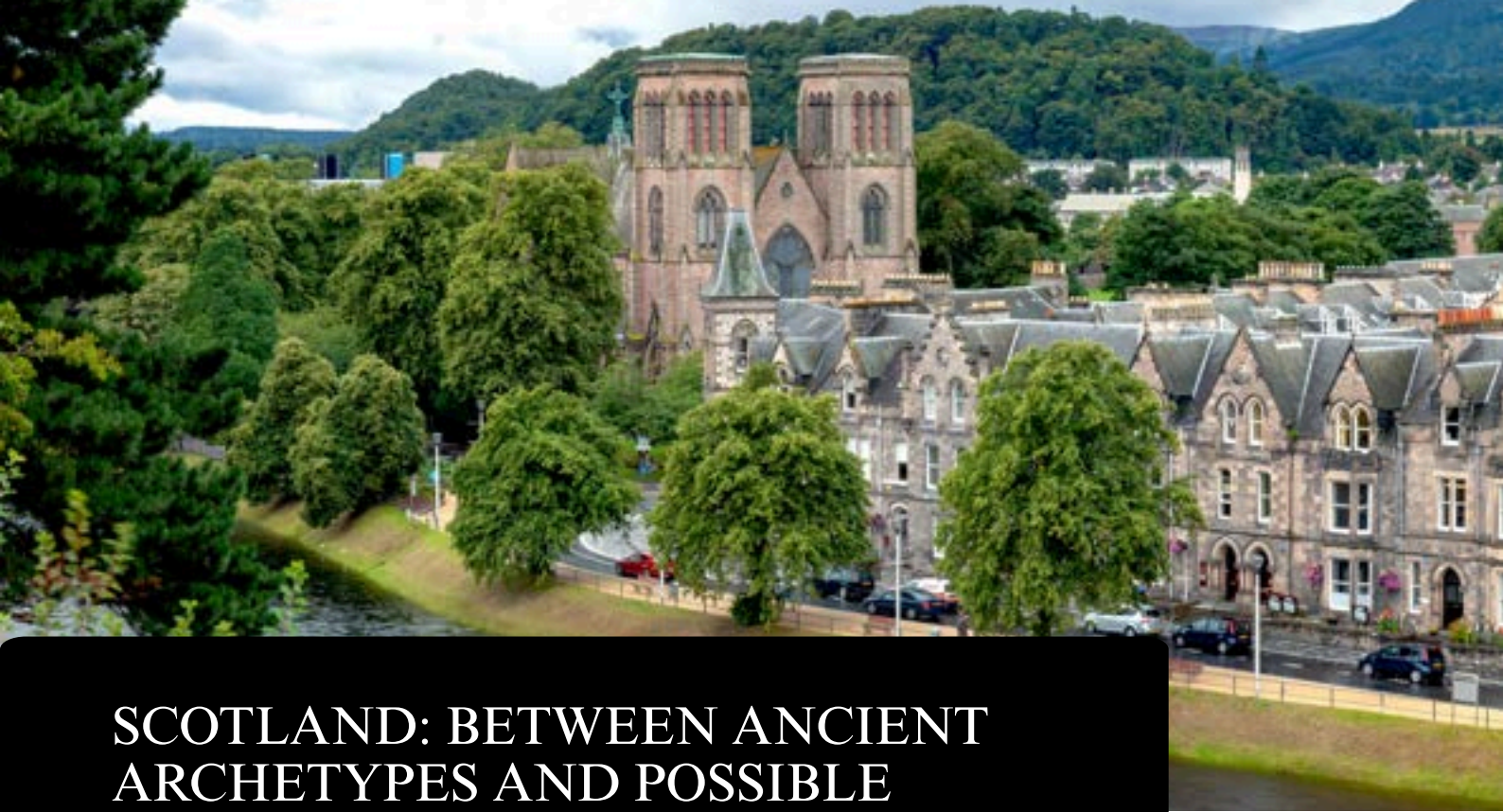
A secluded castle, like **Eilean Donan or Dunvegan**, welcomes the group for an outdoor session steeped in history. The stones tell their stories, the wind speaks. Then, the transfer to **Mallaig or Oban** for the ferry. The crossing to the **Hebrides** is almost meditative. Arrival on **Iona or Islay** marks the beginning of a retreat: between white beaches and emerald seas, you enter another time.

DAY 4 – VISION AND REBIRTH ON THE ISLAND

The day is dedicated to silence, beauty, and vision. In a field between hills and the ocean, an inspirational workshop takes place: each participant designs their own future through words, images, and symbols. In the afternoon, they explore remote bays and local communities. A symbolic ceremony at sunset celebrates the journey undertaken. The final dinner on the island is a rite of passage, in a convivial space where every detail speaks of nature, simplicity, and beauty.

