

# THE LAND OF ICE AND FIRE







AMAZING was founded in 2004 and has decades of experience and passion for adventures in Iceland.

We have years of experience and passion for this stunning island we call home. We tailor-make the once-in-a-lifetime experience for our guests.

Let's create something AMAZING together.



## Choose Amazing DMC for an Unforgettable MICE Experience

At Amazing DMC, we're not just another Destination Management Company; we're your gateway to a personalized and extraordinary experience. As a small-scale DMC, we focus on providing outstanding and individualized services.

### Years of Passion and Expertise

Our deep-rooted passion for this breathtaking island we call home is reflected in every event we craft.

With years of expertise under our belts, we specialize in creating tailor-made experiences that transform a simple event into a once-in-a-lifetime adventure.

## Problem-Solving Mindset

We firmly believe there are no problems, only solutions. This philosophy drives us to overcome any challenge, ensuring your event unfolds seamlessly.

To us, our clients are more than just customers; they are our partners. We work hand-in-hand with you, ensuring every detail is catered to, and every expectation is not just met but exceeded.

With Amazing DMC, your MICE event will be more than just a gathering; it will be a memorable journey filled with exceptional experiences, unparalleled service, and the beauty of our island. Let us turn your event into a story worth telling.





## The Amazing Team - introducing Our Sales Director – MICE

Berglind Magnúsdóttir

Sales Director MICE

Discover Iceland's wonders with our expert Sales Director for MICE, Berglind Magnúsdóttir. With 20 years of experience, her passion lies in curating unforgettable journeys to the land of ice and fire. Whether for small groups or large incentives, she ensures every client experiences the best Iceland has to offer through personalized, meticulously planned events.

### Innovative and Bespoke MICE Solutions

Berglind's approach combines innovation and creativity to deliver truly unique experiences. From setting up grand catering tents on glaciers to hosting exclusive dinners on black-sand beaches or in lava caves, she thrives on making the extraordinary possible. Signature touches, such as custom cocktails in breathtaking locations, ensure every event is a once-in-a-lifetime adventure.

### Collaboration for Excellence

Berglind works closely with trusted suppliers and partners to maintain the highest standards and create exceptional events. Her dedication guarantees your MICE experience in Iceland will surpass expectations, offering unparalleled moments tailored to your needs.







Matta



Berglind



Ásdís



Eva



Vera



Jón Kristinn



Sölvi



Egill



Dominika



## Our Core Values at Amazing DMC

### 1. Sustainability & Nature First

Iceland is nature, and we honor it in everything we do.

We are committed to responsible travel, supporting our country's vision for a carbon-neutral and sustainable future.

When we craft experiences, we think about the impact—on the environment, the land, and our people.

Every adventure should respect and reflect the beauty of Iceland.

### 2. Cooperation is Everything

Our agents are not just clients; they are our partners.

We live by the belief: there are no problems, only solutions.

When challenges arise, we respond as a team—together with our partners—to make sure the client always walks away happy.

We don't do cookie-cutter events. We co-create unforgettable moments with flexibility, creativity, and care.

### 3. Joy in the Journey

We are fortunate to work with our beloved home. That's something we never take for granted.

Joy is not optional—it's a necessity.

From glacier tents to black-sand beach dinners, we celebrate the luxury of time and experience.

We bring joy to our clients by helping them pause, breathe, and savor the magic of Iceland.















## **Why Choose Iceland?**

Iceland is not just a destination; it's an experience that transcends the ordinary. Nestled in the majestic Atlantic, this enchanting land offers a blend of breathtaking natural beauty, rich cultural heritage, and modern amenities, making it a perfect choice for MICE groups.

## **Accessibility and Convenience**

Centrally located between North America and mainland Europe, Iceland is surprisingly close – just 3-5 hours from Europe and 5-7 hours from North America.

This makes it an accessible and convenient meeting point for international groups.

## **Unique MICE Experience**

Iceland's landscape, known as the land of ice and fire, provides an unparalleled backdrop for any event. Imagine a day where you can touch glaciers and then enjoy a gala dinner in an exquisite venue. We offer a plethora of activities: from thrilling ATV rides on black sandy beaches to Viking-themed feasts that celebrate our rich history.

Indulge in relaxation with a soak in soothing geothermal waters after exploring the vibrant food, history, and culture of our northern capital.

## **Gourmet Cuisine and Modern Facilities**

Icelandic cuisine is a culinary adventure, highlighting fresh, local ingredients that will delight your palate.

