Hadler DMC was challenged to create an incentive for their top 9 achievers with an allure of intrigue and mystery that can’t be overlooked. We created a program across three destinations – Denmark, Greenland and Iceland, that integrated the contrast of city, nature and serene community to create a one-of-a-kind incentive experience, showcasing the destinations’ traditions and cultural beliefs through storytelling, authentic moments and relaxed atmosphere. The journey covered nearly 5000 km over 9 days and Hadler DMC managed to incorporate several cultural and authentic surprises for the guests and made this once-in-a-lifetime experience even better than they had imagined.