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# EXPERIENCE

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Adventure. The freedom to roam through uncharted territories,  
unfamiliar locations and unforgettable landscapes.  
It's in the DNA of every Land Rover, and in the heart of everyone  
who's ever wanted to journey beyond the beaten track.

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For these intrepid travellers who yearn to explore, we've created the Land Rover Adventure Travel programme, a set of experiences designed to excite and inspire.

Each is an opportunity to journey through a breathtaking environment behind the wheel of some of the world's most capable SUVs. Not only will you see sights that will stay with you forever, you'll develop serious driving skills and bond with a team of fellow adventurous spirits.



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# LAPLAND

AN ICE-COLD ADVENTURE IN THE  
HEART OF THE FROZEN NORTH



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*"Lapland is a place where you can experience the European winter at its most beautiful."*

RIITTA BALZA





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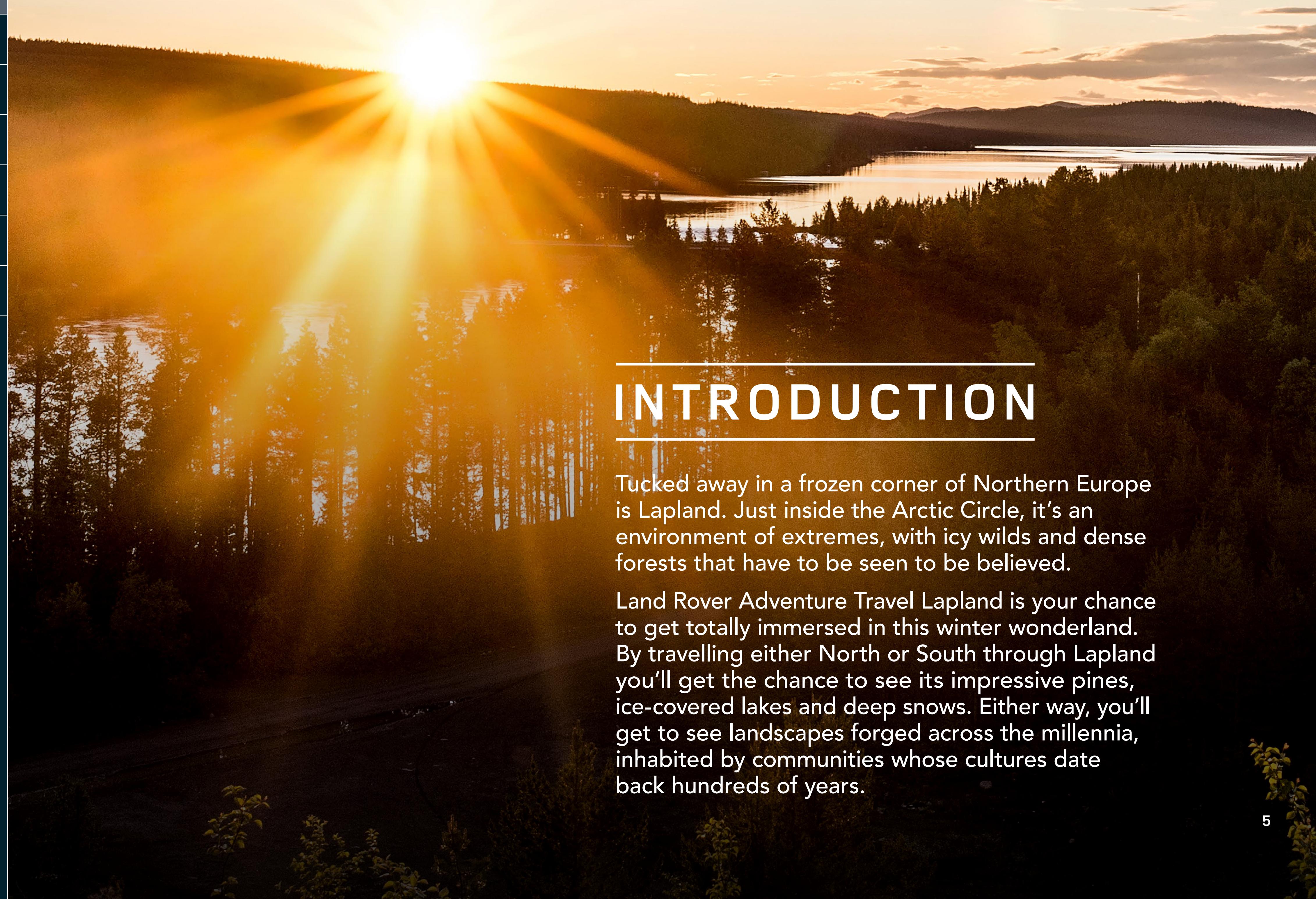
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## INTRODUCTION

