



DMC INCENTIVE

**TRAVEL**

**I C E L A N D**

Since 2000

# Welcome to Iceland - Where Extremes Create Extraordinary Experiences

Dear friend, many thanks for your inquiry.

Iceland is a land of striking contrasts - fire and ice, wild power and tranquil beauty, thrilling adventure and serene escape.

Where else can you witness a geyser launch boiling water nearly 30 meters into the sky... and moments later race across a glacier on a snowmobile?

From dramatic landscapes and adrenaline-filled activities to rejuvenating wellness, world-class dining, and unforgettable events - we create experiences that inspire, excite, and stay with you long after you leave.

Every journey we design is tailored to your vision, delivered with exceptional professionalism and an unwavering commitment to safety.

Our trusted partnerships with global leaders such as Microsoft, IKEA, Coca-Cola, Herbalife, Gulf Oil, Canon, and BMW reflect the high standard we bring to every experience.

We look forward to welcoming you to Iceland - and creating something truly exceptional together.

Warm regards,  
Inga Guðmundsdóttir

Codes of Ethics



„I have a desire to serve my clients“

A Proud Member of **site**

Few of Our clients:



# Sustainable Incentive Travel

- 100% Renewable energy destination
- Local suppliers & Icelandic produce
- Responsible tourism partnership
- Small environmental footprint
- High-value experience close to Reykjavik

*We are incredibly proud to be one of fewer than a handful of destination management companies in Iceland to hold the official Icelandic Gold Certification.*

*It is awarded by the Icelandic government as the highest national standard for quality, safety, and sustainability in tourism.*

*It is reserved for operators who meet strict criteria covering both overall service excellence and activity-specific requirements, ensuring consistently high standards in delivery, responsibility, and environmental performance.*



# Client Testimonial – Iceland Incentive Experience

220 pax in August 2025

*“Once in a lifetime experience for our attendees.  
Inga & Dilja exceeded all expectations.”*

“The level of logistics and attention to detail was next level.”

“Their logistical knowledge was top notch and they always found solutions to complicated situations.”

“This was not a cookie-cutter experience. Every detail was tailored to our attendees and expectations.”

“Iceland is a bucket-list destination everyone should experience at least once.”

“If you are looking for a DMC that can handle anything and everything, this is your company.”

*- Herbalife Incentive Team*

## A Glimpse Of Our Fantastic Team



This is just a part of our outstanding team of professional guides, experienced drivers, and dedicated support staff. Our guides bring many years of expertise in leading both incentive groups and VIP luxury travels, consistently delivering exceptional service. We are committed to exceeding your expectations and can't wait to help you discover the very best our beautiful country has to offer.

## Where The Journey Takes Place



1. Keflavik Airport
2. Reykjavik City
3. Golden Waterfall
4. Geysir Geothermal Area
5. Langjökull Glacier
6. Thingvellir National Park
7. Blue Lagoon

# This Could Be Your Program in Iceland

A curated journey showcasing Iceland's striking natural beauty

	Day 1	Day 2	Day 3	Day 4	Day 5
<b>Breakfast</b>		At hotel	At hotel	At hotel	At hotel
<b>Morning</b>		Geothermal Area	Golden Circle, Snowmobile	Activity selection	Check out of hotel. Departures
<b>Lunch</b>		Lava Restaurant	Geysir Hotel	Leisure in Reykjavik	
<b>Afternoon</b>	Arrival	Blue Lagoon	Golden Circle continue	Leisure in Reykjavik	
<b>Dinner</b>	Welcome dinner at Fish Company	Food Cellar	Höfnin	Farwell dinner at Sól Restaurant	
<b>Extras</b>	TBA	TBA	TBA	TBA	
<b>Hotel</b>	Hotel in Reykjavik	Hotel in Reykjavik	Hotel in Reykjavik	Hotel in Reykjavik	

DAY  
1

## Welcome to Reykjavik City!

The world's most northerly capital and the vibrant heart of Iceland!

Reykjavík may be one of the smallest capital cities in Europe, but it still packs a powerful cultural punch, where visitors can enjoy a multitude of various events and festivals all year round! With a fascinating history rooted in the great Sagas and its unique location within a land of diverse landscapes – all filled to the brim with beautiful nature, Reykjavík manages to combine a terrific blend of hip and wholesome, but without the stress that usually follows a cosmopolitan metropolis. In fact Icelanders are considered to be so easy-going and gregarious, that they've just added a new travel accolade to their growing collection, this time for being the friendliest nation in the world!

DAY  
1

## Welcome dinner at Fish Company

Adventure under a bridge:

In the early days of the Fish Company, a satisfied patron set his plate to the side and remarked; "Without fail, all the best adventures take place under a bridge." We immediately secured his permission to use this as our slogan. Not only is the menu an adventurous journey around the world, a sense of adventure is also reflected in the surroundings and essence of the venue. The Zimsen building dates back to 1884 and originally stood at Hafnarstræti 21, a few hundred meters east of it's current location. It was extended in 1889, but in 2006 it was uprooted and lovingly renovated before being replanted at Grófartorg in 2008.



