



# Sage

ve  
Space

veSpace x Sage  
Platinum Club Incentive 2025

# The Brief

Sage tasked veSpace with delivering an incentive with a difference! The event needed to encompass two, simultaneous agendas: one programme for their top performing Colleagues from their Sales team, and one programme running seamlessly alongside this for their top performing Partners. Both groups were invited to bring a guest with them. We also needed to accommodate the Sage executive team, who would be attending the event in support of their top performers. We needed to source an incredible destination that could host these two programmes with considerations for: travel from across the world, accommodation, activity options, offsite dining, entertainment and much more.

- Location: A once in a lifetime destination, with good international airport links
- Participants: 106 including crew
- Length of trip: 4 nights
- Bedrooms and accommodation required – 330 total room nights
- Full itinerary of flights, accommodation, activities, restaurants and transfers required





# Tromsø



Tromsø is known as the "Paris of the North" due to its vibrant cultural scene and lively atmosphere. It's also a popular destination for viewing the Northern Lights.



# Tromsø



Currency: Norwegian Kroner (NOK)



Language: Norwegian



Tromsø Airport (TOS)

We quickly settled on Tromsø, Norway, as our destination of choice. Tromsø is a vibrant Arctic city known for its stunning Northern Lights, midnight sun, and scenic fjords. As the gateway to the Arctic, it offers rich cultural experiences, polar history, and outdoor adventures like dog sledding and whale watching.

Tromsø gave us the perfect balance of breath-taking scenery, a multitude of engaging activity options and plenty of high quality dining venues.



# *The Hotel*

## **Clarion Hotel, The Edge**

With no 5-star hotels in Tromsø, our clear choice was the Clarion Hotel, The Edge. A stylish, modern hotel overlooking the waterfront, it offers stunning views of the Arctic landscape.

The hotel features contemporary rooms, a rooftop bar, and a renowned restaurant – making it the perfect choice for those seeking comfort and elegance in the heart of Tromsø.



# The Hotel

## Clarion Hotel, The Edge

On arrival, our guests were transferred directly from the airport to a private entrance at the hotel and welcomed by our onsite team to a fully branded Sage lounge.

This area acted as a meeting point and base for the group throughout the programme, with food (including Sage-branded cakes!), drinks and merchandise available.

We provided branded tissues, SPF and lip-balms - as well as other essentials that the group may have forgotten.

We even included our top tips for capturing the iconic Northern Lights on camera!





# The Programme

	Morning	Lunch	Afternoon/Evening	Dinner
Day 1	Arrivals and check-in	Arrivals and check-in	Arrivals and check-in	Team Dinner
Day 2	Remainder of arrivals and leisure time	Lunch to be taken at leisure at the hotel	Free time to explore the destination with plenty of suggestions from our team	Colleagues - Welcome Dinner
Day 3	Choice of activity	Colleagues - Lunch at Skirri Partners - Lunch at Camp Tamok	Choice of activity	Colleagues - Colleague Awards Partners - Welcome Dinner
Day 4	Camp Tamok	Lunch at Camp Tamok	Camp Tamok	Colleagues - Dine Arounds Choice of 3 Venues Partners - Partner Awards
Day 5	Fjord Cruise Sage Foundation Event	Lunch at Clarion, The Edge	Choice of activity	Farewell Dinner

# *The Activities*

Throughout the programme, attendees were offered a wide choice of engaging, local activities that they were able to pre-book according to their preference via their registration website. This offered everyone a totally personalised agenda, tailored to their interests. The full list available included:

- Sea Kayaking
- Artic Swimming
- Skiing Lesson
- Sea Fishing
- Spa
- Cable Car and Café on Fjellheisen
  - City Walk
  - Snow Shoeing
  - Dog Sledding
- Wine and Whiskey Tasting







# Camp Tamok

Day three of the agenda was a full day for both groups at the inimitable Camp Tamok.

Camp Tamok is a wilderness camp located in the Lyngen Alps near Tromsø. Here our guests were offered authentic Arctic experiences, including dog sledding, snowmobiling, and reindeer sledding. With minimal light pollution, it was also an excellent spot for viewing the Northern Lights! The camp provides a remote, immersive adventure in a stunning natural setting.







