



ICEHOTEL® Winter 07



ICEHOTEL



Once upon a time, there was a river...



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From the Ice Age to the Present



Ten thousand years ago, glaciers carved a riverbed and the Torne River was born. Since then, the crystal-clear, pure water of the Torne River has flowed freely along its 600-kilometer path through Lapland out to the sea in the southeast.

In this region, nature's manifestations shift with the succession of the seasons. When winter arrives, the river slows down and falls into a well-deserved slumber. The whole world becomes white and time seems to stand utterly still.

Strong yet easily molded, the ice from the Torne River offers itself to be shaped into art forms, design and architecture of the highest order. As a result, every year for a few intense months in the winter, visitors can

experience ICEHOTEL in Jukkasjärvi – the first and the largest hotel in the world built from snow and ice.

The entire ICEHOTEL is on loan from the mighty Torne River and is a place where time stands still. Just a short period before, fish swam in the water and the river was a crashing torrent of whitewater, wild and frothing. And very soon, when the spring comes and then finally the summer, the rooms, the suites, the bar, the reception, in fact the entire creation, will once again become part of the rushing rapids coursing toward the sea.

Take a leaf out of the river's book: stop a while and take your time. Let your encounter with ICEHOTEL inspire warming thoughts about the nature of things and the eternal cycle of nature.

A hotel built of dreams



Over the past sixteen years, we have built a new hotel of snow and ice every winter. It sounds like a fairy tale, but in fact, it is a dream – a dream turned into reality year after year.

ICEHOTEL is the result of innovative power and modern design blended with architectural expertise. It is a project of lofty ambitions, born of a vision nurtured on a Scandinavian feeling for architecture and design.

Over the years, we have experimented with various forms of arches. It is the arches that form the core of the entire ICEHOTEL structure. One of our main sources of inspiration has been cathedrals. The optimal parabola, the one that produces the strongest arch, was found in Gaudí's arch construction principle.

When the spring comes and the rays of the sun start to melt ICEHOTEL, the top of the arch opens up. The structure never collapses. ICEHOTEL can slowly trickle back into the Torne River.

Next winter, however, it all begins again, as a new ICEHOTEL rises up in Jukkasjärvi. ICEHOTEL is a magnificent architectonic creation that almost doesn't exist – so strong, luminous and overwhelming that it leaves no one unmoved.

Ice suite by Tjåsa Gusfors, 2002.

Ice pillars that support the snow structure and ice chandelier are the signature of ICEHOTEL. Designed by Åke Larsson and Arne Bergh.



Blend in with the art



An encounter with ICEHOTEL is an encounter with art and design of the highest class. Innovation and modern expressions flourish here in the appreciative and accepting atmosphere. All ideas are welcome in this creative environment.

Creating in snow and ice is a new form of art that allows artists to explore, experiment and challenge the limits of their skill. ICEHOTEL is a pioneering project that attracts artists from every corner of the earth.

When you visit ICEHOTEL, let yourself be inspired by the landscape architect's winter garden and the fur-

niture designer's clean lines in the crystal-clear ice – or by the sculptor, testing the limits of an entirely new material.

And best of all, you yourself can blend in with the art. When you visit ICEHOTEL, you spend your days and nights among fantastic sculptures created by highly skilled and often well-known artists to give you an entirely new experience.

We're just waiting for you. Prepare to let ICEHOTEL fill up your senses.

Above: ICEHOTEL is a winter garden. Lena Kriström-Kulin worked on the grounds of ICEHOTEL together with seven students of landscape architecture at the Swedish University of Agricultural Sciences in Ultuna. 2006.

> Detail of the font in the ice church, created by sculptors Ragnhild Brodow and Lena Kriström-Kulin. 2006.

>> Visiona 3 was created as a tribute to artist Verner Panton and is an interpretation of his colour and light installation Visiona 2. By Jens Thoms and Mats Nilsson. 2006.



Eternal vows in an ephemeral church



The need to show respect, to focus on one's own thoughts and reflect on the nature of things is a feeling you get from an encounter with ICEHOTEL. Many pieces of life's puzzle seem to fall into place here, in the ice church on the Torne River.

The ceremony and the unique experience of the place, the ice, the snow and the almost unreal environment leave no-one untouched. And perhaps the shared memories and experiences are stronger for the very reason that the church is impermanent. When no architectural memento exists, the memories and the vows exchanged are especially cherished.

< The 2005 ice church was designed by Tjåsa Gusfors.



