



Abercrombie & Kent

MICE



An introduction to Abercrombie & Kent

From humble beginnings over half a century ago, Abercrombie & Kent has grown to become a global leader in luxury travel and developed a reputation for delivering inspiring travel experiences.

Today we are proud to be the world's largest network of luxury destination management companies (DMCs).

With 50+ offices spread across 30 countries, we are well placed to create memorable travel moments in all corners of the globe...

● A&K office

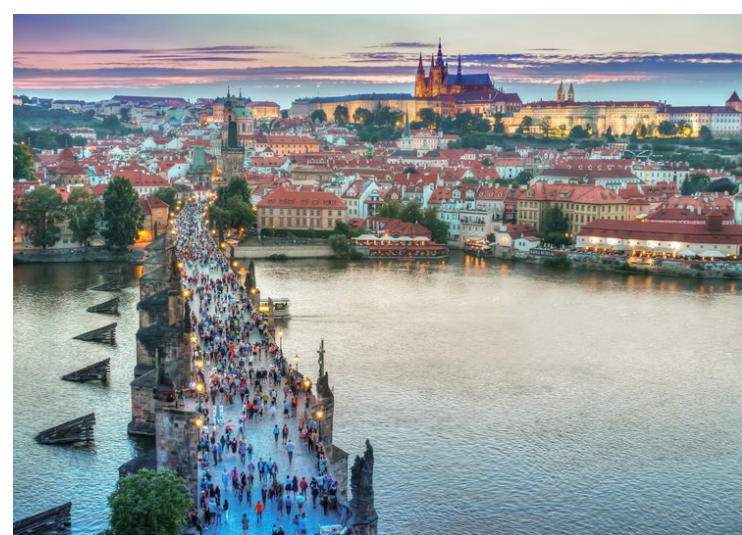


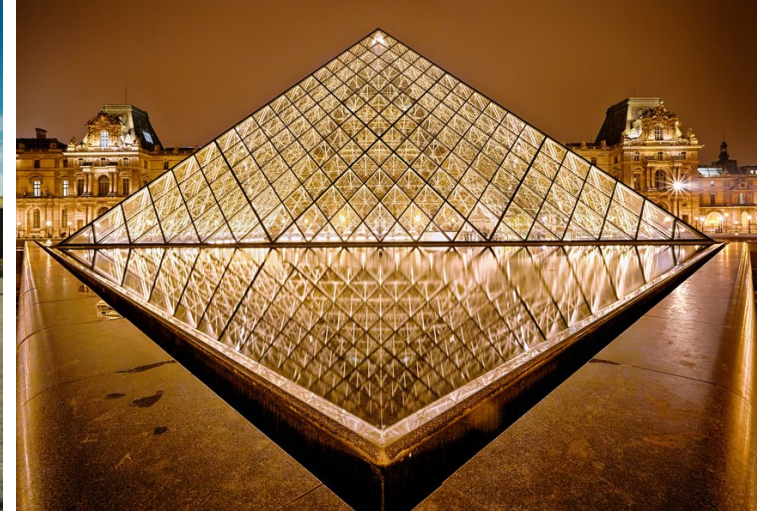


Why Europe?

We believe the idea that you can group all our territories under a single 'Europe' banner does a disservice to the individual culture and unique character of each country.

Europe may not be on your doorstep but it's undoubtedly the most worthwhile destination to visit, with extraordinary new experiences to discover and a surprising level of diversity compacted into a continent that is small and easy to get around. Each country can boast its very own rich history, world-famous landmarks, and breath-taking scenery.



