



Case Study: Sweden (Arctic Circle)



The Brief

Due to a record increase of sales at year-end this management incentive group sought an unusual short-haul destination that could provide the same wow factor as a long-haul destination.



JTB organized:

- Return flights to Trondheim (Norway)
- Private coach transfers to Are (Sweden)
- Accommodation at 'The Copperhill Mountain Lodge' (Are)
- Specialist tours
- Exclusive dinners

- On-site management

The Solution

A journey to the freezing temperatures of the Arctic Circle in Sweden was just the beginning for this trip. Ice driving a Porsche at 100 mph and private heli-skiing were merely a select few of the highlights proposed for this trip. Copperhill Lodge provided an excellent blend of luxury and warmth for the participants.



Itinerary Highlights

- Ice driving in a range of Porsches.
- Private heli-skiing tour
- Themed gourmet welcome and farewell dinners
- Dinner on the Ice
- GPS Snow mobile safari
- Husky sled driver training
- Spa treatment program



The Testimonial

"I have never had so much fun. The group could not stop talking about it on their return. Only one word for it – unforgettable."