> Couples from all over the world come to Jukkasjärvi to pledge eternal fidelity to each other. Children from far and wide are baptized here. And already married couples can have their marriage blessed in the celestially beautiful ice church. ICEHOTEL can assist by providing formal requirements, such as an investiga-

tion as to possible impediments. > The planning time for a wedding in the ice church varies from a few months to a few years. We recommend that you contact us well in advance. > Regarding clothing, everything from traditional bridal dress to a snowmobile suit will work. It is wise, however, to think in terms of warmth.

> Couples who wish to get married in the summer, bathed in the warmth and light of the midnight sun, may choose Jukkasjärvi Chapel, the oldest wooden chapel in Lapland – or why not an outdoor wedding in the countryside?

An ice-night to remember



"Change of state" ice suite by Daniel Rosenbaum and Dylan Pillemer, Australia. 2006.

Staying at ICEHOTEL is a must for the modern adventurer – an experience utterly unlike other hotel stays.

After a day of adventure, nightfall approaches quickly. The outdoor temperature drops and when you step inside ICEHOTEL, you feel a rush of warm air. Inside, the temperature is never colder than -5 °C to -8 °C, regardless of how cold it may be outside. It will soon be time to climb into bed. Dress in warm thermal underwear, put on a hat and slip into the cozy sleeping bag. Share the whole surrealistic ice-night with someone special.

Let it be a night to remember.



< ICEHOTEL SUITE. (Single or double accommodation). Spend the night in an art installation. Every year, artists come from all over the world to Jukkasjärvi to decorate the various suites. No two suites are alike and no suite is repeated from one year to the next.

The unique ICEHOTEL suites are decorated with ice art and ice sculptures.

< "Seduction" ice suite by Patric Dallard, France. 2006.



< ICEHOTEL DE LUXE SUITE (Single or double accommodation). These rooms are something quite extraordinary in terms of their decor and size. A room for a special occasion, or simply because you're worth it.

< Suite by Thomas Wingate, 2005.



< ICEHOTEL DOUBLE ROOM (Single or double accommodation). You can also choose ICEHOTEL Family Room, offering sleeping accommodation for four people.

Sleep tight on a bed of ice

The bed you sleep on consists of an ice block and a thick mattress, covered with reindeer skins. You sleep in a sleeping bag. In the morning you are wakened with a mug of hot lingonberry juice.

ICEHOTEL becomes an ice museum that receives daytime visitors from 10 a.m. to 6 p.m. After 6 p.m., overnight guests take over.

Before your overnight stay, the porter takes your luggage to a special luggage area. Remember: if you take your luggage with you to your room, it will freeze.

Heated washrooms and changing rooms are provided in the heated section that is built into ICEHOTEL.

Women's and men's morning sauna facilities are provided in adjacent buildings.

Common areas for changing and personal hygiene are provided next to our sauna facilities.

Instead of a door to your hotel room, there is a curtain that you pull shut before retiring.

Guided tours included for overnight guests at ICEHOTEL with useful information about your stay. In English or Swedish.

A breakfast buffet is served in the ICEHOTEL Restaurant.

Lunch and dinner featuring local delicacies can be enjoyed in the ICEHOTEL Restaurant or the Homestead Restaurant. It is a good idea to reserve a table for dinner.

Round off your evening with a cocktail "in the rocks" at the ABSOLUT ICEBAR. It will warm you up before you trundle off to bed!

Warm outer clothing is included in the price of accommodation when you stay at ICEHOTEL: snowmobile suit, winter boots, hat and mittens.

! Don't forget to bring warm clothing of your own. See page 21 for further information.

Warm and cozy in the subarctic winter



The temperature plummets toward minus 30 degrees, the snow crackles underfoot and the cold makes the walls of the buildings crack. It feels good to come in from the cold, especially after an entire day spent outdoors.

In Jukkasjärvi you have several accommodation options to choose from. And of course you can also combine types of accommodation – for example, one night in ICEHOTEL and the remaining nights in one of our heated alternatives.

Take advantage of the entire range of ICEHOTEL's activities, experience its art and design, dine sumptuously in one of its restaurants. Discover how simple and comfortable it is to explore the unique, subarctic environment of Jukkasjärvi.



< **KAAMOS HOTEL ROOMS.** Double rooms are large and light, like the midwinter sun in Kaamos, and are furnished in modern Scandinavia style. Double bed, bathroom with shower and WC. Twin beds in some rooms.

> **NORTHERN LIGHTS BUNGALOW.** Two separate bedrooms, one single and one double – altogether three beds. Regular double bed (not twin beds). The bedrooms have skylights offering a view of the midnight sun or the Northern Lights. Living room with fridge, kettle, TV and telephone.



