



AKORN DESTINATION MANAGEMENT



Europe



The Akorn Advantage

Akorn Destination Management is the most comprehensive network of high-quality Destination Management Companies, with DMCs on every continent offering value driven ground operations and complete brand protection, for quality-conscious tour operators and travel agents.

Why Akorn?

- Akorn guarantees **complete brand protection** throughout all operations, using Akorn branding on the ground or operating as a 'white-label' brand using our partners' logos and signage.
- **Tried and tested emergency procedures** facilitate immediate support in the event of an emergency or major disaster.
- We offer **Corporate Indemnity** with our substantial liability insurance covering all clients travelling with Akorn, therefore mitigating risk and ensuring your peace of mind.

Akorn Europe Services

- **FIT and Special Interest Group** touring itineraries range in scope from shore excursions to fully-inclusive programmes. Comprehensive services include 4 or 5

star hotel accommodations, all transport services, local guiding, dining venues, luggage handling, local personnel such as Tour Directors or representatives and entrance fees to the must-see sights.

- **Incentive events** with imaginative inclusions can be arranged in Barcelona, Lisbon, Madrid, Seville, Paris, Prague, St. Petersburg, Moscow, Rome and Florence. Custom-built services can include event personnel, specialist speakers, gala dinner arrangements, accommodations in 4 or 5 star hotels, transport arrangements, luggage handling and much more.
- **Private shore excursions** make the most of your time on shore and away from the crowds.
- **Concierge Rail Service** offers seamless pan-European high speed and 1st class travel, where guests do not touch their luggage from one hotel to the next.
- The unique network of **Guardian Angels** meticulously look after clients on the ground and are available around the clock.
- **Thoroughly inspected accommodation** in 4 or 5 star hotels in great locations and offering exceptional service.





Akorn in the UK & Ireland

Blessed with endless award-winning attractions and a rich and royal cultural heritage, the varied scenery of England, Scotland, Ireland and Wales will never cease to delight visitors.

Touring: Travelling around the UK and Ireland is speedy, whether by chauffeured vehicle or first class rail; however this compact destination definitely packs a punch! From the ever-popular private guided tours of cosmopolitan London, Edinburgh and Dublin, to the escorted journeys to explore the dramatic coastlines, historic towns and castles, and vast, lush countryside that dominate this land. We personalise each proposal, whether FIT or Group, and due to our experience and in-depth knowledge, we can easily cater for special interests. We enhance and differentiate itineraries by offering Insider Access moments and will endeavour to highlight any special events that clients may like to incorporate into their stay.

Example itineraries include:

- Summer Escape to Scotland & Ireland (FIT) – relax or enjoy country pursuits at the Gleneagles estate prior to heading for the historic Emerald Isle to explore Dublin and the stunning Wicklow Mountains.

- Gardens of Southern England (Group) – a specialist tour including talks with Head Gardeners from some of the most renowned gardens of England: Hidcote Manor, Tresco Abbey Gardens and the Lost Gardens of Heligan.

Shore Excursions: We can assist guests in making the most of their time on British and Irish soil, whether they visit a typical country estate or stately home, enjoy a trip on a steam train or visit the best museums and attractions.

Sample Insider Access

- Taste whisky in Scotland with your own expert
- Experience an exhilarating private rib ride on the Thames
- Hunt for the Loch Ness monster on your own chartered boat
- Make soda bread and Irish Coffee on an Irish farm and witness sheepdog handling

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Akorn in Spain & Portugal

From snow-capped mountains to vineyards, Spain is a true melting pot of diverse culture. Portugal is also a country of contrasts, extending from the steep vineyards of the Douro to the beaches of the Algarve.

Touring: The main cities of Spain and Portugal boast fine museums, like the Guggenheim in Bilbao, and architecture, such as the Sagrada Familia in Barcelona. It is likely guests will want to venture into the mountainous countryside; the most hassle free way is by using one of our personal chauffeurs. Stops can be made en-route at wineries, beaches and historic towns. Alternatively, the volcanic islands are also worth exploring. The locals of both countries love to celebrate in style, and visitors are welcome to join in the colourful fiestas that take place all year round.

Example itineraries include:

- From Flamenco to Fado (FIT) – a fascinating combination of Andalusia, Lisbon and Northern Portugal featuring masterful horsemanship and traditional dancing and music performances.
- Gastronomic Spain (Group) – highlights include market visits, a cookery lesson by Doña Luchi, a visit to a Rioja vineyard and dinner at the Gran Circulo.

Shore Excursions: Palma is a popular stop for cruise ships. Akorn skillfully whisks clients away from the crowds so they get to the real heart of the countries.

Incentives: Passionate flamenco performances can be the highlight of a special dinner, whilst in the day Madrid and Lisbon can provide equally interesting experiences such as Cava tasting, market tours and chocolate workshops.

Sample Insider Access

- Learn kitchen 'secrets' in a San Sebastian home
- Visit a traditional Jerez sherry bodega including lunch with your host
- An evening at a grand Seville residence with a Flamenco show
- A local dance performance on a Lisbon estate

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Akorn in Italy & Croatia

Each year a flood of visitors come to Italy to marvel at the extraordinarily diverse cultural heritage and enjoy the pleasures of la dolce vita. With many natural and architectural treasures, Croatia has re-emerged to become known as the sparkling jewel of the Adriatic.

Touring: Straddling the Adriatic Sea, Italy & Croatia share many similarities in their landscapes, however, both offer the visitor a very distinctive experience. Our guides delight in bringing the diverse and plentiful sites, cities and towns to life and our chauffeurs and private vehicles ensure clients' travel is flexible and effortless. From Italy and Slovenia's large lakes under snow-capped Alpine peaks to the rugged southern shores of Sicily, the traveller passes idyllic villages and vineyards and spectacular coastlines on the routes between the legendary cities. Croatia boasts many UNESCO sites, stunning National Parks and bustling fishing villages.