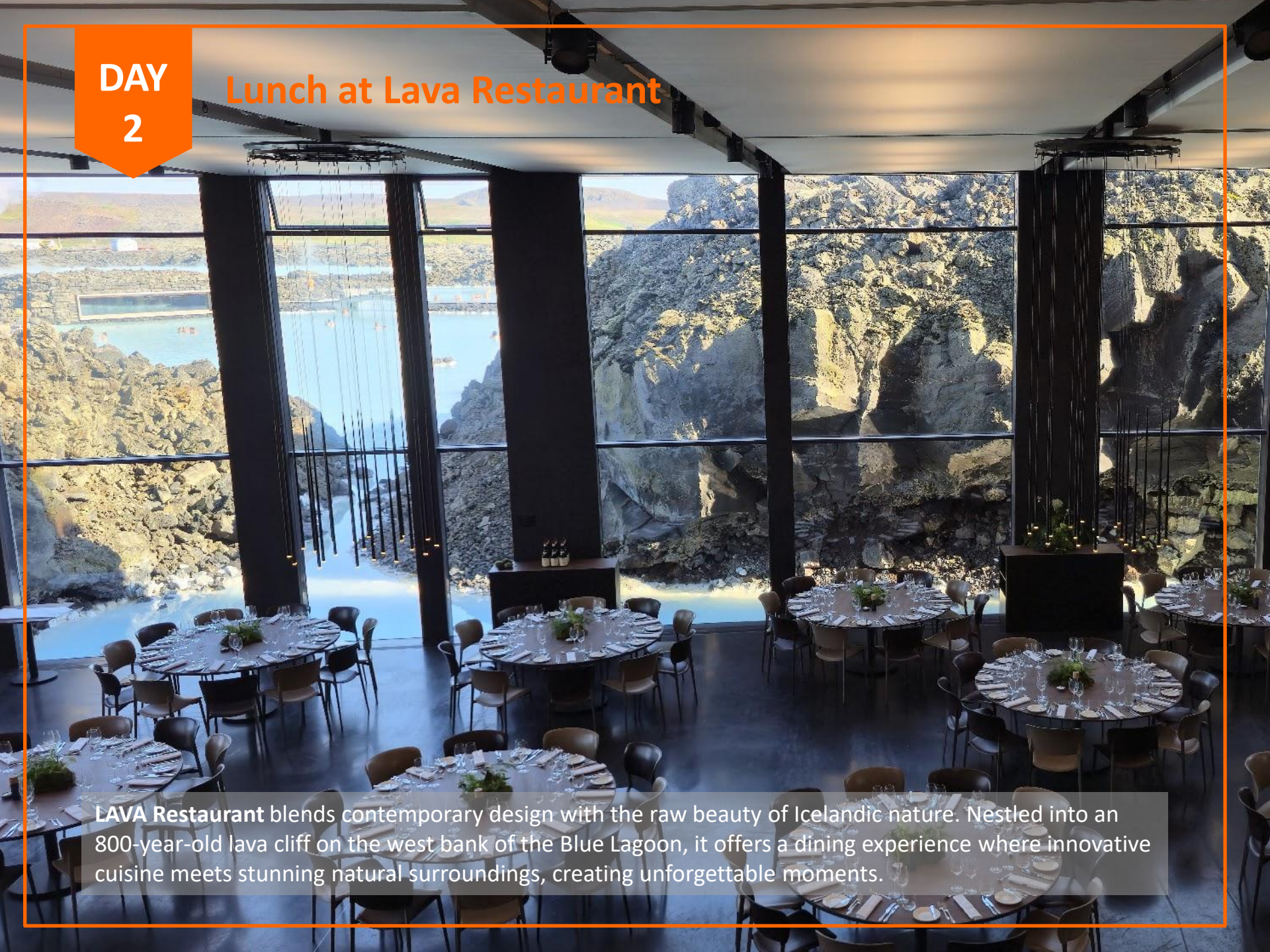
DAY  
2

## The Magic of Reykjanes Peninsula



DAY  
2

## Lunch at Lava Restaurant



**LAVA Restaurant** blends contemporary design with the raw beauty of Icelandic nature. Nestled into an 800-year-old lava cliff on the west bank of the Blue Lagoon, it offers a dining experience where innovative cuisine meets stunning natural surroundings, creating unforgettable moments.

DAY  
2

## The Blue Lagoon – A Moment of Reward and Reset

Wellness – Recovery – Mindfulness – Balance



Named one of 25 wonders of the world by *National Geographic* in 2012, the Blue Lagoon in Iceland was honoured for its unique geothermal seawater. Found nowhere else on earth, this renowned resource is rich in silica, algae, and minerals - the elements that give the lagoon its healing powers.

# DAY 2

## Dinner at Food Cellar

Food Cellar is a Grill & Cocktail bar, situated in a 160 year old building in the centre of Reykjavík. We like to think that Food is for your body and Music is for your soul. The food is in the Icelandic brasserie style of food, elegantly prepared by our skilled and enthusiastic chefs, using the Icelandic finest ingredients. The bar has a superb selection of fine cocktails, put together by our outstanding bartenders. The bar has a great selection of cocktails, made by our outstanding bartenders. We have live dinner music coming from our mahogany grand piano made in 1880 in Vienna by the Bösendorfer Company. On weekends when the evening fades out, the Food Cellar turns into cocktail club with an easy lounge feeling and live music.