Tucked away in a frozen corner of Northern Europe is Lapland. Just inside the Arctic Circle, it's an environment of extremes, with icy wilds and dense forests that have to be seen to be believed.

Land Rover Adventure Travel Lapland is your chance to get totally immersed in this winter wonderland. By travelling either North or South through Lapland you'll get the chance to see its impressive pines, ice-covered lakes and deep snows. Either way, you'll get to see landscapes forged across the millennia, inhabited by communities whose cultures date back hundreds of years.



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# OVERVIEW

A true Scandinavian experience, Land Rover Adventure Travel Lapland is a trip you'll never forget. From behind the wheel of a Range Rover Sport, the snow-covered Arctic landscape is like something from a fairy tale. Both of our four-day programmes are perfect introductions to this spectacular place.

With our expert team as your hosts, you'll be able to experience the best Lapland has to offer. From wildlife encounters to a lesson in authentic Swedish ice sculpting, every activity has been hand-picked especially for you.

At the heart of Land Rover Adventure Travel Lapland is, of course, the driving. Prepare to head off the beaten track in search of moose and reindeer, all under the watchful eye of our instructors. They're trained to help you get the very most from your experience.





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# ACCOMMODATION

Throughout the trip you'll be staying in a specially-curated selection of stylish hotels. Every night is in a different location, so you'll get to truly sample the huge range of experiences the region has to offer.

For nature-lovers, nothing rivals the unique rooms of the Treehotel. Situated in the heart of a pine forest, its rooms allow you to get up close and personal with some of Sweden's animal inhabitants.

You'll also get to experience modern Scandinavian interior design in our accommodation for night two. Relax, explore, or take advantage of the on-site gym and bowling alley.

To top off the trip, you'll stay in a warm room at the world-famous ICEHOTEL® with the option to upgrade to an ice room. It's hand-formed every season with fresh blocks of ice and snow collected from the frozen lake on which it sits.





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# CLIMATE

There are few places on Earth colder than Lapland. With seven months of winter every year, the subarctic climate creates quite literally breathtaking conditions. Expect average temperatures of around -7°C and extremes as low as -40°C. Precipitation (as snowfall) is low throughout the season, though a permafrost is present.





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[landrover.com/experience](http://landrover.com/experience)

## YOUR VEHICLE

**Equipped for adventure – Range Rover Sport**

To help tackle the frozen wilds of Lapland you'll be driving a Range Rover Sport. A highly-capable SUV, it features our full-suite of off-road technology including Terrain Response 2. All vehicles also feature heated seats and automatic transmissions.



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## LAPLAND TOURS

With both tours spread out over four days you'll have plenty of time to appreciate Lapland's beautiful landscape. If you choose to journey North you'll start the trip in Luleå, while South Tour guests begin their journey in Kiruna, the most northerly town in Sweden. For true driving enthusiasts, the South Tour offers the most time behind the wheel.

Each of these tours offer a mixture of driving experiences and traditional Scandinavian cultural activities. You can look forward to stunning views and, if you're lucky, the chance to see the iconic Aurora Borealis (northern lights).





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## **NORTH TOUR IN BRIEF**

**Day 1 – Arrive in Luleå and transfer to Treehotel.**

**Day 2 – Reindeer safari and introductory ice drive.**

**Day 3 – Drive to ICEHOTEL® and ice sculpting workshop.**

**Day 4 – Transfer to Kiruna Airport for flight home.**

Breakfast, lunch and dinner will be provided from day 1 to day 3.  
Breakfast will be provided on day 4.