Our modern hotels and venues are equipped with state-of-the-art facilities to cater to all your professional needs.

In Iceland, every moment is an opportunity to create unforgettable memories. Join us in this awe-inspiring land where your MICE event will be nothing short of extraordinary.



## **Iceland's Vision for a Sustainable Future**

**Iceland is at the forefront of sustainability, with a clear vision to be recognized globally as a leading country in environmental responsibility and green practices. The nation is not just about its stunning landscapes; it's also a hub for innovation in sustainable energy and eco-friendly solutions.**

**Iceland is dedicated to increasing interest and demand in its indigenous products and services, especially those in the energy sector and green solutions.**

**This commitment is reflected in every aspect of Icelandic life, from daily practices to long-term policies aimed at preserving the environment.**

## **Reykjavík: A Pioneer in Sustainability**

**The City of Reykjavík, the heart of Iceland, has been a consistent leader in environmental initiatives.**

**It was awarded the Nordic Nature and Environment Prize in 2014, a testament to its commitment to preserving nature.**

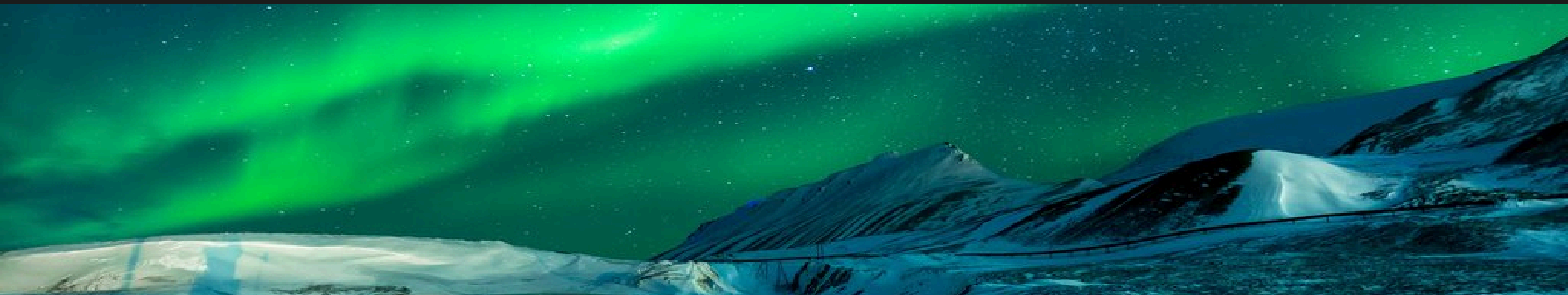
**Currently, Reykjavík ranks sixth in the Global Destination Sustainability Index, proudly standing as the world's most sustainable city.**

## **Towards a Carbon-Neutral Future**

**Reykjavík City has laid out an ambitious climate policy paper with a detailed action plan.**

**The goal is clear and bold: to become a carbon-neutral city by 2040. This initiative outlines Iceland's dedication to leading the charge in global sustainability efforts.**

**In choosing Iceland for your needs, you're not just selecting a destination; you're partnering with a country that is deeply committed to the future of our planet. Iceland's dedication to green energy and sustainability ensures that your interaction with us is not only productive but also environmentally responsible.**





## Explore the Unique Aspects of Iceland: Currency, Language, and Daylight

### Icelandic Currency: The Icelandic Króna (ISK)

The official currency of Iceland is the Icelandic Króna, abbreviated as ISK.

### Icelandic Language: A Link to the Past

The language spoken in Iceland is Icelandic. It finds its roots in the 9th century, primarily from settlers originating from Norway.

Remarkably, Icelandic has preserved much of its ancient forms of writing and speaking. This unique feature allows Icelanders to read Old Norse sagas and texts with minimal difficulty, offering a fascinating glimpse into a linguistic time capsule.