< **NORDIC BUNGALOW.** Two separate bedrooms, one with twin beds, one with bunk beds. Living room with fridge, kettle and telephone.

A taste of Lapland



< Delicacies served on ice from the Torne River – purer than water.

Ingredients from deep forests, high mountains and clean rivers form the basis for the ICEHOTEL larder. Our talented chefs transform natural assets such as reindeer, elk, char and grouse into tasty delicacies.

You have a choice of two restaurants – ICEHOTEL Restaurant or Homestead Restaurant – offering two entirely different types of surroundings and atmosphere.

The ICEHOTEL Restaurant is bright and spacious and forms a more modern setting. The Homestead Restaurant, on the other hand, represents a genuine old-fashioned timbered atmosphere.

Regardless of which restaurant you choose, the meals are of the same high standard. You will enjoy culinary delights, often served on ice from the Torne River – designed to awaken and surprise your taste buds, naturally.



> A rustic and historical environment in the Homestead Restaurant from 1768.

>> Magnificent experiences are best enjoyed in good company and with good food. ICEHOTEL Restaurant, Jukkasjärvi.

>>> Join an excursion and enjoy a meal cooked over a campfire.



Chill out in the cool ABSOLUT ICEBAR



< The world's first bar of ice became ABSOLUT ICEBAR in 1994 as a result of a partnership between ICEHOTEL and ABSOLUT, and is recreated each year in ICEHOTEL. In summer ABSOLUT ICEBAR JUKKASJÄRVI moves into ICEHOTEL Art Center.



ABSOLUT ICEBAR STOCKHOLM. Opened in 2002 in the Nordic Sea Hotel on Stockholm's Vasaplan Square.



Visit **ABSOLUT ICEBAR LONDON** at Heddon Street in London – a stone's throw from Piccadilly Circus.

In ABSOLUT ICEBAR Jukkasjärvi guests gather to reflect on their encounter with ice and snow. Drinks at ABSOLUT ICEBAR are served not “on the rocks,” but rather “in the rocks.”

Even though the temperature stays below zero, the atmosphere is warm and cosmopolitan. The color scheme emphasizes crystal-clear and white, producing a dreamlike, magical effect.

Today, ICEHOTEL and ABSOLUT ICEBAR have entered the global arena. The pure, clean ice from the Torne River is exported to different locations worldwide, providing an exclusive addition to various events. ABSOLUT ICEBAR can be found in teeming international metropolises like Jukkasjärvi, Stockholm, Milan, London and Tokyo.

It is a remarkable feeling to be in a room where time stands still. The impermanence and the mystique around ice and snow reinforce the feeling that ICEHOTEL and ABSOLUT ICEBAR are like an extended real-life waking dream.