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## DAY 1

Arrive in Luleå and transfer to Treehotel.

From the moment you step off the plane you'll be astounded by the intensity of the Swedish winter. But don't worry – our team will be on hand to quickly transfer you to your first destination: the Treehotel. Here you'll be staying in one of their unique rooms, all situated in the heart of a thick pine forest.

Your evening meal will be a three-course candlelit dinner. Served on the frozen lake, it will be a fantastic introduction to warm Scandinavian hospitality.





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## DAY 2

### Reindeer safari and introductory ice drive.

An action-packed day. You'll head to the small community of Jokkmokk, where you'll cross the Arctic Circle. Here you'll spend time with a member of the Sami people, who'll share with you their fascinating history and culture over a traditional lunch. You'll also be introduced to Lapland's most famous inhabitants: reindeer.

Then it's time to head out on a frozen lake for an introduction to ice driving. Thrills are guaranteed as you push your vehicle and yourself to the limit.

After all the adrenaline it's time to wind down at your hotel. It's a quintessential piece of modern Swedish design, with stunning views. Enjoy the sauna and steam rooms, and get competitive over a team game of bowling.



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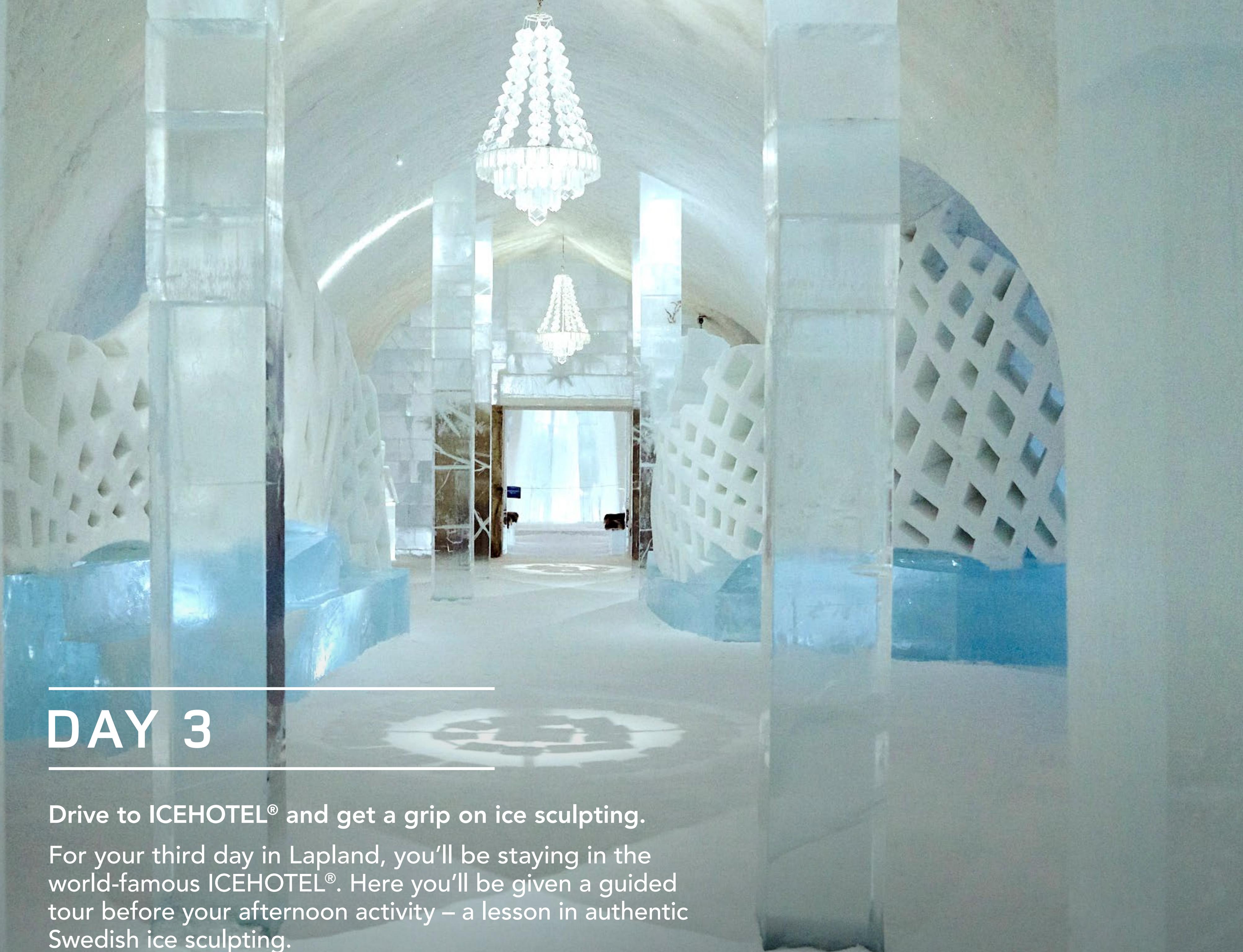
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## DAY 3