# DAY 3

## The Golden Circle in Premium Way

Guests travel in **luxury-modified superjeeps** throughout the day, ensuring comfort, exclusivity, and access to Iceland's most remote landscapes. The journey begins at **Gullfoss**, where powerful glacial waters plunge into a dramatic canyon - a breathtaking introduction to Iceland's natural grandeur. From there, guests continue to **Langjökull Glacier** for a **private snowmobile adventure** across pristine ice fields, offering an unforgettable high-adrenaline experience in complete comfort. Next, the tour moves to the **Geysir geothermal area**, where erupting hot springs and steaming vents showcase Iceland's raw geothermal energy. The day concludes at **Þingvellir National Park**, a UNESCO World Heritage Site where guests can walk between the North American and Eurasian tectonic plates and explore the birthplace of Iceland's ancient parliament.



Superjeeps



Gullfoss



Snowmobile



Geysir Geothermal Area



Þingvellir National Park



OPTIONAL: Friðheimar  
Greenhouse Restaurant

DAY  
3

## Lunch at Geysir



At Geysir you can enjoy a delicious buffet of seafood, vegetables and meat course. Furthermore the buffet includes wide selection of fresh salads, three kinds of soups, (cream, vegetable and traditional Icelandic meat soup) homemade bread and a wide selection of delicious desserts. Coffee and tea is included in the buffet. Our buffet is local food of South Iceland, and our aim is preserving and upholding local traditions in food productions in the spirit of the International Slow Food association and the spirit of local food.

DAY  
3

## Lunch at Höfnin

Höfnin is a cozy restaurant located in a fishermen's hut on the harbor front in Reykjavík, with a great view over the gently rocking boats in the harbor and mount Esja in the distance. They offer fresh Icelandic seafood, locally sourced ingredients, and traditional Nordic dishes in a welcoming harbor-side atmosphere.



DAY  
4

## Activity selection



Whale Watching



Horseback Riding



Helicopter



Snorkeling



Perlan Museum



Fly Over Iceland



Icelandic National Museum



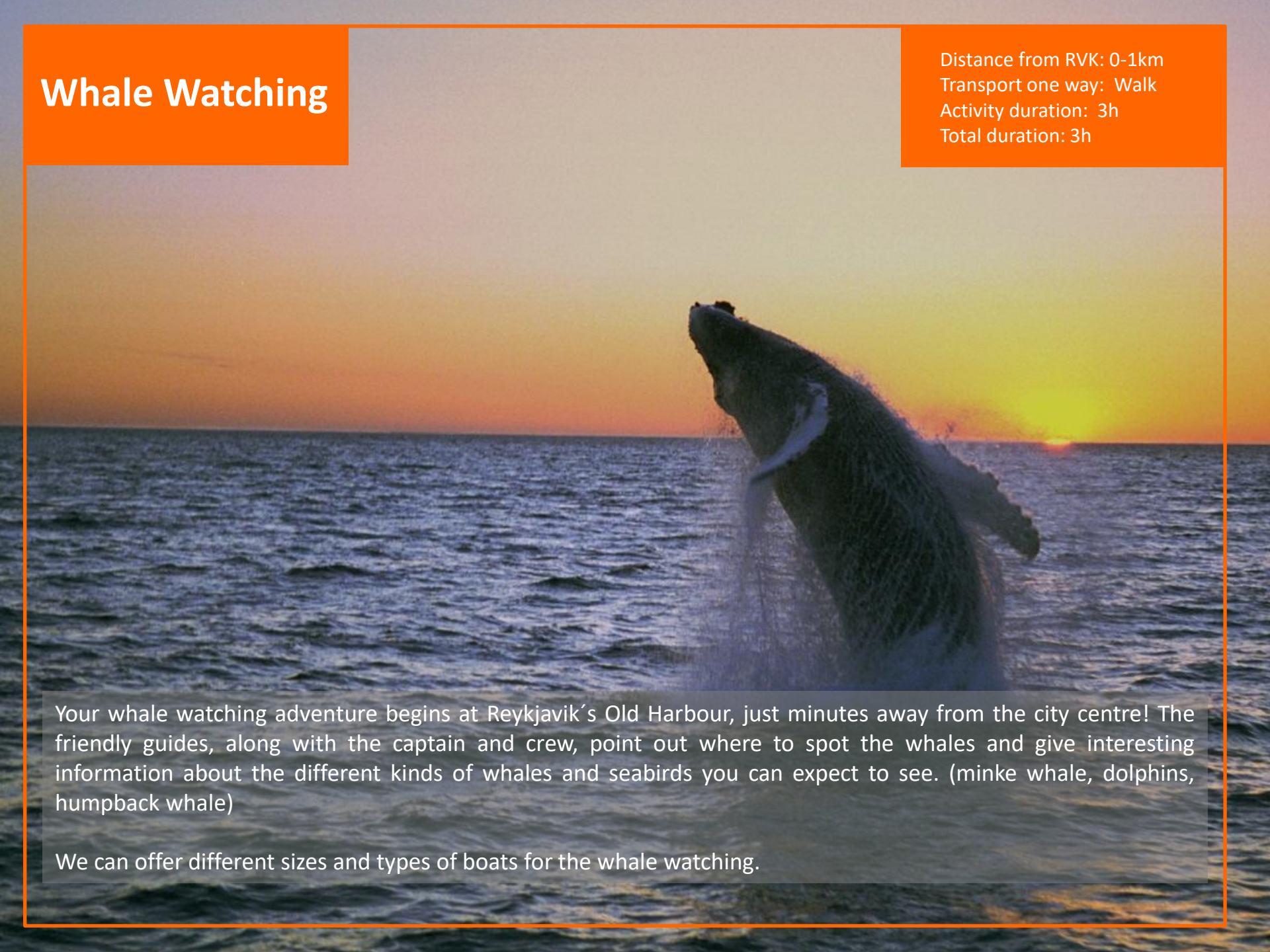
Reykjavik City Walk



ATV / Buggy

# Whale Watching

Distance from RVK: 0-1km  
Transport one way: Walk  
Activity duration: 3h  
Total duration: 3h

A large whale is breaching the ocean surface, creating a massive splash of water. The scene is set against a sunset sky with warm orange and yellow tones. The whale's head and back are visible above the water, and the sun is low on the horizon in the background.