# Offsite Dinners

Throughout the course of the programme we needed to organise several offsite dinners for awards evenings, as well as offering guests the chance to enjoy informal dinners at their leisure. In addition to selecting a range of enchanting venues – sourced, tried and tested by us – our team carefully curated bespoke menus for each Sage dinner, carefully considering the guests and the occasion.





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# Farewell Dinner

For the climax of the programme, all guests were invited to a farewell dinner held at Tentipi, a truly unique location. Guests were greeted by fire dancers and treated to an exhilarating evening of food (including Crépé station and BBQ) and entertainment including performance from none other than Chesney Hawkes. As an extra special touch for our guests, the Northern Lights even decided to make an appearance!





# Challenges

Part of the appeal in Tromsø as a destination was it's remote location - it offers a wonderful sense of peaceful isolation that makes each experience there feel like it was created just for you. However, this in turn created obstacles in sourcing the items we needed to successfully deliver our event. We needed to meticulously plan the event and consider every single item we would need. At veSpace we love a challenge and we were able to navigate this by providing practical, thoughtful, and agile solutions.

We couldn't source floor length tablecloths for the event locally. Not wanting to compromise on the polished look of the event, the team travelled with them in their many suitcases from the UK.

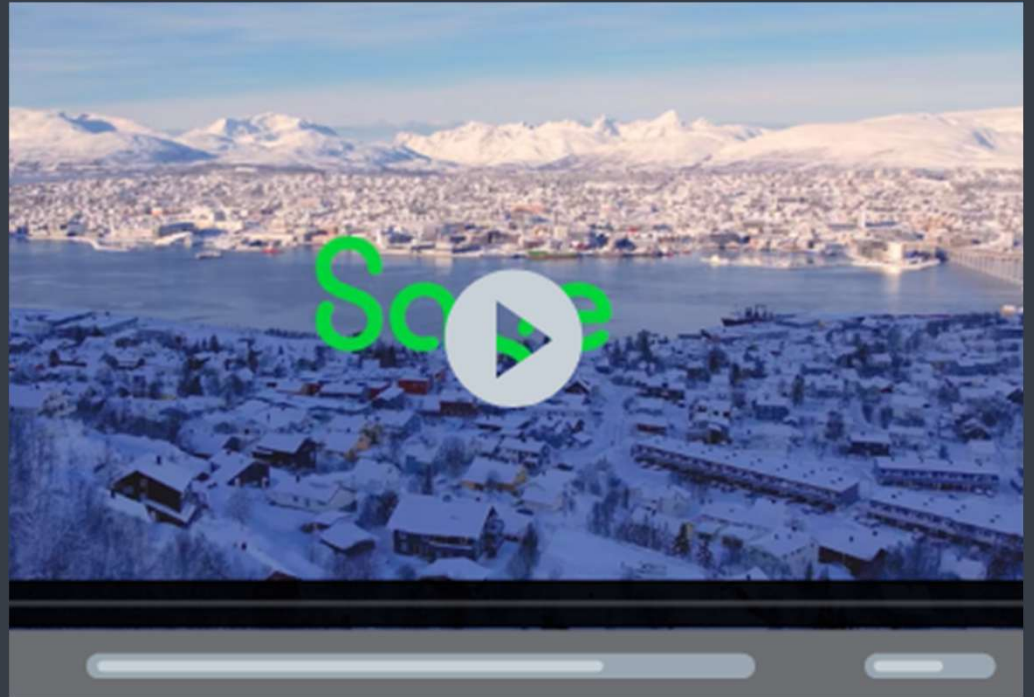
Furniture hire is not widely available as a service on Tromsø and where it is, it can be incredibly expensive. After some research we were instead able to purchase furniture from stores in Oslo, to be delivered to a collection point in Tromsø. We were able to collect it and use it successfully for the event. Post event, we donated this furniture to several local businesses ensuring nothing went to waste and everything we used was able to have a second life long after the event!

There are no mobile bars available to hire on Tromsø. We worked with our partners to task the local Prison with putting on a wood-working session. The result was skills learned for the participants and a beautiful bespoke bar that was donated to a local business after the event!



# The End Result

To really experience this magical event from the attendee's point of view, check out our highlights reel!