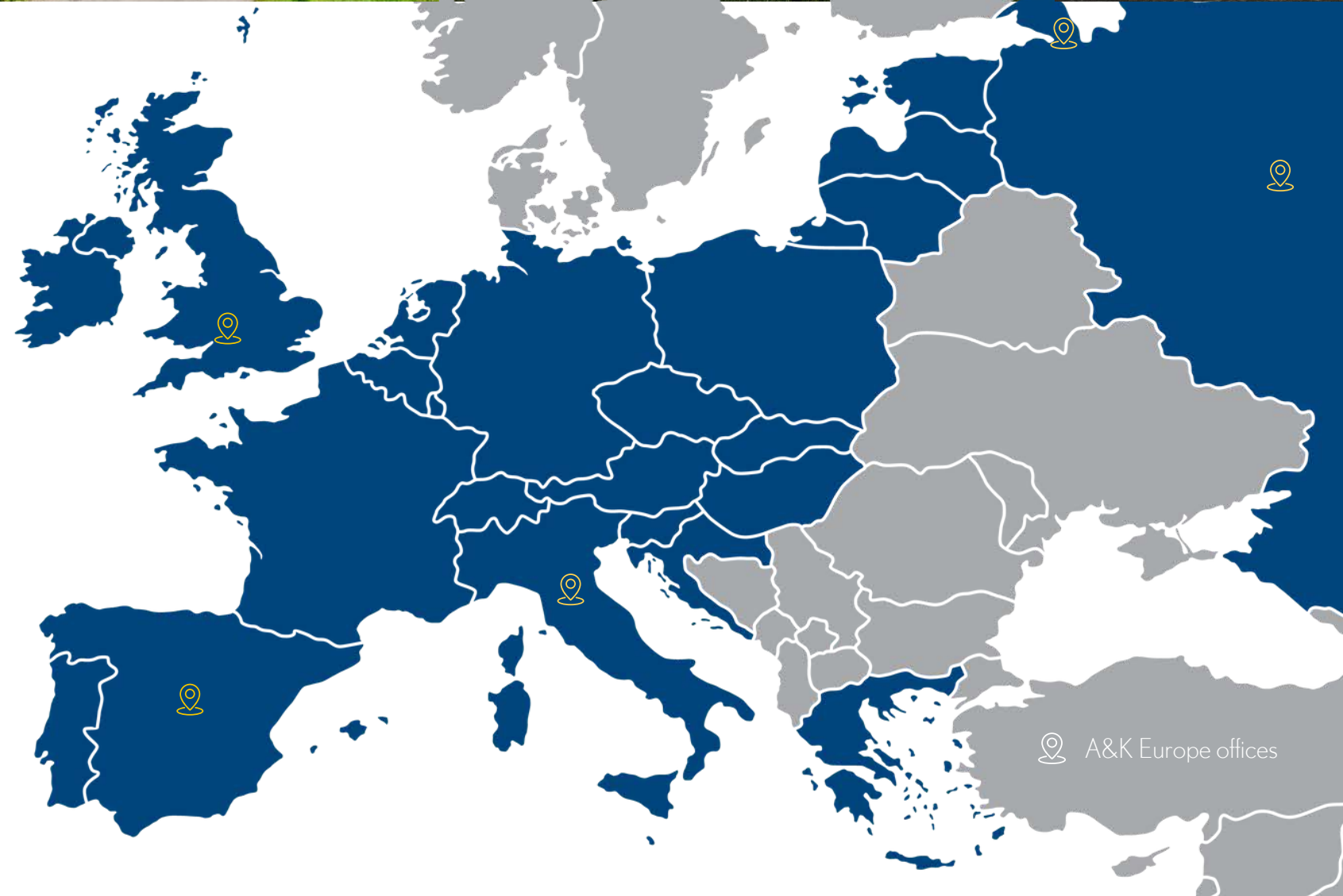
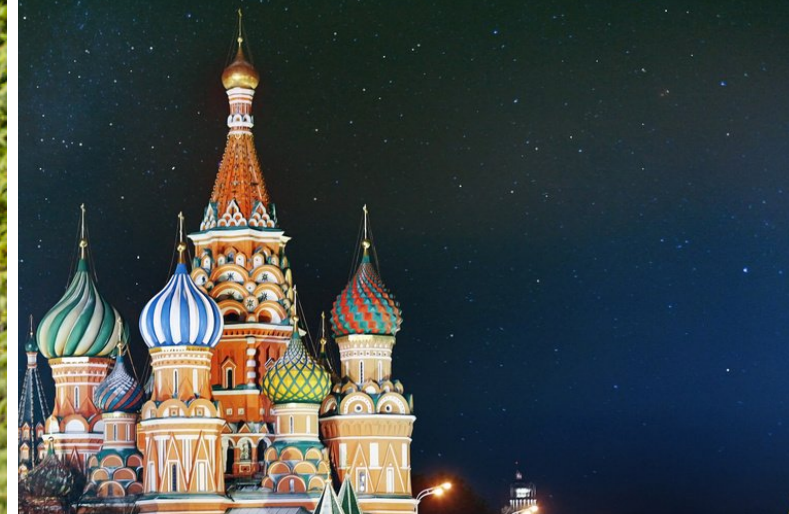


A&K in Europe

Our transcontinental network has been developed and refined over more than 25 years so that we can showcase the best of each country to our guests. We are not specialists in a single country alone and we don't just forward you on to another office if your plans change - we manage everything for you and have the local knowledge and tools 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 and social event in Amsterdam, we can handle it with one point of contact!





A&K in Europe

This network is ably supported by specialist departments in five office locations spread out across the continent: the Cotswolds in the UK, Madrid in Spain, Florence in Italy, and Moscow and St Petersburg in Russia.

The experienced and trustworthy relationship between our teams on the ground and in the office allows us to offer unrivalled experiences in 20+ countries all over Europe.

