



## GREENE KING

BURY ST EDMUNDS

**Who for:** Greene King

**What for:** To fuel sales excitement, Greene King launched an irresistible incentive: top-performing pub managers and their regional sales leads scored a coveted spot on an unforgettable adventure to Reykjavik, Iceland. Pour the pints, pack your bags – success never tasted this good.

### What we did:

**Turning wanderlust into reality, we worked closely with our client to craft an unforgettable escape for their team – finally ticking Iceland off everyone's bucket list!**

After exploring a range of dazzling options, Reykjavik emerged as the ultimate dream destination.

Our curated three-day adventure included seamless flights, stylish stays, hosted dinners, and a soothing Blue Lagoon experience for all 40 guests.

Guided throughout by a dedicated Cloud Nine host, the group not only revelled in Iceland's unique charm but, for a lucky few, witnessed the magic of the Northern Lights. The result? A trip as inspiring as it was memorable.



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