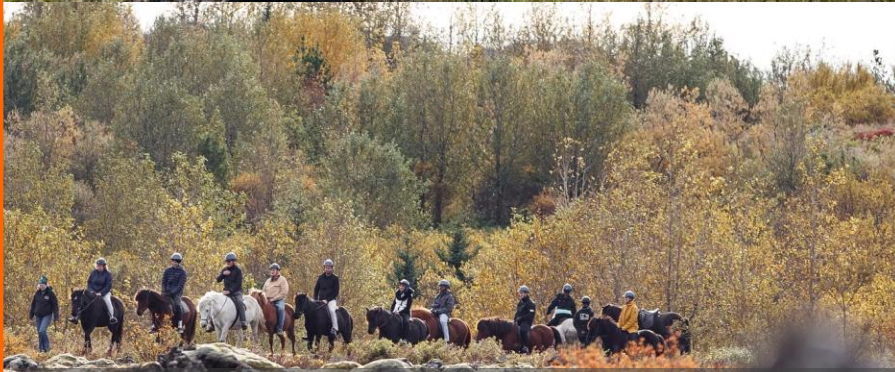
Your whale watching adventure begins at Reykjavik's Old Harbour, just minutes away from the city centre! The friendly guides, along with the captain and crew, point out where to spot the whales and give interesting information about the different kinds of whales and seabirds you can expect to see. (minke whale, dolphins, humpback whale)

We can offer different sizes and types of boats for the whale watching.

# Horseback Riding

Distance from RVK: 15km  
Transport one way: 30min  
Activity duration: 1h-1.5h  
Total duration: 2.5h-3h

[Web](#)

