

# Abercrombie & Kent MICE







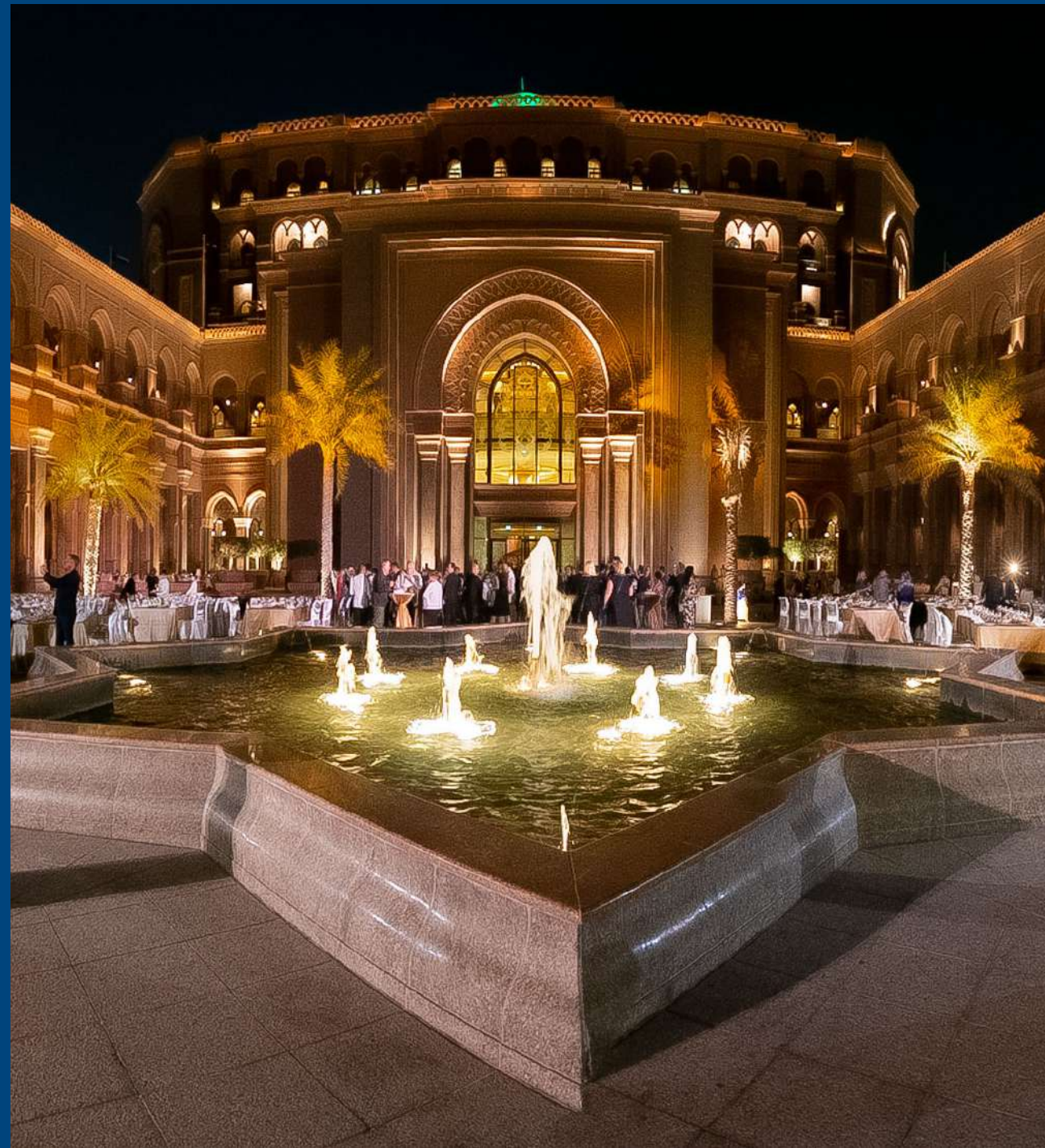
## Introduction to Abercrombie & Kent

From its humble beginnings over 60 years go, Abercrombie & Kent has grown to become a global leader in luxury travel and developed a reputation for delivering inspiring travel experiences.

We are proud to be the world's largest network of destination management companies (DMCs). With 50+ offices across 30 countries, we are well placed to create memorable travel moments in all corners of the globe.







## Why invest in MICE?

Evidence suggests that when employee engagement & motivation is high, productivity increases. In addition, employee turnover reduces, which boosts team morale and positively impacts attracting new talent.

Recognition and incentive programmes not only help achieve this, but also foster a greater sense of connection and unity between employees.







## Why Europe?

Whilst Europe may not be on your doorstep, it is undoubtedly the most worthwhile destination to visit with unique experiences to discover, individual cultures and landmarks within each country and a surprising level of diversity compacted into a continent that offers much to explore.







## A&K in Europe

Our transcontinental network has been refined so that we can showcase the best of each country to our guests. We manage everything for you and have the expertise to look after you wherever you want to travel in Europe.

If your request started as a two day meeting in Prague but evolves into a four day business & social event in Amsterdam, we can make the arrangements with one point of contact.







## Highlights:

- Start the day with a guided 5k run around the grounds of the hotel.
- Test your nerve on the racetrack by taking a Mercedes AMG on a skid-pan handling course.
- Head to the nearby town of Brighton and experience the panoramic viewing pod on the top of the i360 observation tower, then with expert guidance abseil your way back down.
- Challenge your colleagues in a virtual reality gaming experience while enjoying some cocktails at a privatised VR bar in the city.
- Enjoy dinner at an exclusive venue in the city accompanied by a world-famous Formula 1 racing driver as a guest speaker.

What can A&K offer you?

Sample Itinerary - London Area Adventure & Adrenaline Incentive







### Highlights:

- Start the day with a private yoga session on the terrace of your exclusively hired French Chateau.
- After a morning business session, head to a premium wine estate for a private vineyard tour and wine tasting.
- In the evening massage therapists can be on hand for some relaxation before a twilight yoga class on the lawn.
- Take a guided bike tour around the area and stop for pastries in a nearby village.
- End the trip with a private art lesson and create a personal memento to take home.

What can A&K offer you?

Sample Itinerary - France Yoga & Wine Business Retreat







## Highlights:

- In your own exclusive use castle try your hand at Highland Games events, such as tossing the caber or learn to play the bagpipes during a private lesson.
- Take a trip into the Highlands for the day and head off the beaten track in private all-terrain vehicles to explore the beautiful mountain ranges with your guide. Stop off for a ready prepared picnic lunch in a traditional Scottish bothy.
- Take a private guided tour of Edinburgh Castle or Holyrood House before it opens to the public.
- Enjoy a post-dinner ceilidh with your own band and learn how to dance in true Scottish style.

What can A&K offer you?  
Sample Itinerary - Scotland Incentive







## Highlights:

- Your group would have exclusive use of a chalet that sits on its own private island and is only accessible by boat.
- After a morning of conferencing and workshops, have an extended break and take one of the row boats or pedalos out for some team bonding on the water. Later reconvene for further meetings in this beautiful setting.
- Enjoy a special dinner experience with a private hire of the Belgian Comic Strip Centre. Take a tour of the museum after it has closed to the public then sit amongst the exhibits for a four-course meal with entertainment.

What can A&K offer you?  
Sample Itinerary - Belgium Meeting







A&K Europe is here to support you and will be delighted to assist with any queries about MICE.

Please contact Rhian Morgan at:



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