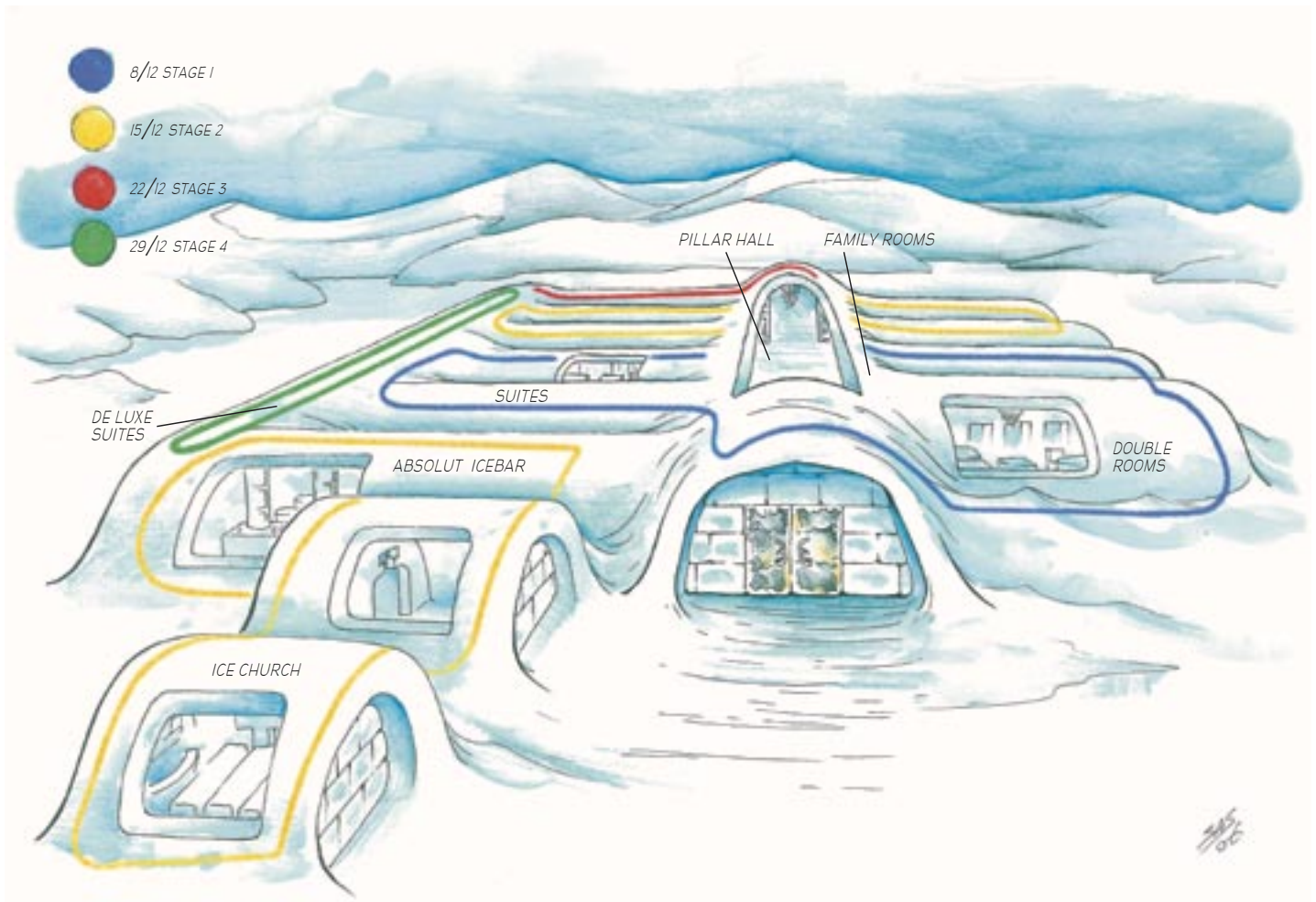


ABSOLUT ICEBAR MILAN. Since 2004, visitors to Milan have been able to visit the ice-cold bar in the Townhouse 12 design hotel in the heart of Milan's popular fashion district.



ABSOLUT ICEBAR TOKYO opened in February 2006, making it the first ABSOLUT ICEBAR outside Europe. It is located in the Nishiiazabu district.

ICEHOTEL takes shape



Each year a unique new ICEHOTEL is created on the shore of the Torne river in Jukkasjärvi. In the little village far north of the Arctic Circle a team of snow builders, architects, designers and artists gather from every corner of the world. Together, under the guidance of the ICEHOTEL Art & Design group, they create this year's incarnation of ICEHOTEL. It is a fascinating experience to watch ICEHOTEL take shape on location, and at the same time gives you an enviable insight into the special considerations that apply when designing, building and sculpting in snow and ice.

See our timetable, which illustrates the various stages of building and moving into ICEHOTEL each year. Because we build under the open sky using snow and ice, which are natural materials, we are dependent on mother nature, and are sometimes compelled to change our timetable and plans. We therefore ask that you make allowances for any changes in timing.

You're most welcome to come and see the creation of ICEHOTEL in its sixteenth incarnation.

WATCH THE NEW ICEHOTEL GROW

If you stay with us between 8 and 29 December you will have a unique opportunity to follow the creative process. Each day we make a tour of the site and give you the opportunity to meet members of the team who will talk about the construction process. The tours are free of charge and take place at the same time as the standard check-in tour.

With a feeling for ice and snow

ICEHOTEL is much in demand as a studio for artists, architects and designers worldwide. Every winter they trek from far and wide to Jukkasjärvi in Lapland, driven by a longing to express themselves in snow and ice.

And the material is in good supply. At Jukkasjärvi, the ground is covered by a meter of snow for most of the year. In sub-zero temperatures, in the magical polar night, artists create architecture, art and design that sparkles with life and warmth.

Throughout ICEHOTEL's 16-year history, these ice artists – under the leadership of ice architect Åke Larsson and the Artistic Director of ICEHOTEL, Arne Bergh – have accumulated a great store of knowledge of techniques for working in snow and ice. It is a great asset and provides an added dimension for visitors to ICEHOTEL.



GUIDED TOUR OF ICEHOTEL. Join a guided tour and learn about the exciting history of ICEHOTEL. Tours in Swedish begin at 10 a.m., 12 noon, 2 p.m. and 4 p.m. Tours in English begin at 11 a.m., 1 p.m., 3 p.m.