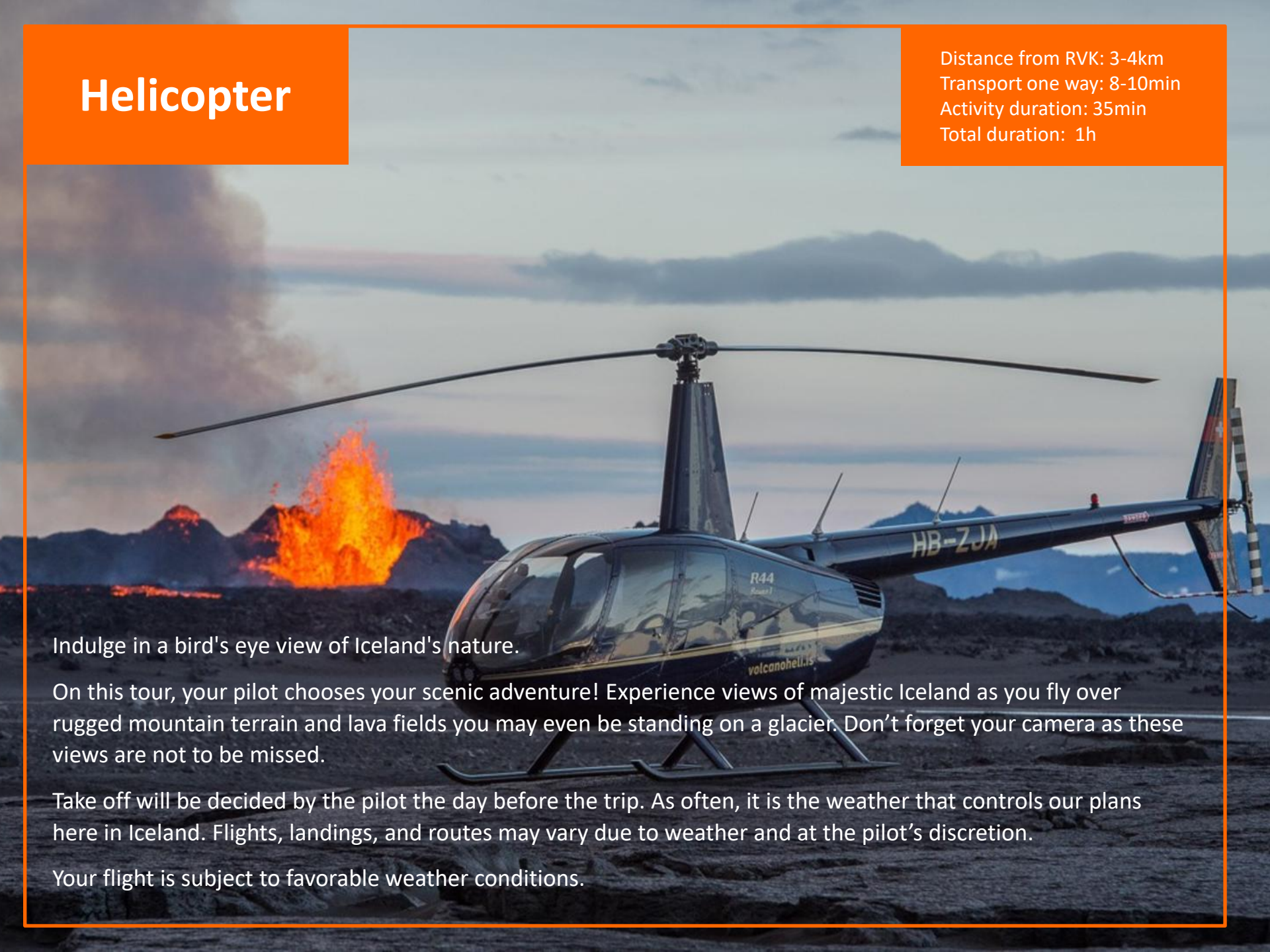


## THE ICELANDIC HORSE IS THE ONLY HORSE IN THE WORLD THAT HAS FIVE GAITS

From the back of an Icelandic horse you'll feel closer to nature than you've ever felt before. The Icelandic horse is small, strong and sure-footed, and it carries you comfortably across rough terrain. The colorful breed is characterized by its friendly spirit and many gaits, particularly the special tölt, which can be slow or fast but always super smooth. The tour itself takes 1–1.5 hours, depending on your preference, and an additional 30 minutes is required beforehand for preparation and gear-up.

# Helicopter

Distance from RVK: 3-4km  
Transport one way: 8-10min  
Activity duration: 35min  
Total duration: 1h



Indulge in a bird's eye view of Iceland's nature.

On this tour, your pilot chooses your scenic adventure! Experience views of majestic Iceland as you fly over rugged mountain terrain and lava fields you may even be standing on a glacier. Don't forget your camera as these views are not to be missed.

Take off will be decided by the pilot the day before the trip. As often, it is the weather that controls our plans here in Iceland. Flights, landings, and routes may vary due to weather and at the pilot's discretion.

Your flight is subject to favorable weather conditions.

# Snorkeling

Distance from RVK: 55km  
Transport one way: 1h  
Activity duration: 2.5h  
Total duration: 5h

## **Silfra, the fissure between the continents:**

About 40 min drive from your hotel in Reykjavik to snorkeling location. The Silfra fissure, is known as one of the top dive sites in the world for two main reasons.

First, the Silfra fissure is actually a crack between the North American and Eurasian continents, meaning that you dive or snorkel right where the continental plates meet and drift apart about 2cm per year.

Silfra is the only place where one can dive or snorkel directly in the crack between two continental plates.

Secondly, the underwater visibility in the Silfra fissure is over 100 meters, which creates an underwater experience that will rarely, if ever, be surpassed. The reasons for this astounding water clarity are twofold: the water is cold (2°C – 4°C year round ) as it is glacial water from the nearby Langjökull and this water is filtered through porous underground lava for 30-100 years until it reaches the north end of Thingvellir lake, seeping out from underground wells. The Silfra water is as pristine as water can get and you can drink it at anytime during your dive or snorkel.

# Perlan Museum

- Wonders of Iceland -

Distance from RVK: 4km  
Transport one way: 10min  
Activity duration: 1.5h  
Total duration: 2h

At Perlan, you truly get to know Iceland - an island shaped by fire and ice. Through immersive, world-class exhibitions, you feel the natural forces that formed the country and continue to transform it today.

Highlights include the real indoor ice cave, interactive glacier and volcano displays, lifelike seabird cliffs, and the new lava experience, where you're surrounded by the sights and sounds of volcanic power deep beneath the Earth's surface. The Áróra Planetarium offers a stunning Northern Lights show year-round, and the 360° observation deck provides one of Reykjavík's most impressive panoramic views.



# Fly Over Iceland

Distance from RVK: 1-2km  
Transport one way: 5min  
Activity duration: 35min  
Total duration: 1h

[web](#)

Are you ready to hang suspended, feet dangling, before a 20-metre spherical screen while the magical film whisks you away on an exhilarating journey across Iceland? Special effects, including wind, mist and scents, combine with the ride's motion to create an unforgettable experience.

## National Museum of Iceland

Distance from RVK: 1-2km  
Transport one way: 5min  
Activity duration: 1h-1.5h  
Total duration: 1.5h

Explore the heritage and history of Iceland from the thrilling Viking era to modern times with this entry ticket for the National Museum of Iceland in Reykjavík. The museum's permanent exhibition offers a unique insight into the history of the Icelandic nation from the Settlement to the present day, guided by the question: What makes a nation?

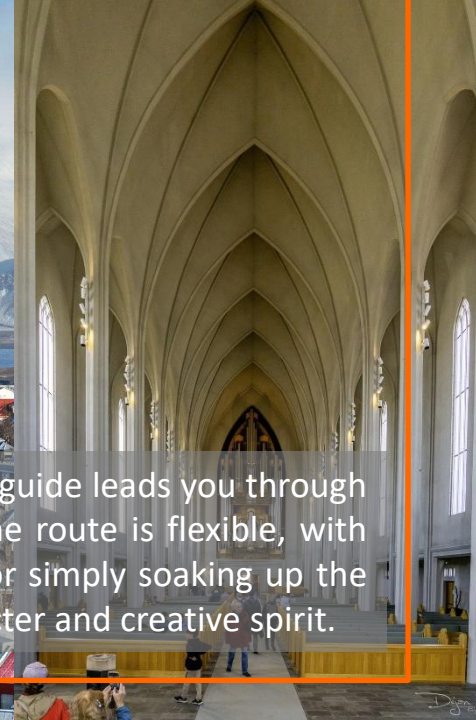
It is conceived as a journey through time: it begins with the ship in which medieval settlers crossed the ocean to their new home, it ends in a modern airport, the Icelanders' gateway to the world.