### Iceland's Distinctive Daylight Patterns

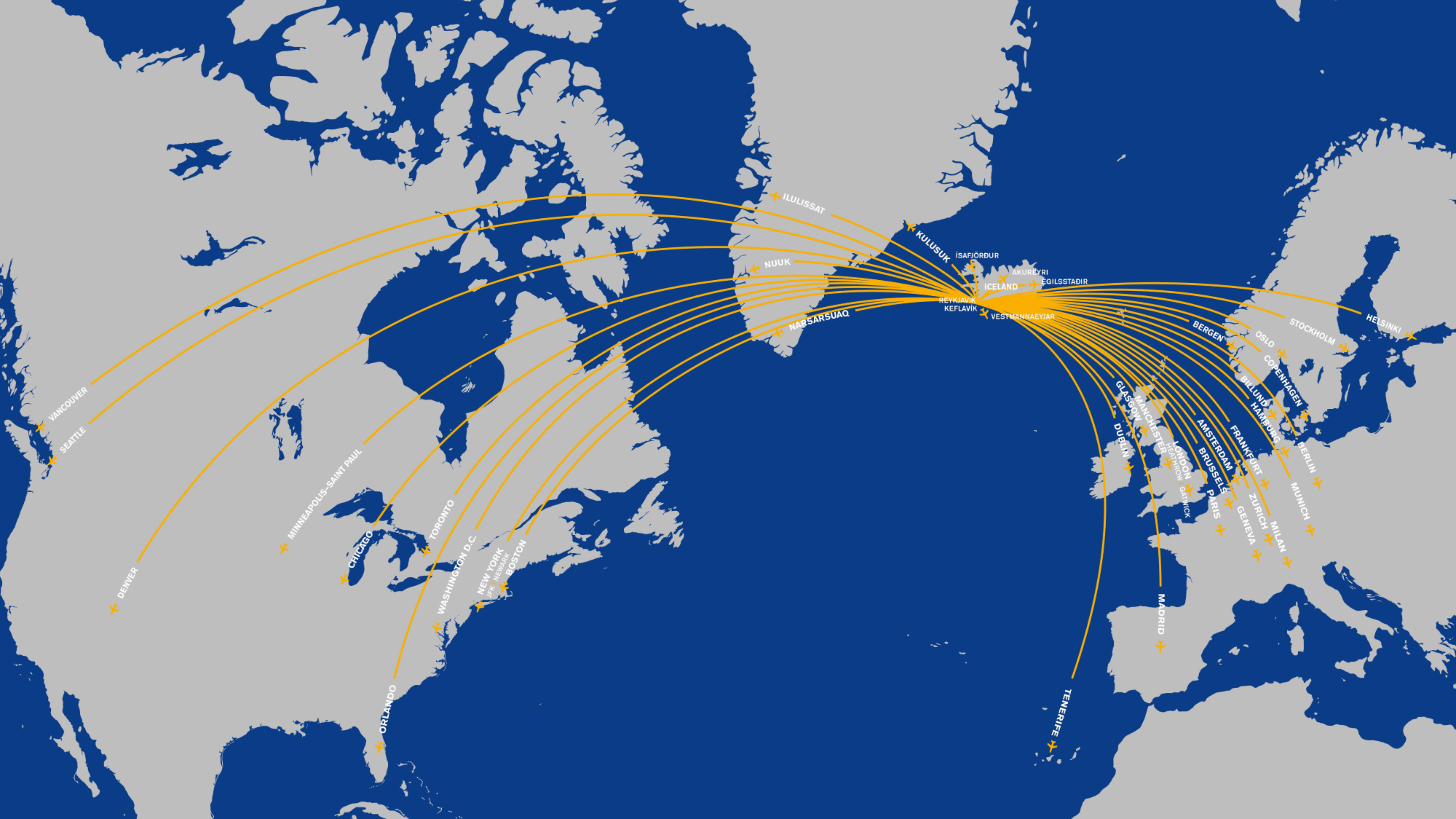
One of the most intriguing aspects of Iceland is its unique daylight patterns, which vary significantly depending on the season.

During the summer, particularly around the summer solstice, Iceland experiences the 'Midnight Sun,' where the sun barely sets, providing almost 24 hours of daylight. Conversely, in the depths of winter, the country sees very short days, with only a few hours of daylight. This creates a cozy, almost magical atmosphere, especially in Reykjavík, where the city lights illuminate the extended nights.

These dramatic variations in daylight not only add to the charm and mystique of Iceland but also offer unique opportunities for activities suited to each season's characteristics.









## **Arriving in Iceland**

**Keflavík Airport, also known as Reykjavík–Keflavík Airport, stands as the largest and most important airport in Iceland. It serves as the primary gateway for international visitors coming into the country.**

**The airport's strategic location and state-of-the-art facilities make it an ideal starting point for your MICE events.**

### **Easily Accessible from Around the World**

**Situated conveniently in the middle of the Atlantic Ocean, Keflavík Airport is uniquely positioned midway between Europe and North America. This central location ensures easy accessibility for international delegates, no matter where they are coming from.**

**The airport boasts a high frequency of flights to and from various global destinations, ensuring that traveling to Iceland for your MICE event is both straightforward and convenient.**







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