Example itineraries include:

- Verona & Venice (FIT) – a romantic journey exploring time-honoured palaces, impressive ruins and mouth-watering cuisine.

- Monza and Maranello (Group) – private helicopter charters to the Italian F1 Grand Prix, with privileged access to some areas at Ferrari's factory in Maranello, followed by self-drive Ferrari testing.

Shore Excursions: With our ground knowledge we expertly avoid the cruise ship crowds and showcase the very best of Italy, Croatia, Slovenia and Montenegro.

Incentives: With Akorn based in the heart of Italy, we effortlessly offer private winery visits, driving sports cars through the Chianti hills and private dining venues in Rome.

Sample Insider Access

- Visit Villa il Castello garden with a local Count
- Taste wine in an underwater cellar on Hvar Island
- Learn the secrets of authentic pizza making from a Roman pizzaiolo
- Private candlelight viewings of St. Mark's Basilica

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Akorn in Russia

Russia, a country of such enormous social, political and geographic proportions, once so secretive and still largely unexplored, remains one of the great undiscovered destinations for travel in the 21st century. From the sights of Moscow and St. Petersburg, to the wilderness of Siberia, there awaits an incredible diversity of customs, cultures and wildlife.

Touring Russia remains the biggest country in the world and is a melting pot of Oriental, European and Asian traditions. Even the main two cities, Moscow and St. Petersburg, are completely different in character, although one thing they definitely have in common is the vast extent of guided touring opportunities. Opulent palaces, galleries and museums plot Russian and Soviet history, whilst thriving theatres and the opera keep the culture and traditions alive.

Example itineraries include

- Classic Moscow & St. Petersburg (FIT) – delve deep into these iconic cities exploring Russian and Soviet history.
- Experience the Maslenitsa Festival (Groups) – an exploration of Russia's customs and traditions during this annual event.

Shore Excursions St. Petersburg is a bustling port which now welcomes a growing number of cruise ship visitors. Akorn Russia can organise a wealth of private sightseeing options, such as visiting the Hermitage and even lunch with a Russian family.

Incentives Russia is an exciting and imaginative incentive destination. Options include a tour to a vodka distillery with 200 brands, trying your hand at shooting a Kalashnikov rifle and a gala dinner at Yusopov Palace with Russian musical entertainment.

Sample Insider Access

- Lunch with a former KGB agent
- Matryoshka doll painting master class
- Private tour of Stalin's Bunker in Moscow
- Private tour of Star City – the Cosmonaut Centre and museum

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Akorn in the Rest of Europe

A 'Grand Tour of Europe' has long been a popular travel route, for very understandable reasons. The different customs, cultures, lifestyles and languages ensure that a pan-European tour is both exciting and varied.

Touring From the hustle and bustle of cosmopolitan cities, such as Berlin and Paris, to the tranquil tulip fields of the Netherlands, or the vineyards of France; Europe has many facades. The versatility and choice of destinations mean that we can easily create itineraries to cater for all needs – gastronomes may like to absorb the café society of Vienna or those seeking pure relaxation would enjoy Budapest, revered as the Spa Capital.

Example itineraries include

- An Indulgent Tour of Paris (FIT) – guests are royally treated with inclusions such as a foodie walking tour, private cookery and French table etiquette lessons and a personal shopper.
- The Great Masters (Group) – an art lovers' itinerary including visits to the top museums and galleries in Belgium and The Netherlands to see the work by the Old Masters.

Shore Excursions Europe is a popular cruise ship destination, no doubt due to the variety of stunning landscapes and fascinating cultures in a relatively small area. From exploring ancient sites in Santorini to wandering around the arty Provençal village of St. Paul de Vence.

Incentives Our key cities for incentive business are Paris, Prague, Budapest and Vienna with exciting experiences such as a tour of Paris in a 2CV car, or a typical Viennese evening at a wine tavern with musicians.

Sample Insider Access

- Privately tour the Estates Theatre, Prague with a champagne concert
- Explore the D-Day landing beaches with a Major
- Prepare a Greek gourmet feast in Crete with a top chef
- Learn the Viennese waltz in a baroque ballroom

AKORN Europe

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Akorn Europe currently offers FIT and Special Group services in the following countries:
Armenia • Austria • Azerbaijan • Belgium • Croatia • Czech Republic • France • Georgia • Germany • Greece • Hungary
Ireland • Italy • Kazakhstan • Luxembourg • Malta • Montenegro • Poland • Portugal • Russia • Slovakia • Slovenia • Spain
Switzerland • Tajikistan • The Netherlands • Turkmenistan • Ukraine • United Kingdom • Uzbekistan



Experienced local teams Our European offices are located in Cheltenham (UK), Florence (Italy), Moscow (Russia) and Madrid (Spain) with local teams of travel experts managing all ground operations at consistently high quality standards.

Akorn's local teams offer in-depth destination knowledge and access to unusual places ensuring our itineraries are distinctive and unique. Our infrastructure also allows us

to offer similar services in more than 20 further European countries, therefore multi-destination itineraries have become one of our most popular products, enabling you to use just one contact for your client's European travel needs.

Please note: Some of these destinations are only offered as part of a larger multi-country tour, but we will of course advise you of our capabilities on receipt of your enquiry. Due to the nature of some group and incentive travel we do not operate this type of tour in all destinations above, once again we are happy to discuss this with you.