Drive to ICEHOTEL® and get a grip on ice sculpting.

For your third day in Lapland, you'll be staying in the world-famous ICEHOTEL®. Here you'll be given a guided tour before your afternoon activity – a lesson in authentic Swedish ice sculpting.

After that it's time for your evening meal. You'll be served a five-course dinner, presented on the same ice blocks that make up the construction of the hotel. Your trip includes an overnight stay in the standard warm room or, for those seeking a truly immersive experience, there is the option to upgrade to a room created from hand-formed blocks of Torne River ice.





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After the excitement of the previous three days it's time to say farewell to your fellow guests as you transfer to Kiruna Airport for your flights home.



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## SOUTH TOUR IN BRIEF

**Day 1 – Arrive in Kiruna and transfer to ICEHOTEL®.**

**Day 2 – Reindeer safari and introductory ice drive.**

**Day 3 – Drive to Treehotel and dinner on the lake.**

**Day 4 – Transfer to Luleå Airport for flight home.**

Breakfast, lunch and dinner will be provided from day 1 to day 3.  
Breakfast will be provided on day 4.



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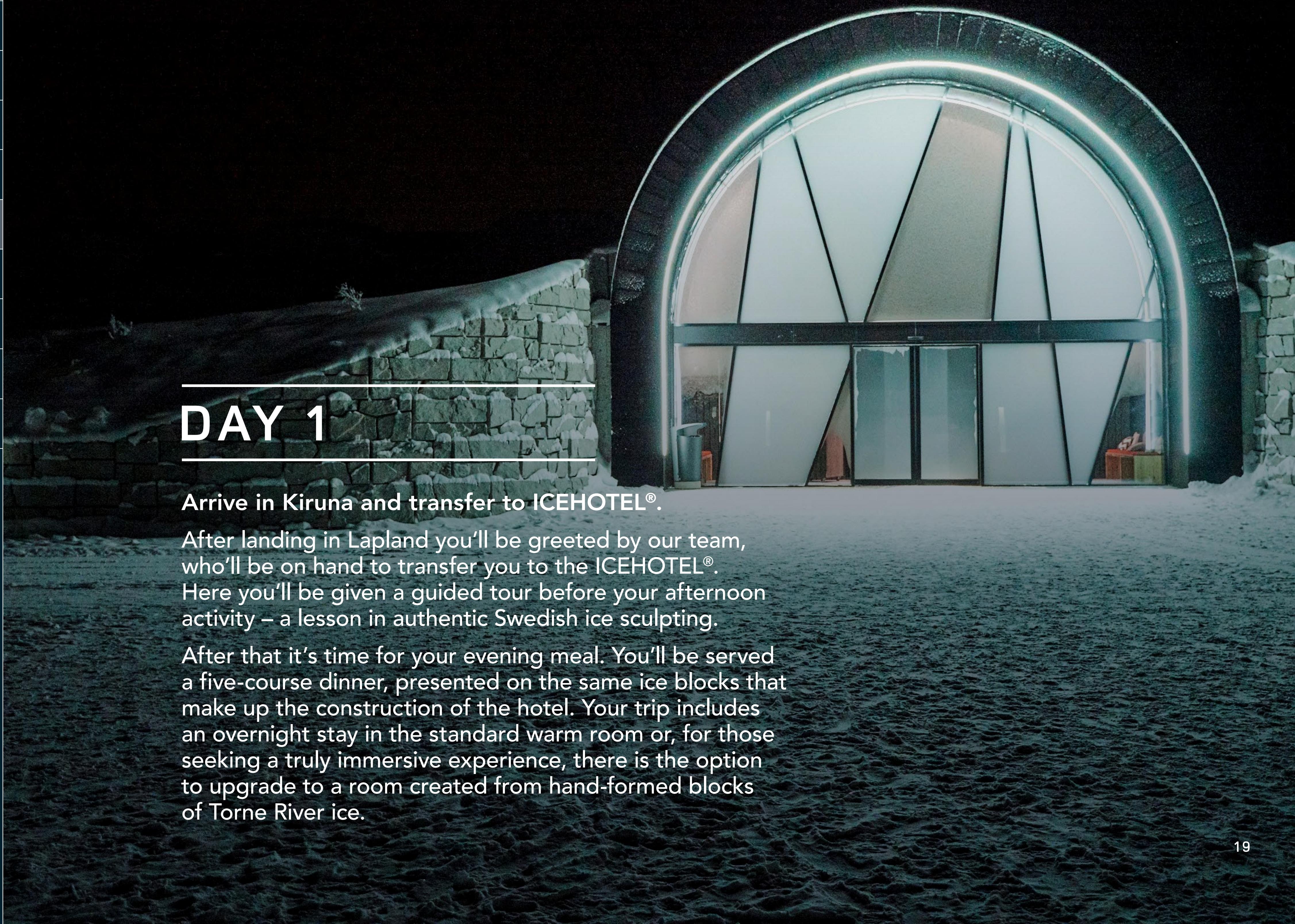
## DAY 1