The exhibition includes about 2000 artifacts, dating from the Settlement Age to the present, as well as photographs from the 20th century.

You'll see the famous figure of Thor, dated from the year 1000, the first bible printed in Iceland in the 16th century, still considered one of the most beautiful prints in Icelandic and beautiful artifacts from mediaeval churches - among other fascinating artifacts.

# Reykjavik City Tour

Distance from RVK: 0km  
Transport one way: Walk  
Activity duration: 1-2h  
Total duration: 1.5h



Explore Reykjavík on a guided city tour that brings its vibrant, colorful streets to life. Your guide leads you through the heart of the city, sharing stories, local insights, and hidden gems along the way. The route is flexible, with stops tailored to your group's interests — whether that's culture, history, architecture, or simply soaking up the lively atmosphere. It's an easygoing, engaging way to get a feel for the city's unique character and creative spirit.

# ATV

Distance from RVK: 55km  
Transport one way: 1h  
Activity duration: 1h  
Total duration: 3h



Join us on an unforgettable ATV adventure where history and raw nature meet. Starting from Grindavík, we ride out to the brand-new lava field that recently flowed into the town, a dramatic reminder of the volcanic power shaping this area.

Along the way we explore the rugged Reykjanes Peninsula, formed by an eruption in the very same place over 2000 years ago. You'll witness the contrast between the fresh black lava and the ancient volcanic landscapes, experiencing how Grindavík has always lived in the shadow of fire and stone.

The tour takes you up close to the new craters, where we stop to admire the view and capture the moment of standing on ground that only months ago was molten lava. It's a unique opportunity to see Grindavík's story written both in ancient geology and in brand-new volcanic creation.

DAY

4

## Farwell Dinner Sól Restaurant

Sól is a sophisticated dining experience nestled within a vibrant greenhouse, where guests dine above a lush, thriving harvest. This elegant restaurant prides itself on using the freshest local ingredients, including greenery from its own produce, ensuring a farm-to-table experience that delights the senses. Inside, Sól's ambiance is a harmonious blend of greenery, stone, and natural elements, creating an inviting and serene environment that enhances the connection between nature and cuisine.



DAY  
5

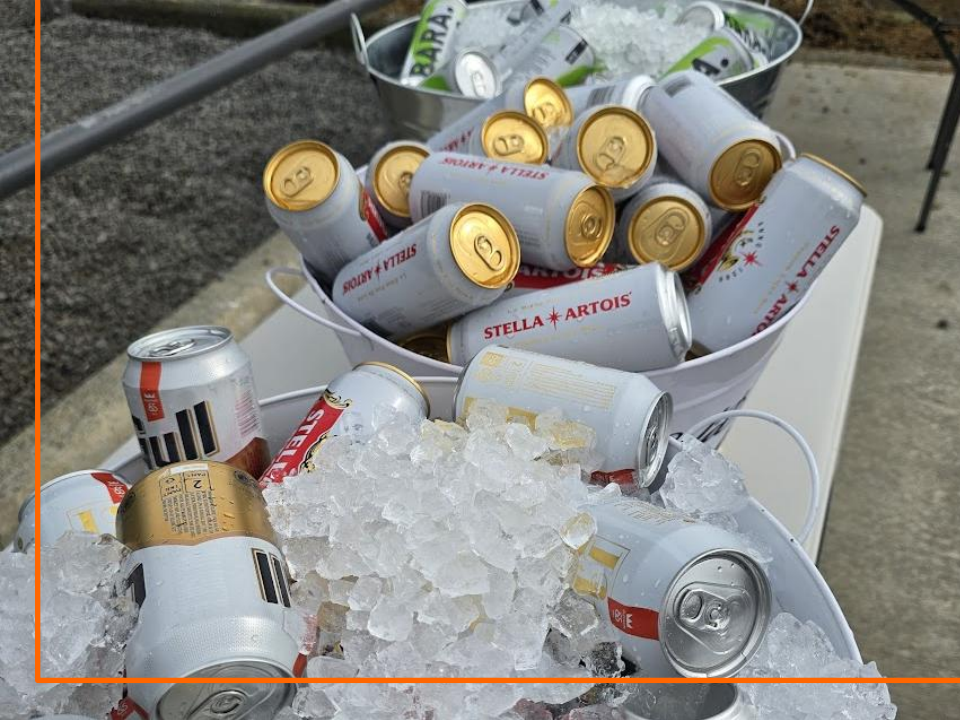
## Departure – Time to say goodbye!

*Welcome back to Iceland in the future !*



Any  
Day

Optional: Theme and taste



Any  
Night

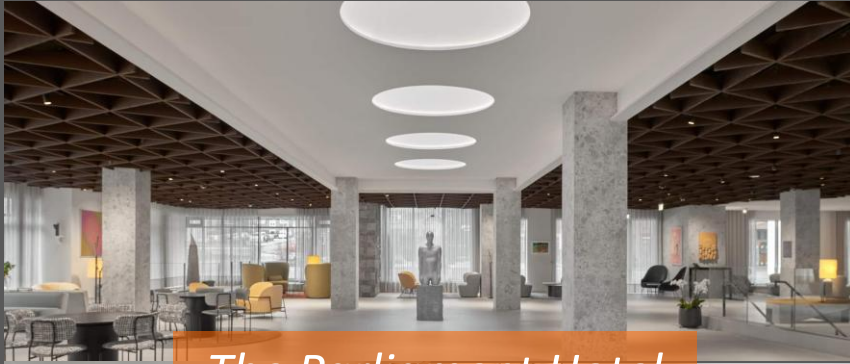
## Northern Lights (Sept to March)



The elusive Northern Lights are one of Iceland's most enchanting winter wonders. Their sweeping colors and silent, shimmering movement create an extraordinary spectacle that feels almost otherworldly.