ICEHOTEL is open to day visitors throughout the winter season from 10:00 a.m. to 6:00 p.m. After 6:00 p.m., the hotel is only open to overnight guests.

SPECIAL TOURS. These tours, which focus on art, architecture and design, give you an opportunity to get close to ICEHOTEL's creations in ice and snow. Guided special tours in Swedish and English are available on request. Minimum 10 participants. Each tour takes approximately 1.5 hours.



> The ice relief is a detail of the interior of the "Moonlight night" suite by Natsuki Munakata and Shingo Saito, Japan. 2006.



> The feeling when the sharp implements cut into the ice. And then the sound of the ice crystals falling on the ground – an ICEHOTEL experience not to be missed.

ICE SCULPTING. A must for visitors to ICEHOTEL. The material – the crystal-clear ice – is plentiful around Jukkasjärvi. ICEHOTEL artists introduce you to the magical world of ice sculpting using special ice implements and with professional guidance. Feel the flow of your own creativity in the company of friends and colleagues as you create together.

Daily at 11 a.m. Includes a mug of hot lingonberry drink. Minimum age: 12.

NEW PRODUCT! CROSS COUNTRY SKI EXCURSION. 15-minute drive by tracked (track-laying) vehicle to the top of the mountain and the view point. Here we strap on our cross country skis and ski back to ICEHOTEL, around 5 km. Includes guide/cross country ski instructor, coffee/tea and home made bread.

Daily: 11:30–13:30 p.m.

SNOWSHOE EXCURSION WITH VIEW OF ICEHOTEL.

A five-minute drive by minibus to the foot of the mountain, where we strap on our snowshoes and hike up to the lookout point on the mountain Puimonen. At the top, we will stop for coffee and to enjoy the view of ICEHOTEL. The braver ones in the group may want to abseil back down the mountain, while the rest of us will trek back down the mountain with our snowshoes. We regroup under the rocky outcrop to proceed together back to the minibus waiting at the starting point.

Daily 9:00–11:00 a.m.

ⓘ Assemble 15 minutes prior to departure.



RENTING EQUIPMENT. If you would like to take off on your own to explore the immediate vicinity of ICEHOTEL, you can rent snowshoes and skis and other ski equipment. Backpacks and ice-fishing equipment are also available. Refer to the price list for further information.

Making tracks on unmarked routes

Thanks to the snowmobile, we can traverse untouched snowfields to places that would otherwise be inaccessible. Here in Lapland, the snowmobile has been an indispensable piece of equipment since the 1950s. Nowadays, the snowmobile is the preferred means of transport in the winter, both for those of us who live here and for our guests.

Let us take you on a guided snowmobile safari and teach you to master the vehicle that is a part of our culture. Let yourself be intoxicated by freedom, speed and a feeling for snow.



ICEHOTEL Adventures uses Polaris Frontier Touring snowmobiles. This snowmobile has BAT certification – Best Available Technology – from the US Environmental Protection Agency. Due to its four-stroke engine technology, this snowmobile is the quietest and most environmentally friendly on the market.

Snowmobile safari

SNOWMOBILE FROM KIRUNA AIRPORT TO JUKKASJÄRVI. Our guide meets you when you arrive at Kiruna Airport. You are immediately given warm outer clothing and your luggage is transferred to ICEHOTEL. A sandwich and a drink are served before you leave the airport or during a stop en route. Daily schedule: in conjunction with flight arrivals, journey time is 2.5 hours.

SNOWMOBILE EXCURSION, 1.5 hrs. Guided excursion, 2 persons per vehicle. After instructions on driving and safety measures, the group takes off on a 1.5 hour snowmobile safari through the ancient forests that surround Jukkasjärvi. Daily: 4:30–6:00 p.m.

* **MOOSE SAFARI BY SNOWMOBILE.** Read about our exclusive special excursion on page 17.

WILDERNESS SAFARI BY SNOWMOBILE, 3.5 hrs. An extra-long guided snowmobile ride through the wilderness in and around the ancient forest that surrounds Jukkasjärvi, including a traditional wilderness lunch. The lunch features smoked reindeer meat on bread plus salmon soup with herb aioli, followed by lingonberry cake served with coffee or tea. Daily: 11:45 a.m.–3:15 p.m.

> Our wilderness camps, have neither electricity nor running water. Photo of the Lappeasuando wilderness camp.



ⓘ The Northern Lights are a natural phenomenon and therefore, we cannot guarantee that they will occur.