### Arrive in Kiruna and transfer to ICEHOTEL®.

After landing in Lapland you'll be greeted by our team, who'll be on hand to transfer you to the ICEHOTEL®.

Here you'll be given a guided tour before your afternoon activity – a lesson in authentic Swedish ice sculpting.

After that it's time for your evening meal. You'll be served a five-course dinner, presented on the same ice blocks that make up the construction of the hotel. Your trip includes an overnight stay in the standard warm room or, for those seeking a truly immersive experience, there is the option to upgrade to a room created from hand-formed blocks of Torne River ice.





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## DAY 3

Drive to Treehotel and dinner on the lake.

Today's destination is the Treehotel. Here you'll be staying in one of their unique rooms, all situated in the heart of a thick pine forest.

Your evening meal will be a three-course candlelit dinner. Served on the frozen lake, it will be a memorable conclusion to your time in this beautiful location.





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## DAY 4

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After the excitement of the previous three days it's time to say farewell to your fellow guests as you transfer to Luleå Airport for your flights home.



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## MEET THE TEAM

All of the Land Rover Adventure Travel Lapland instructors are experienced off-road drivers. They're trained to get the most out of every adventurer, no matter the level of experience.

Most importantly, they're all passionate about exploring frozen landscapes and sharing their wisdom with our expedition groups.



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## BOOKING YOUR ADVENTURE

To see even more action from the Land Rover Adventure Travel Lapland, please head to the [Land Rover website](#). Here you can see all of the packages and upcoming dates available to book your own adventure.

## FAQ

If you have any questions about Land Rover Adventure Travel Lapland, please have a look through the FAQ section on our [website](#). Alternatively, get in touch with us by email: [jlriceacademy@zerotwonine.com](mailto:jlriceacademy@zerotwonine.com) or by telephone: +49 69 460 97 47 47 (09h00 – 18h00 (CET), Monday to Friday. (Local operator charges may apply.)

## EXPERIENCE MORE

Land Rover Adventure Travel Lapland is just one of a whole range of exciting Jaguar and Land Rover adventures available all around the globe. From the wilderness of Namibia to the off-road trails of Moab, Utah, our unique experiences will always take you out of your comfort zone.