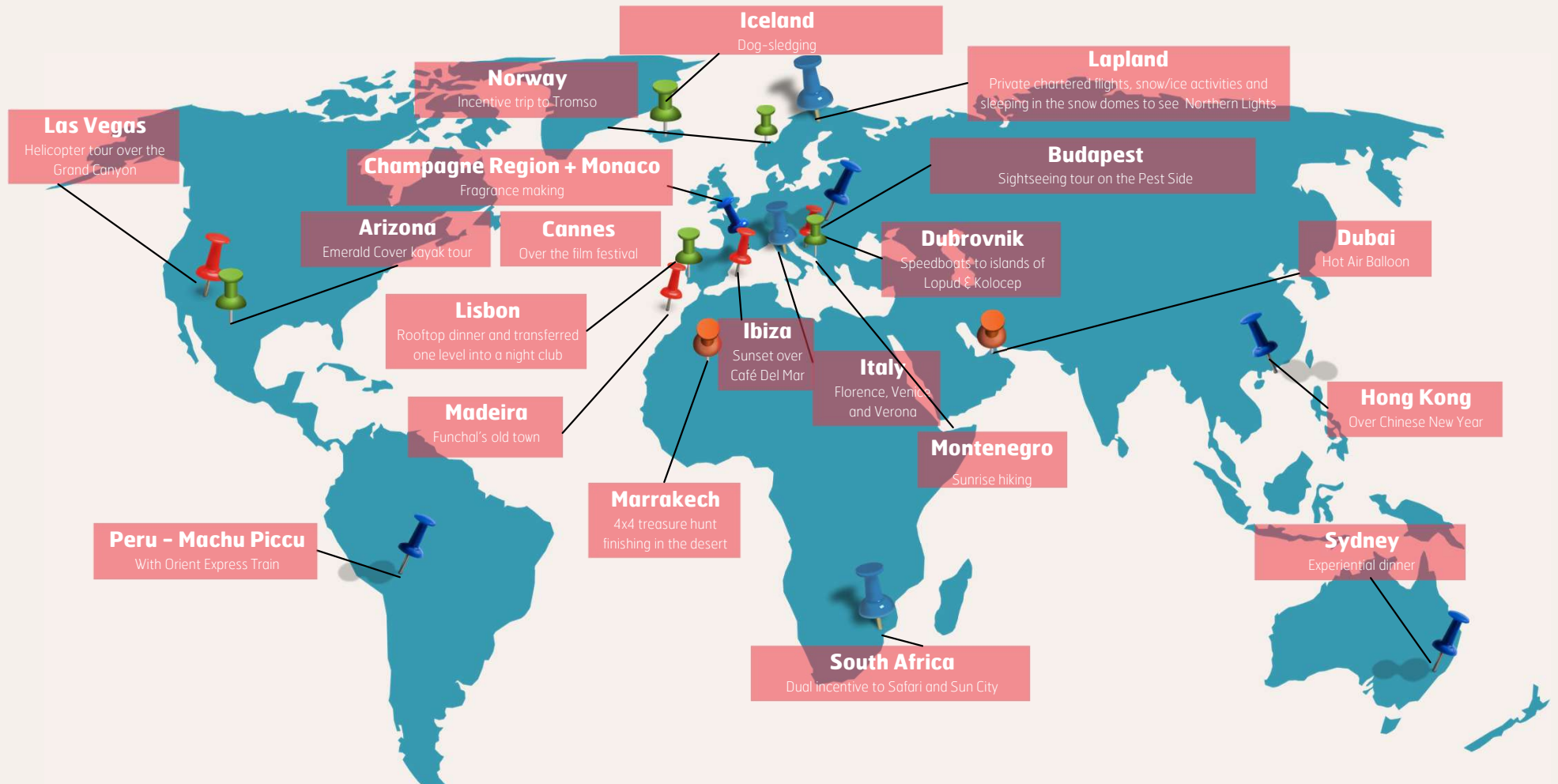
# The Verdict

“Taking this wonderful group to Tromsø was an absolute pleasure. It was a complex agenda to manage with so many moving parts in such a remote location but the Sage team made our lives easier by clearly communicating what they wanted to achieve. The scenery was spectacular, and we were able to give the guests a genuine once in a lifetime experience!”

Kim Cavilla  
veSpace COO and Operational Lead



# *Some of our other experience in Incentive Travel...*





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