SNOWMOBILE EXCURSION INCLUDING OVERNIGHT STAY AT WILDERNESS CAMP. Join us for a two-day guided snowmobile excursion into the wilderness. You will drive through a wilderness area covered with deep snow and through dense forest. In the company of our experienced and knowledgeable guides, this is a trip you will never forget. Your dinner at the wilderness camp comprises a main course and dessert. The menu varies according to the season, but always comprises local ingredients. In the morning, you are served a hearty breakfast before jumping on the snowmobiles again to set off for new adventures. We stop for a snack over an open campfire. Considering the length of the excursion, we recommend one person per snowmobile. Meals and towels for the sauna are included in the price. Departure (Day 1): Fridays, 4:00 p.m., Saturdays 4:00 p.m. Finish (Day 2): Saturdays 11 a.m., Sundays 11 a.m.



ⓘ More detailed information about this safari is available on request. We reserve the right to change the safari length and route in extreme weather conditions and when the temperature drops to less than 20 degrees below zero. The distance covered varies from about 40 kilometers to 140 kilometers, depending on which wilderness camp we decide to use, and on weather and terrain conditions. Assemble 15 minutes prior to departure, for all activities.

Arctic Trail – invisible tracks over roadless terrain



Explore the landscape of Saami culture in Lapland. Travel along the ancient trails of this aboriginal people, through the forest and over the mountains. The daily life of the Saami, bartering on the shores of the Arctic Ocean, reindeer migration and the summer homesteads tell of a life in harmony with animals and nature.

Come along on an unusual and fascinating safari, far off the beaten path.

ICEHOTEL, THE BOUNDARY STONE OF THREE NORDIC COUNTRIES AND ABISKO NATIONAL RESERVE.

From the dense pine forests in the subarctic region through snowcovered and high mountains. Following one of the Arctic trails highest located routes in Swedish Lapland.

Day 1. Arrival at Kiruna airport. Briefing of the safari and snowmobile education during the afternoon. Guided visit at the Icehotel. Dinner at the local Inn. Overnight in cottages, doublerooms.

Day 2. Icehotel–Kilpisjärvi, approximately 180 km. We travel towards the mountainside and passes the sami village of Vuosko before we start to climb up to the tundra area. Sauna, dinner and overnight in at the Finnish side of the border in the village of Kilpisjärvi. Dinner at restaurant and accommodation in cottages.

Day 3. Kilpisjärvi–Abisko or Låktatjåkko mountain hut, approximately 190 km. Snowmobile driving above the tree limit of the Swedish mountains almost the hole day. The day starts with a visit at the boundary stone were three Nordic countries meets. Sweden, Finland and Norway. Wilderness lunch outdoors in the open . After a long day surrounded with snow covered mountains we reach Abisko National Reserve. Dinner at the local restaurant and accommodation in cottages or at the mountain hut (wheater depending).

Day 4. Abisko–Kiruna, approximately 130 km. Before we continue our safari, we make a short visit at Abisko Naturrum, an exhibition witch will tell us about the nature and culture of the Abisko area. Wilderness lunch outdoors in the open. Dinner and overnight in Kiruna or Jukkasjärvi.

Day 5. After breakfast a short transfer to Kiruna airport.

Departures: April 12–16, April 19–23.



Arctic Trail – invisible tracks over roadless terrain



FROM ICEHOTEL TO THE NORWEGIAN SEA

From the deep pine forests of the sub-arctic region through high snow-covered mountains. We follow one of the highest tracks in Swedish Lapland, trying our luck in fishing char, trout and grayling.

Day 1. Arrival at Kiruna Airport. Briefing on the safari and snowmobile instructions in the afternoon. Guided tour of ICEHOTEL. Dinner at the ICEHOTEL Restaurant. Overnight accommodation in cabins (double rooms).

Day 2. ICEHOTEL to Råstojaure, approximately 140 kilometers. We travel towards the mountains, passing the village of Vuosko before climbing toward the tundra. Sauna, dinner and accommodation at a wilderness camp at the large Rostujavri Lake.

Day 3. Råstojaure–Kilpisjärvi–Norwegian sea–Kilpisjärvi, approximately 150 kilometers. We cross the Finnish-Norwegian border and drive down toward the North Atlantic Ocean, weather permitting. Dinner and accommodation in cabins.

Day 4. Kilpisjärvi–Soppero, approximately 130 kilometers. We continue our safari and today we try our luck at ice-fishing. Char, trout and grayling are common catches in these waters. Outdoor wilderness lunch. Dinner and accommodation at wilderness camp.

Day 5. Soppero–ICEHOTEL, approximately 60 kilometers. On the very final day of our snowmobile safari, we conclude our adventure in Jukkasjärvi at the ABSOLUT ICEBAR, one of the world's coolest bars. Following a brief ceremony to present the Arctic Circle and Arctic Trail diplomas, it is time for transfer to Kiruna Airport.