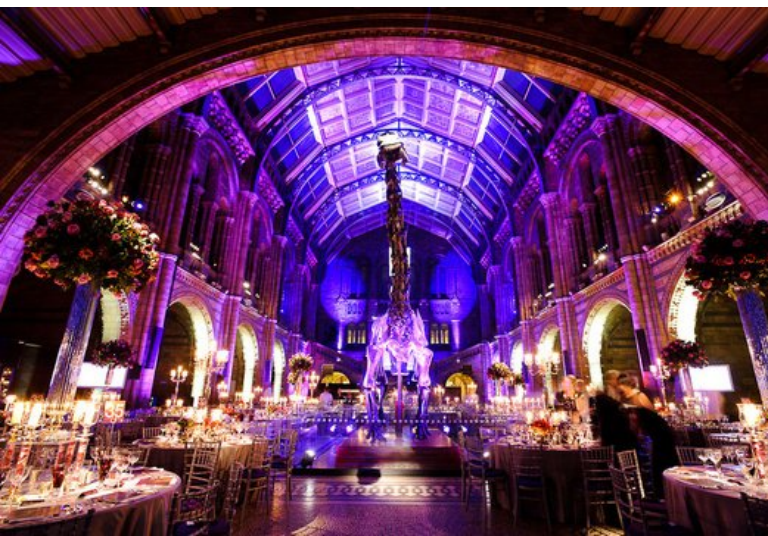




Why invest in MICE?

Evidence suggests that when employee engagement and motivation is high, productivity increases. In addition, employee turnover reduces, which boosts team morale and has a positive impact on your ability to attract new talent.

Recognition and incentive programmes not only help achieve this, but also help foster a greater sense of connection and unity between employees. Show you appreciate your employees by providing an opportunity to bond and reconnect at a time when we need it more than ever.





Why A&K for MICE?

As experts in luxury travel, A&K Europe knows what it takes to make a trip special. Our experienced travel specialists across five European offices don't simply follow conventions - they live and breathe their destinations, fully immersed in all its sights, sounds, and tastes. Who better to understand the best of a destination than those who live it?

You can trust our knowledge and network to create a bespoke event for your group like no other, full of inspiring moments that will wow, excite, and make each guest feel valued, while creating lasting memories to take back to the workplace.

From the special openings of the world's finest private art collections to recording your own song at the music studio used by the Beatles we can unlock the doors that stay shut to the public.

We work in partnership with you to create innovative packages unique to your business and tailored 100% for your objectives. With specialist local knowledge of destinations across the continent and experience of managing groups and incentives of all sizes, you can feel confident that A&K Europe has every angle covered to seamlessly deliver the occasions that exceed your expectations.

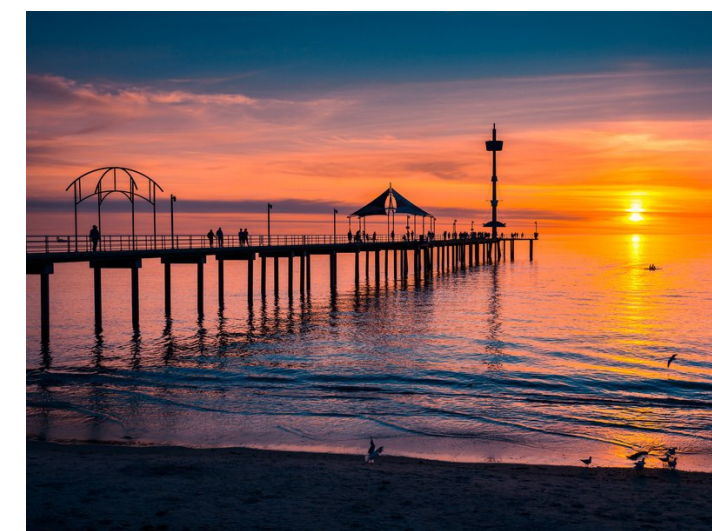




Highlights:



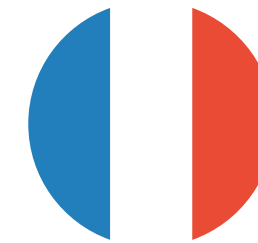
- Start the day with a guided 5k run around the grounds of the hotel
- Test your nerve on the racetrack by taking a Mercedes AMG on a skid-pan handling course
- Head to the nearby town of Brighton and experience the panoramic viewing pod on the top of the i360 observation tower...then with expert guidance, 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 a create a personal memento to take home.

What can A&K offer you?

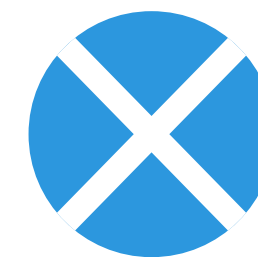
Sample Itinerary - France Yoga & Wine Business Retreat





What can A&K offer you?

Sample Itinerary - Scotland Incentive



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 out 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 totally 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





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 very 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 down amongst the exhibits for a four-course meal with entertainment.

What can A&K offer you?

Sample Itinerary - Belgium Meeting



Contact Us

For all your MICE enquiries Abercrombie & Kent Europe is here to support you.

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