DAY 5 – RETURN AND INTEGRATION OF THE EXPERIENCE

The ferry reconnects the group to the mainland. In **Fort William or Oban**, a reunion session is held, where each participant shares what they'll bring back with them. The journey concludes with a leisurely lunch in a Scottish inn. The suitcases fill with meaning, more than objects.



SCOTLAND: BETWEEN ANCIENT ARCHETYPES AND POSSIBLE FUTURES

ITINERARY – INTEGRATED MICE

DAY 1 – INVERNESS: OPENING IN THE CAPITAL OF THE HIGHLANDS

The group arrives in **Inverness**, gateway to the Highlands, to begin a journey that blends inner and outer landscapes. The opening session takes place in a charming lodge overlooking the **River Ness**: an intimate and strategic kickoff on the concept of "legacy and change." The afternoon begins with a symbolic walk along the riverbanks, led by a narrative coach. In the evening, a dinner amidst light woods and local dishes marks the beginning of the transformative journey.

DAY 2 – THURSO AND DEPARTURE FOR THE ORKNEYS: THE PASSAGE BETWEEN WORLDS

We travel north, through wild lands to **Thurso**, where the ocean breeze can already be felt. After an experiential session at a historic distillery, which connects the production and business processes, the group boards the ferry to the **Orkney Islands**. The sea crossing is part of the ritual. We arrive in the late afternoon, greeted by grazing light and endless horizons. We settle into an eco-lodge near **Kirkwall**, nestled among ancient walls and sustainable comfort. In the evening, a welcome dinner with Orcadian stories and local violins.

DAY 3 – DEEP ORKNEY: ARCHETYPES, LEADERSHIP AND CONNECTION

The day begins at the prehistoric site of **Skara Brae**, one of the oldest Neolithic sites in Europe. Here, in a circle, we work on archetypal leadership: which ancient symbols still speak to our business? In the afternoon, the workshop continues at the majestic **Ring of Brodgar**, where we work on team alignment in an ancestral, open, sacred space. The wind, the silence, the rhythm. In the evening, dinner amidst rock and fire, with poetry readings and reflections.

DAY 4 – BETWEEN CLIFFS, CULTURE, AND SHARED CREATIVITY

A hike along the **Yesnaby Cliffs** and a traveling workshop on the theme of "Future Visions and Bold Strategies," led by a creative facilitator. After lunch, a visit to **St. Magnus Cathedral** and a co-creation session in a converted cultural space, where small teams imagine "the museum of our tomorrow": each group designs a metaphorical room representing the company's future identity. The evening concludes with a convivial dinner overlooking the sea, while a local speaker recounts legends of rebirth and intuition.

DAY 5 – RETURN TO INVERNESS WITH FINAL REFLECTIONS

The group leaves the Orkneys on the first ferry of the morning, returning to the mainland. In **Dornoch**, they stop at a historic estate for the official conclusion of the journey: a guided reflection on what each person brings with them. Between Scottish tea, verdant views, and a slow pace, the experience concludes with a small symbolic ritual: the presentation of a stone collected on the island, "a symbol of leadership that leaves its mark." In the afternoon, they transfer to **Inverness** airport.

NORTHERN IRELAND



A TERRITORY THAT INSPIRES AND TELLS

Northern Ireland is a place where legend intertwines with reality: from the flint cliffs to Giant's Bridge, every landscape becomes a metaphor for courage and transformation. Perfect for MICE events seeking a powerful narrative, where every moment inspires, motivates, and connects the group with authentic emotion.

CONNECTIONS AND LOCATIONS THAT UNITE

Belfast Airport is well connected to the UK and Europe, while the excellent motorway and rail network makes travel throughout the country easy. Venues range from high-tech conference centers to historic castles, scenic lodges, and botanical retreats: a multitude of possibilities for flexible and unique events.

MICE DESTINATIONS THAT LEAVE THEIR MARK

- **Belfast:** An urban and innovative hub, excellent for **conferences**, **networking**, and **cultural incentives**.
- **Giant's Causeway and the Causeway Coastal Route:** Legendary settings for **team building**, corporate **storytelling**, and symbolic connection with nature.
- **Carrick-a-Rede Rope Bridge:** A suspension bridge over the sea: an ideal place for trust exercises, experiential **leadership**, and **team building** moments.
- **Castle Ward (Game of Thrones location):** Perfect setting for themed **events**, **galas**, and strategic role-playing activities.
- **Mourne Mountains:** Rugged and majestic landscape, suitable for vision **retreats**, outdoor relaxation and leadership walking.
- **Armagh:** A historic and spiritual center, ideal for educational **conferences** related to culture, science, and personal development.
- **Strangford Lough and its islands:** Perfect for regenerative **incentives**, kayaking excursions, and wellness programs in intimate locations.