Our Northern Lights program includes **standby coaches reserved exclusively for your group throughout the entire stay**. Although you only pay for one tour, the coaches remain on standby every night and will head out on the evening with the **highest likelihood of visibility**, based on expert monitoring and real-time conditions.

# Accommodation



*The Parliament Hotel*



Located on a prime plot in the heart of Reykjavik, right next to the Icelandic Parliament, the hotel is surrounded by three vibrant squares, including Austurvöllur, where Icelanders gather for important events, and close to the city's top attractions. Part of the Curio Collection by Hilton, a global portfolio of distinctive upscale hotels known for their character and personality. Curio guests seek authentic local experiences while enjoying the peace of mind of a trusted luxury brand.



*The Reykjavik EDITION*



Reykjavík's first 5-star modern luxury experience in the heart of downtown by Old Harbor. Steps from Laugavegur and Harpa Concert & Conference Center, perfectly located for business and leisure. Guests enjoy distinctive dining and entertainment venues, including alfresco options with panoramic waterfront views. Sophisticated rooms and suites overlook the harbor, Mt. Esja, and the legendary Snæfellsjökull glacier, while vibrant social spaces create a destination for dining, working, and relaxing.

# Accommodation



*The Canopy Hotel*

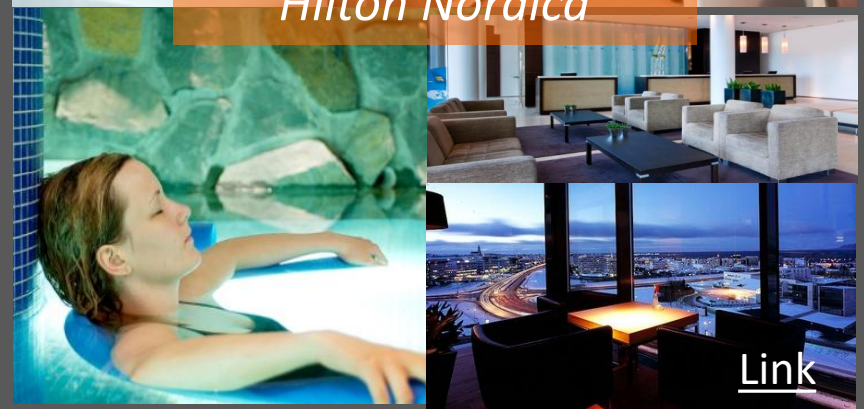


[Link](#)

Explore the heart of Reykjavík, where Canopy is located, on a Canopy bike and enjoy Icelandic meals, brews, art, and music right at the hotel, with a locally inspired keepsake at check-in. Just-Right Rooms feature a Canopy-exclusive memory foam bed, mini-fridge, 48-inch TV, WiFi, and open shelving for all your belongings. Start the day with a Canopy Break Fast Bag, to-go if needed. Suites provide extra space with a living room, 48-inch TV, and thoughtful extras for a comfortable stay.



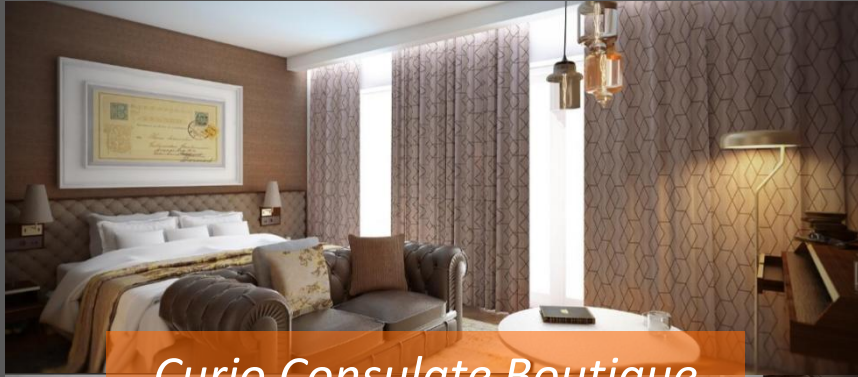
*Hilton Nordica*



[Link](#)

Ideally located in the city's financial district, just a short walk or ride from downtown and 5 minutes from Laugardalur, Reykjavik's largest green and fitness space. The hotel offers Hilton Guest Rooms, Executive Rooms, and Suites, with Guest Rooms Plus and Executive Rooms Plus providing stunning sea and mountain views. All rooms are bright, spacious, and modern with wooden floors. Free wifi is provided in the lobby, VOX, Executive Lounge, and key public areas. (In rooms for low cost)

# Accommodation



*Curio Consulate Boutique*



Located in Reykjavík's oldest district, where history meets style. The building, once a grand 19th- and 20th-century department store run by Consul Thomsen and his family, was restored in 2018 with modern amenities while celebrating the city's vibrant culture. Guests are welcomed into a space that showcases Reykjavík's history and honors Consul Ditlev Thomsen, a visionary entrepreneur and passionate traveler.



