



Conference of the Month, Iceland:

Iceland ProTravel: Bespoke conference and incentive trips introducing the highlights of Icelandic nature

What better way to encourage and reward your hardworking employees than introducing them to one-of-a-kind experiences in mesmerising surroundings. The volcanic island of Iceland is captivating in its beauty and a dream destination for many leisure and business travellers. Iceland ProTravel is a group of tour operators specialising in all types of tourism operation within Iceland, and they offer tailor-made products for companies looking to set up incentive tours or conference trips for their employees.

By Nia Kajastie | Photos: Iceland ProTravel

Iceland ProTravel has been in business since 2003 and employs a team of international people working from different countries. Sales offices are located in Germany, Switzerland, the United Kingdom, Sweden, Denmark and Iceland. Their specialised products include special interest, golf and deep-sea fishing tours, as well as incentive and conference trips to Reykjavik and Iceland's countryside. With a dedicated group of employees experienced in the field of business travel, Iceland ProTravel has been able to work with several big, international companies and groups ranging from 15 to 300 people.

"We have helped these companies bring their best sales people and employees to a whole new destination as a thank you for their hard work," explains managing director and owner Gudmundur Kjartansson. "We put together tailor-made packages and make all the arrangements for the client. We take full care of all aspects of the trip."

With tours normally lasting around three to five days, Iceland ProTravel can offer a combination of conferences or meetings with some activities during the day, a lovely dinner and exciting events in the evenings. They can, of course, also organise pure conferences for educational purposes during the day with a relaxing evening component added after that.

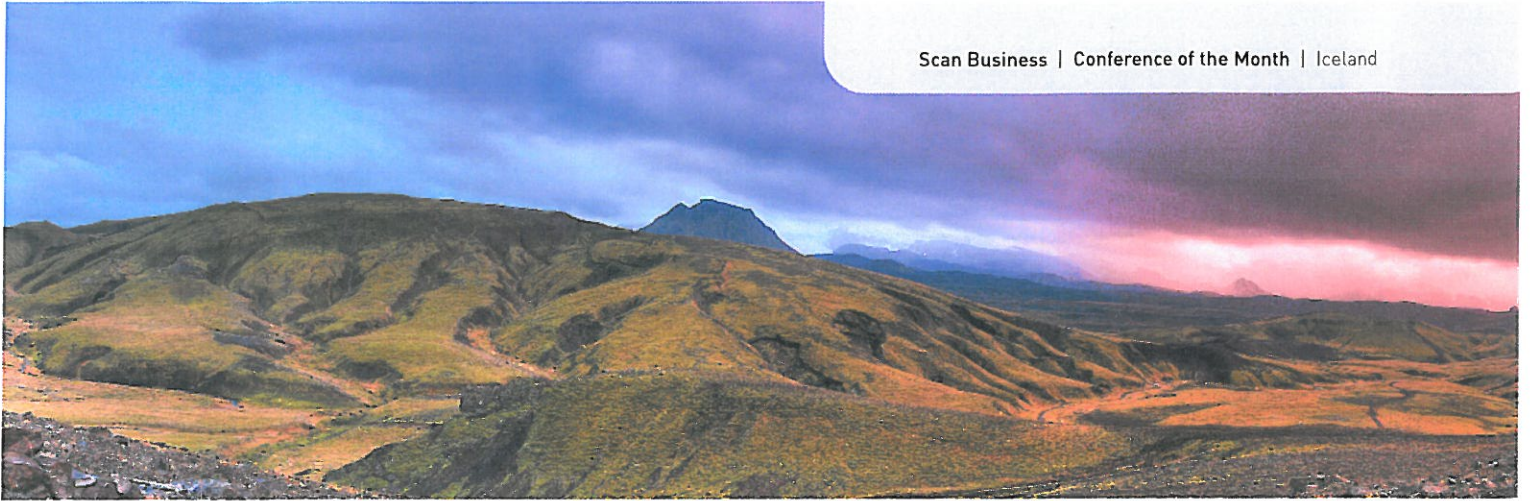


Gudmundur Kjartansson, Managing Director & Owner

Adventurous incentives

While the company's website offers examples of pre-planned incentive tours, these can be used as a basis to give people a better idea of all the things that they can do. "However, in most cases the tours are tailor-made. We meet with the client and discuss all the things we can do, and they let us know what they'd like to do. We look at what kinds of people are taking part in the trip, whether they'd be suited for something active or a bit more relaxed. And if you have a specific idea for something a bit different, we will do it with flexibility," says Kjartansson.

Iceland ProTravel aims to combine the highlights of Icelandic nature with fun products. Relatively new additions are the Land Rover super jeeps, 4x4 vehicles augmented with larger tyres and specially equipped for off-road driving. The clients can drive the jeeps themselves with four people in a car, and everyone gets an opportunity to try them out.



"We always put security first, and we work with excellent partners in Iceland who have a lot of experience in their field. We never take any risks," emphasises Kjartansson. "We also offer standard things like snowmobiling, scooting, ATVs, river rafting, sea fishing, whale watching and other activities." In the background during all these adventures lies the Icelandic landscape rich with fjords, roaring waterfalls, geysers, glaciers and endless, untouched nature.

The best bits of Iceland

Another important factor for conferences is the quality of food and accommodation available; accordingly, Iceland ProTravel has a long list of excellent restaurants to choose from in Reykjavik and the countryside as well as hotels with a European standard of amenities and services. The conference facilities are also top-notch, with the brand new concert hall and conference centre Harpa, representing Reykjavik's possibilities to the fullest. Located at the harbour, the architecturally stunning building can host up to 1,800 conference guests simultaneously.

"Iceland offers a convenient destination for incentive and conference trips with short travel distances guaranteeing that clients can experience new things at a faster pace. You can take part in four to five different activities in one day. But, of course, the key element is our ability to combine unique nature with exciting adventures," says Kjartansson.

For more information, please visit:
www.icelandprotravel.com