NORTHERN IRELAND



EXPERIENCES THAT CONNECT

From craft whisky tastings in historic malhousers to dramatic thinking sessions in medieval abbeys, from relaxing hikes on the cliffs to dinners among torches and ancestral stones: each activity is designed to spark strategic thinking, strengthen the group, and enhance the shared story.

NORTHERN IRELAND, THE STAGE OF TRANSFORMATION

Here, business and legend merge in a powerful alchemy. It's the meeting point between ambitious goals and true connections, the place to discover the strength of the group and embrace a collective vision. It's the perfect destination for those who want to break free from routine and unleash their leadership.

RECOMMENDED SEASONS AND ACTIVITIES

- **Spring (March-May):** ideal for fjord retreats, team building along coastal paths, and outdoor cultural conferences.
- **Summer (June-August):** perfect for cliff-climbing, kayaking on Strangford Lough, and energetic outdoor activities.
- **Autumn (September-November):** a wonderful time for corporate events in castles, motivational hikes, and local culinary experiences.
- **Winter (December-February):** suitable for indoor meetings, exclusive dinners in historic locations, and experiential workshops on the theme of resilience.





NORTHERN IRELAND: LEGENDS, LANDSCAPES, AND CORPORATE VISION

ITINERARY – INTEGRATED MICE

DAY 1 – BELFAST: BETWEEN INNOVATION AND DEEP ROOTS

Upon arrival in **Belfast**, the city welcomes the group with its vibrant energy and blend of industrial architecture and contemporary creativity. Check-in takes place at a boutique hotel in the heart of the **Titanic Quarter**, an area symbolic of urban transformation and rebirth. It is here that the first strategic moment unfolds: a meeting in a room overlooking the harbor, where the waves of the industrial past interact with the company's future vision. In the late afternoon, the group moves to a historic distillery where, amidst the warm aromas of wood and malt, an experiential dinner unfolds. With tales from master distillers and tastings of craft whiskey, the team connects with the spirit of the place.

DAY 2 – GIANT'S CAUSEWAY AND CARRICK-A-REDE: A JOURNEY OF FAITH AND LEGEND

The next day begins with a journey along the **Causeway Coastal Route**, amidst vertiginous cliffs and landscapes straight out of a Celtic poem. The destination is the extraordinary **Giant's Causeway**, where the hexagonal rock formations offer the perfect metaphor for vision, endurance, and adaptation. Here, in an informal circle overlooking the ocean, a profound and inspirational work session takes place. In the afternoon, we move to the **Carrick-a-Rede Suspension Bridge**, for an experience that goes beyond the view: crossing it is an exercise in trust and overcoming limits, perfect for strengthening bonds and shared leadership. The evening, back in **Belfast**, is dedicated to a relaxed dinner amid personal sharing and free-flowing thoughts.

DAY 3 – CASTLE WARD: LEADERSHIP IN EPIC STYLE

The journey continues south, to the evocative **Castle Ward** estate, where history blends with fiction: it was here that some of the most iconic scenes from *Game of Thrones* were filmed. Participants are immersed in a setting that stimulates imagination and collaboration. A strategic role-play activity comes to life among ancient walls and centuries-old woods: different teams compete in tests that require alliance, vision, and decision-making skills. The afternoon takes place in a barn converted into a creative center, where reflections and insights born during the game are gathered. The evening transforms into a medieval costumed feast, with banquets, live music, and a timeless atmosphere.

DAY 4 – MOURNE MOUNTAINS: SILENCES THAT SPEAK TO THE GROUP

The **Mourne Mountains** await the group with their majestic profile and contemplative atmosphere. It's a day of reflection, listening, and slowing down. A guided walk through barren and poetic landscapes draws participants into themselves and the group's vision. Words become light, thoughts become profound. At the summit or in a scenic refuge, a silent team coaching session takes place, where the mountain becomes both guide and mirror. After a private moment of journaling, the day concludes in a lodge nestled in the woods, with a dinner gathered around the fire and an intimate sharing of the values that have emerged.