*The Reykjavik Marina Hotel*



A stylish and vibrant hotel in the heart of Reykjavik. Guests sleep and wake up in colorful, fun surroundings, supported by friendly staff ready to assist. The hotel's original designs combine modern, eye-catching décor with historic relics from the harbor and shipyard, giving each room a unique personality that could never be mistaken for anywhere else. One of Reykjavik's most popular bars is also on-site, offering a lively space to socialize and enjoy the city's nightlife.



## Ideas for gifts

<https://66north.com/>

<https://webshop.urta.is/>

<https://heklaislandi.is/>

<https://skinscience.bluelagoon.com/>

<https://www.bioeffect.com/>





DMC INCENTIVE

**TRAVEL**

**I C E L A N D**

## Your Planning Journey With Us

We hope this itinerary gave you a good idea of how your program can be planned.

Please note that **no bookings have been made** at this stage.

After your first reviewing of the proposal we would like to:

1. Plan a Call-meeting (Day / Time), walk through your questions, thoughts and ideas.
2. Decision stage
3. If approved then next steps:
  1. Agreement & Terms, Invoice and confirmation payment
  2. More detailed work
  3. Call-meetings & emails
  4. Detailed itinerary & information
  5. Inspection on site
  6. 2<sup>nd</sup> invoice and payment.
  7. Arrival of the group and Operation

We look forward to hear back from you !

Team of DMC I Travel ehf !



[How to dress in Iceland?](#)

Terms



## Who are we?

The team of DMC Incentive travel have great passion for our destination and are rising to the challenge to create an array of great and memorable programs for our guests. The team goal is quality in every step, to ensure that both you and your group can focus on enjoying the experience to the fullest.

"Our core value are trust and high standards of quality"

Our team main is focusing:

- > on your needs and expectation for the event in Iceland.
- > how we can make the difference for you in the whole process.
- > how we can help you on improve since last event.
- > how we can help you to the optimal goal of the event?

The team has been operating groups and events in Iceland since the year 2000. Over the years our team experts have gathered a lot of experience, we focus on realistic plans, personal service and quality resources for our clients.

We have a great passion for our clients and we want to make unforgettable memories for our clients.



## Sustainable Incentive Travel

**Health & Hygiene process :** We have added enhanced measures to our travel safety standards, including increased cleaning and social distancing policies.

**Quality-checked hotels:** Our travel teams have always selected hotels for their quality and high service standards. Now, we are working with our accommodation partners to ensure that they meet our new health and hygiene protocols.

**Safe transportation:** Rest assured that we only work with the most trusted transport providers. Any vehicle that you travel in will be cleaned to keep you safe.

**Handpicked restaurants and activities:** Dining and excursions form an important part of your tour, whenever you travel. To make sure you still have the best time on your trip, we certify that our experience providers are aligned with us when it comes to meticulous health and hygiene procedures. This includes physical distancing and regular sanitising of surfaces.

**Trained tour guides:** Our on-the-ground guides are local, well trained and prepared for anything. They are there to inform you, keep you safe and help you have an unforgettable trip. Leave it to them to provide you with an authentic experience and to support you from start to finish. They have had extra training for new safety protocols so they know exactly what to do in all possible scenarios.



Responsible  
Tourism

Reaction  
Covid

Community  
Pledge



## PRACTICAL INFORMATION

Banks are open from 09:15 to 16:00. As general rule offices are open from 09:00 to 17:00, in some cases during the summer these hours are from 08:00 to 16:00. Shops are open from 09:00 to 18:00 on weekdays. Credit cards are accepted by most shops, restaurants and organizations and are widely used. The major credit cards in Iceland are Visa and Master Card, although other cards are accepted as well in some places. Tax-free shopping/tax refund. A refund of the local Value Added Tax is available to visitors to Iceland. The refund will result in a reduction of up to 15% of the retail price, provided departure from Iceland is within 30 days after the purchase is made. The purchased amount must be no less than ISK 6.000,- ([VAT included](#)) per sales receipt, and all goods (except woolens) must be packed in sealed bags or containers.

The Icelandic climate is warmer than the name suggests, thanks to the Gulf Stream. Summers in Iceland are rather cool, while the winters are relatively warm. The average monthly summer temperature ranges from 10 to 13 °C. During the summer the climate is mild but unstable with possible rain and frequent weather changes. The daily temperature can fluctuate from a minimum 5 °C at night to a maximum of 25 °C during the day.

### Sunrise and Sunset: Reykjavík

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Sunrise	11:19	09:55	08:21	06:42	04:39	03:15	03:07	04:50	06:16	07:36	09:24	10:51
Sunset	15:44	17:29	18:59	20:22	22:12	23:39	23:55	22:15	20:37	18:57	16:58	15:44

### Temperatures in Iceland in Celsius (centigrade):

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Reykjavík Average	-0	1	4	5	7	11	12	13	9	4	2	-0
Reykjavík High	8	10	10	13	17	20	18	25	14	13	11	9
Reykjavík Low	-11	-12	-5	-3	-1	3	7	6	1	-5	-15	-12



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More information at:

[www.incentivetravel.is](http://www.incentivetravel.is)

info@incentivetravel.is

Thank you

DMC INCENTIVE TRAVEL