Departures: March 29–April 2.

EXCLUSIVE FOOD AND SNOWMOBILE EXCURSION

Day 1. Kiruna Airport–Nikkaluokta, approximately 85 kilometers: Arrival at Kiruna Airport. This Lapland adventure begins inside the welcome kâta – or Saami-style tent – called Guossagoathi, which is just outside the airport gates. We start with lunch, consisting of small dishes prepared according to local traditions. Then, we mount our snowmobiles and take off to the foot of the highest mountain in Lapland, Kebnekaise. We then dine with Saami hosts who serve the best from the rich Saami traditions. We spend the night in cabins.

Day 2. Nikkaluokta–Lappesuando, approximately 160 kilometers: Snowmobiles transport us to the mountains of Lapland and to our camp deep in the pine forest surrounding the Kaitum nature conservation area. We enjoy an outdoor lunch prepared over a campfire by our guide and outdoor cook. The evening meal consists of a variety of dishes based on Lapland game – fish, fowl and meat. We spend the night in timbered cabins.

Day 3. Lappesuando–Vittangivaara–ICEHOTEL, approximately 120 kilometers: We leave Lappesuando and travel to Jukkasjärvi and ICEHOTEL, stopping for an outdoor lunch on the way. On our arrival at ICEHOTEL, we are given a guided tour of the hotel, before taking a sauna and a dip in our hot tubs. Dinner served on ice plates made from the pure ice of the Torne River

will provide a culinary experience to remember.

Sleeping accommodation in ICEHOTEL.

Day 4. Breakfast and transfer to Kiruna Airport.

Departures in: April 5–8.



Ice-cool control with Saab



The ice awaits, engine revving, snow flying. Behind the wheel of a Saab 9-3 Sport Combi you finally get the chance to try out the safety systems in a way you never could on a normal road. You get a fantastic sensation of total control as everything you've learned works perfectly.

Saab Ice Driving Event is a driving experience on ice that gives you the opportunity to improve your driving skills. You get an insight into the safety systems that modern cars are equipped with. Under the supervision of skilled instructors you drive a car on an ice track. We start with manoeuvring tests that push the ABS and stabilization systems to the limit. Then the instructors guide you around a course that allows you to test the car, its systems and your own abilities. Finally we get out the stopwatch and find out who is today's rally ace.

Times: Mondays and Saturdays, 8.00–11.30am, 7/1–31/3 2007.

Includes: Introduction to safety systems and programme for day, two drivers per car, manoeuvring tests and test drive on ice track, trophy for "Saab Ice driver of today". Coffee and cakes served in a Saami-style tent next to the track.



The King of Lapland



The moose is the undisputed King of the Lapland forest: a truly majestic animal indeed that makes its way through the wilderness. The bull moose have enormous antlers, which can have as many as 30 points.

Join us on a safari to the winter grazing lands of the moose, where the animals congregate to eat. Prepare yourself for a breath-taking encounter with animals and natural scenery.

> To date, we have always seen moose on our safaris. In fact, we are often lucky enough to see a large herd.

* SPECIAL EXCURSION: EXCLUSIVE SNOWMOBILE EXCURSION IN THE WINTER GRAZING LANDS OF THE MOOSE

Transfer by minibus to the winter grazing land of the moose. We switch over to snowmobiles and proceed into the heart of the winter grazing land of the moose. This is where the moose gather to eat their fill of nature's bounty. An exclusive excursion with a maximum of eight persons per group. The restriction on the size of the group is necessary to ensure that the moose will feel secure and stay in the winter grazing area throughout the winter. The excursion includes lunch consisting of local delicacies.

Daily departures: 8:30 a.m. (approx. 6 hours).

ⓘ The moose are shy animals that roam freely. Consequently, ICEHOTEL cannot guarantee that participants will see moose. Assemble 15 minutes prior to departure, for all activities.

WILDERNESS EXCURSION IN SEARCH OF MOOSE

We start our safari in minibuses that take us to the winter grazing land of the moose. We stand a good chance of sighting the King of the Forest en route. When we have located the moose, we stop at a prudent distance so as not to disturb and frighten the shy animals. If the majestic animals are reclining on the ground, ruminating, we must be particularly careful. If circumstances allow, this may be an opportunity to photograph the moose. This excursion can be combined with a departure transfer to the airport or the train station.

Daily: 8:30 a.m. (approx. 4 hours).

* **SPECIAL TOURS** are arranged for those who would like to get a deeper insight into the local nature, culture and lifestyle. To avoid disturbing local ecosystems it is sometimes only possible to conduct special tours in small groups.