DAY 5 – STRANGFORD LOUGH AND ARMAGH: THE FINAL WORD IS LIGHTNESS

Awakening is gentle and immersed in the tranquility of the waters: **Strangford Lough** offers the perfect setting for a rejuvenating kayaking experience and moments of relaxation by the sea. It's not just a sporting experience, but an exercise in connection, listening, and presence. After the water, we head to **Armagh**, the island's spiritual and cultural cradle, where the final vision mapping session takes place in a historic library, amidst antique shelves and natural light. The experience concludes with an elegant lunch in a period relais, where participants receive a symbolic object: not a gadget, but a seed. Of ideas, of connection, of the future.

REPUBLIC OF IRELAND



A JOURNEY BETWEEN THE COAT OF ARMS, THE ATLANTIC, AND CREATIVITY

Ireland is an extraordinary blend of wild landscapes, creative cities, and meaningful traditions. It's a place where art, culture, and corporate energy blend into a unique narrative. Perfect for MICE events that seek to enhance storytelling, authentic connection, and collective inspiration, offering a journey that unites vision and experience.

EXCELLENT ACCESSIBILITY, FACILITIES AND HOSPITALITY

Dublin, Cork, Shannon, and Galway are connected by flights from Europe and America, ensuring easy access. The cities boast state-of-the-art conference centers, boutique hotels, and immersive retreat facilities. The countryside, lakes, and cliffs are home to small lodges, converted farmhouses, and castles transformed into exclusive locations, ideal for unique events.

MICE DESTINATIONS THAT STIMULATE

- **Dublin:** A vibrant capital city, ideal for international **conferences**, **networking**, and innovative formats in design-led and historic spaces.
- **Galway and Connemara:** Spectacular landscapes and Gaeltacht culture, perfect for creative **retreats**, **team building**, and artistic immersion.
- **Cliffs of Moher and the Burren:** Iconic locations for symbolic experiences, inspirational **workshops**, and high-impact corporate photography.
- **King John's Castle, Limerick:** Ideal for strategy sessions among medieval walls and evocative courtyards.
- **Kilkenny and its castles:** For exclusive **events**, **gala dinners** and refined cultural activities.
- **Ring of Kerry and Killarney National Park:** Mountain and lake scenery for **retreats**, relaxation, and outdoor **coaching**.
- **Wexford and the Wild Atlantic Way:** Perfect for coastal **incentives**, seaside experiences and ocean cuisine.
- **Shannon Estuary and the Aran Islands:** Regenerative settings for unique experiences, art, and **storytelling**.
- **Slieve League:** An exclusive location for **incentives** and moments of reflection immersed in natural settings of rare beauty, ideal for **retreats** and **team coaching** sessions.
- **Donegal Town:** Authentic and evocative, it offers a rural atmosphere and cultural **workshops** that foster bonding and creativity.



REPUBLIC OF IRELAND



EXPERIENCES THAT TELL AND UNITE

From storytelling sessions in historic pubs to live Celtic music performances, from cooking workshops with local chefs to relaxing walks among lakes and waterfalls, Ireland offers a range of activities capable of building cohesion and strengthening corporate identity in a natural and engaging way.

A LAND THAT REGENERATES BUSINESS

Choosing Ireland means valuing emotions and connections. It's the place where business and humanity merge, creating authentic experiences that leave a profound mark on individual and collective journeys. It's the perfect place for conscious change.

MICE SEASONS AND OPPORTUNITIES

- **Spring (March-May):** ideal for outdoor events, cultural programs, and team building in art villages.
- **Summer (June-August):** perfect for Wild Atlantic Way incentives, creative festivals and outdoor sessions.
- **Autumn (September-November):** a suggestive time for cultural events, intimate retreats, and workshops among golden woods.
- **Winter (December-February):** suitable for conferences in historic locations, gala dinners and moments of viewing by the warmth of the fireplaces.





REPUBLIC OF IRELAND: TRADITION, INSPIRATION AND VIEWS TOWARDS THE ATLANTIC

ITINERARY – INTEGRATED MICE

DAY 1 – DUBLIN: WHERE IDEAS TAKE FLIGHT

The arrival is in the capital, **Dublin**, a city that blends creativity, culture, and innovation in a surprising balance. After checking in at a boutique location in the heart of the Georgian city, the group gathers for an opening session in a historic library, among antique shelves and warm lighting: it's time to share visions and goals, surrounded by stories of great minds from the past. The evening continues through the lively streets of **Temple Bar**, where a modern Irish-inspired dining experience is accompanied by live music and an atmosphere of times gone by. The team begins to breathe together, to the rhythm of the city.

