

STOCKHOLM & SWEDEN

Sample Incentive Program Itinerary

Key Reasons to Choose Stockholm:

- Nobel Legacy & Prestige
- Walkable City
- Global Leader in Sustainability
- Innovation & Forward Thinking Culture
- Medieval Old Town
- Unique Stockholm Archipelago
- Scandinavian Design



BASIC FACTS BEFORE YOU TRAVEL

Country's Official Name	Kingdom of Sweden
Capital	Stockholm
Administrative Language	Swedish
Currency	SEK – Swedish Krone
Accessibility	Direct with SAS from JFK and EWR to Stockholm 10 additional US cities via connection in SAS hub in Copenhagen All major airlines with one connection year round
Visa Requirements	US citizens can visit Sweden visa-free for up to 90 days.
Seasonality	May-September for summer programs January-March for winter programs to northern Sweden Year round for technical visits and special interest trips



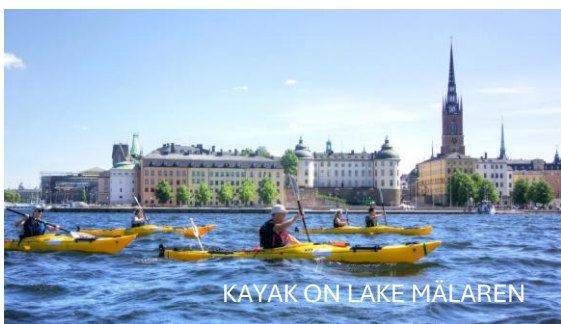
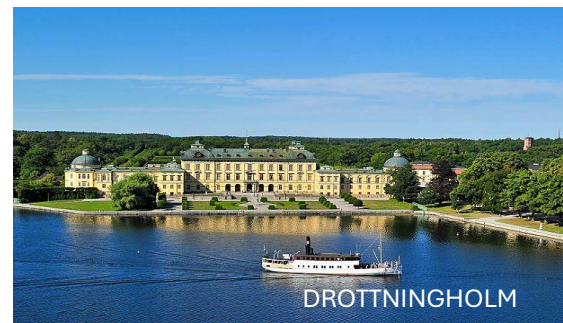
SAMPLE GRID FOR STOCKHOLM AND SWEDEN

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Morning activity	Arrival from the US Transfer to selected hotel. Hospitality Lounge at hotel with light refreshments.	Panorama by coach and view point/photo stop of Fjellgatan. Continue by exploring Stockholm from the waterside in a privately chartered boat, ending at nearby island for lunch.	Stockholm Your Way (pre-sign up tours): * High speed rib boats in the Stockholm Archipelago * Bicycle tour off the beaten tracks on the island of Södermalm * Art Tour with visit to Prince Eugens Waldemarsudde and the Thielska Gallery * Metro Art Subway Tour	Drottningholm Palace, UNESCO-listed and residence of the Royal Family, features the remarkable 18th-century Court Theatre; renowned for its original stage sets and machinery, still operational today. Optional add on: bespoke, private musical performance at the Royal Court Theater.	Stockholm Your Way (pre-sign up tours): * Kayak on Lake Mälaren * Guided Food Walk Tour * Explore ABBA's Stockholm and visit to the ABBA museum * Private vintage tram from the city to the island of Djurgården, bicycle tour on Djurgården	Departure. Private transfer to the airport.
Lunch	Old Town or Hotel	Fjäderholmarna island.	During tour or all tours come together for lunch outside the hotel	Palace Café	During tour or all tours come together for lunch outside the hotel	
Afternoon activity	Guided Old Town walk in smaller groups. Visit Royal Palace and/or Nobel Prize Museum. Watch Changing of the Guards Ceremony at the Royal Palace in Old Town.	At leisure, time for shopping, visit the spa	At leisure, time for shopping, visit the spa	One hour boat tour on Lake Mälaren back to the city.	Visit spa / Salon appointments for evening Gala Dinner	
Evening activity	Dinner at Hotel, or outside, with Swedish Folkloric Entertainment.	Exclusive evening at the Vasa Museum, with private cocktail reception, guided tour, and ship side dinner.	Curated dine-around evening in Stockholm, combining a mix of trendy and classic restaurants, most within walking distance of the city's main hotels.	An evening at Fotografiska, including a visit to its world-class exhibitions, followed by dinner in an exclusive dining room overlooking the city skyline and waterfront	Gala / Awards evening at the Stockholm City Hall. Venue of the annual Nobel Banquet on December 10. Cocktails, dinner and after dinner dancing with entertainment program throughout.	

This is a sample program only. We will be pleased to change it according to your requirements and group size. Contact us for more details at

brad@platinumdmc.com

SAMPLE GRID FOR STOCKHOLM AND SWEDEN



HOTELS & VENUES AT A GLANCE

C View Recommended Hotels

5* Hotels

- Grand Hotel Stockholm – 278 rooms
- At Six – 343 rooms
- Sheraton Stockholm – 465 rooms

4* Hotels

- Radisson Blu Waterfront – 414 rooms
- Clarion Sign – 558 rooms
- Nobis Hotel Stockholm – 201 rooms

C View Recommended Venues

Capacity for a gala dinner

Large Venues

- City Hall – 1200 pax
- Vasa Museum – 800 pax
- Munchenbryggeriet – 1000 pax

Small to Midsize Venues

- Winterviken – 500 pax
- Fotografiska – 180 pax
- Artipelag – 130 pax