DAY 2 – KILKENNY AND THE MIDLANDS: CULTURE, CASTLES AND UNITY

We leave the capital for **Kilkenny**, a medieval jewel where every stone tells the story of artisans and knights. The entire day is designed as a strategic workshop steeped in history: inside a beautifully restored castle, we reflect on corporate values and the roots that sustain growth. After a hearty lunch in the courtyard garden, we stroll through the workshops of local artists, discovering how everyday creativity can become a metaphor for innovation. In the evening, a convivial experience amidst soft lighting and local flavors concludes the day with the feeling of being part of something greater.

DAY 3 – GALWAY: BOHEMIAN SPIRIT AND OPEN HORIZONS

The west coast beckons. The group reaches **Galway**, a seaside and creative city renowned for its youthful spirit and vibrant cultural scene. A plenary session is held in a converted theater, focusing on innovation and lateral thinking. The atmosphere is informal yet vibrant, fueled by the presence of local artists and innovators. The afternoon is dedicated to exploration: urban art-themed street tours, tastings at markets, and corporate storytelling among the colorful streets of the city center. At sunset, dinner is served at a seaside restaurant overlooking the bay, while the city lights up with lights and music.

DAY 4 – SLIEVE LEAGUE AND DONEGAL: HIGH VISIONS AND DEEP CONNECTIONS

The most authentic and wild Ireland welcomes the group to **Slieve League**, among the highest sea cliffs in Europe. The landscape is immense, almost sacred. Here, a slow, guided walk takes place, culminating in a moment of personal and collective reflection: the group's potential, like the horizon before them, is limitless. In the afternoon, a stop in **Donegal Town** allows them to explore the rhythms of a rural town, amidst craftsmanship, Gaelic culture, and tradition. A visual storytelling workshop is held where participants "paint" the team's future with images and words. At the end of the day, a dinner in a quiet country house illustrates the beauty of essentiality and the power of listening.

DAY 5 – RETURNING TO THE EAST: CLOSING WITH INSPIRATION AND CONNECTIONS

The return journey eastward offers one final significant stop: a visit to a historic distillery along the route, where, amid the aromas of barley and stories of entrepreneurial families, an informal closing sharing session takes place. "What do you take with you? What do you leave behind?" are the guiding questions of the closing circle, accompanied by a symbolic toast. The group reaches the airport with the feeling of having traveled not just through a country, but through a collective transformation. Ireland has spoken: of wind, of history, of possibility.



WOULD YOU LIKE A FREE QUOTE?

We hope you enjoyed this travel planner and inspired your next business MICE travel.

If you want to organize your next business (MICE) travel with us, all you have to do is follow the two steps indicated in the following pages.

We will do everything possible to prepare a tailor-made program and quotation for excellent value for money.



JOIN THE ATLANTIC CORPORATE CLUB

It will allow us to know all your needs in terms of business
(MICE) travel and to reward you with tailor-made
services

[JOIN](#)



REQUEST YOUR QUOTE

Fill out and send the form with all the details and
you will receive your free quote

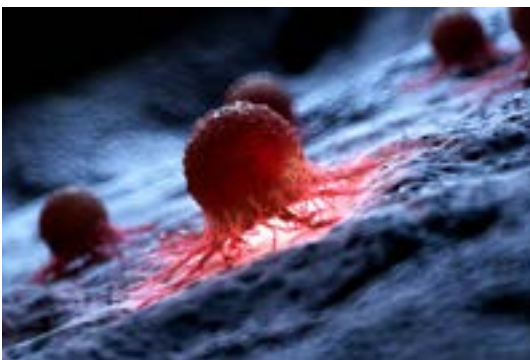
[QUOTE](#)




OUR SUPPORT FOR SAFEGUARDING THE PLANET AND CANCER RESEARCH



WITH OUR TRAVELS, WE WANT TO OFFER OUR CUSTOMERS THE OPPORTUNITY TO CONTRIBUTE TO NON-PROFIT ORGANIZATIONS COMMITTED TO SOLVING THE FOLLOWING GLOBAL PROBLEMS



- CONSERVATION OF FLORA - FAUNA
- GLOBAL WARMING
- CANCER RESEARCH



Atlantic Travel & Tours Ltd

London, New York
Los Angeles, Miami
Denver

ATLANTIC TRAVEL & TOURS LTD

HEADQUARTERED IN THE UNITED STATES AND THE UNITED KINGDOM

REGISTERED COMPANIES

USA - DENVER - COLORADO - COMPANY REGISTRATION NUMBER: 202 110 96 014

UK - LONDON - COMPANY REGISTRATION NUMBER: 130 288 33

E-MAIL

USA - unitedstatesadministration@atlantictourstravel.com

UK - unitedkingdomadministration@atlantictourstravel.com

WEBSITE

www.visitatlantictraveltours.com

FULL CONTACT DETAILS

www.visitatlantictraveltours.com/contact