Saami rhythms in the winter night



Jukkasjärvi is a Saami name that means “meeting place by the lake”. For centuries, Saami people have gathered here once a year to sell and barter handicrafts, leather, meat and fish for essential goods such as salt and iron. The meeting place was carefully chosen at a crossroads used by Saami people, coastal merchants and sanctioned traders – the tax collectors of the day. When you visit Jukkasjärvi today you encounter contemporary Saami culture – which lives and continues to develop alongside modern society.

“THE LONGING OF A CHILD OF THE FOREST”.

A performance of stories and traditional joik singing that will entrance you and give an insight into the innermost spirit of the Saami people. Yana’s joik is accompanied by rhythms that have created a link between sky and earth since ancient times. Yana’s love of life and longing for the forest provide an unforgettable experience under the stars and the northern lights in

a Saami-style tent by the shore of the Torne River. This is an experience you really should not miss when you visit ICE-HOTEL.

Song: Yana Mangi. Percussion: Tobbe Broström.

Time: 18:00 every Monday, Wednesday and Friday from 3 January to 6 April.

Jukkasjärvi's local traffic

The wilderness around Jukkasjärvi is a landscape without roads. Our four-legged public transport can forge its own paths over the expanses of white snow. Experience the dream-like sensation of being close to everything – animals, snow and nature – with yourself at the center of it all.



DOG-SLED FROM AIRPORT

An exotic way to travel to or from ICEHOTEL. You will be given warm outer clothing at the airport. Your luggage will be taken directly to ICEHOTEL, while you sit back and listen to the silence as the dogs pull you on. The start of the season may vary depending on the supply of snow. Max. 4 persons/sled from the airport; max. three people from ICEHOTEL. Daily in conjunction with flight arrivals.

DOG-SLED EXCURSION WITH COFFEE BREAK, 1.5 hrs

In Jukkasjärvi and its environs, there are more dogs than people. Seat yourself comfortably in the sled and head silently into the wilderness. Includes stop for coffee and cake over a campfire. Daily: 9:30–11:00 a.m. and 1:00–2:30 p.m.

ⓘ Assemble 15 minutes prior to departure, for all activities.

EXCLUSIVE DOG-SLED EXCURSION INCL. OUTDOOR LUNCH AND VISIT TO THE KENNEL, 28 kilometers

A more lengthy excursion, truly reminiscent of *The Call of the Wild*. This excursion also includes a two-course lunch served outdoors or in a cabin, depending on the temperature and weather conditions. The excursion is rounded off with a visit to the kennel, including a guided tour, before transfer back to ICEHOTEL. The total travel distance is 28 kilometers; the total duration of the excursion, about four hours. Daily: 11:00 a.m.–3:00 p.m.

RAÍDU: SAAMI CULTURE AND REINDEER SLEIGHS

You are fetched by a Saami guide and taken by snowmobile-driven sled to the Saami viste ("homestead") at Sautosjohkka. Here, you can experience traditional Saami culture including driving reindeer sleighs. Traditional Saami dishes are served over a campfire in a *kåta*, a Saami tent.

Daily: 9:30 a.m.–1:00 p.m. and 2:30–6:00 p.m. (The 2:30 p.m. excursion is operated only until April 9).

* SPECIAL EXCURSION: READY FOR THE ULTIMATE THRILL? LEARN TO DRIVE A DOG-TEAM

Imagine driving your own team of huskies through the Arctic winter landscape. This must be the most exciting activity you could experience during a winter holiday. First, you will be given some brief instructions, then you are ready to follow your guide. No turning back now! Once you release the snow anchor, it's full speed ahead and you will have your hands full just holding on, steering and braking. Eventually, however, you will find the team relaxes into an easier pace, and you can enjoy the ride. Daily: 11:00 a.m.–3:00 p.m.



In Jukkasjärvi, there are more dogs than people.

A land without roads in the heart of the wilderness

There are still a few places on earth where roads do not reach and tranquillity still reigns. Lappeasuando wilderness camp is one such place. The camp is set in beautiful surroundings at Kaitum nature reserve, 500 metres upstream of the point where the untamed rivers Kaitum and Kalix merge.

This is a place to visit when you want to experience serenity and the feeling of actually listening to the silence – an elusive luxury in our modern age. A stay at Lappeasuando wilderness camp makes a welcome break to the daily routine, a well-earned moment to yourself. At the camp we always work with one group or organization at a time. Providing a personal service to our guests is our first priority. Many of our visitors return year after year – simply because they have found the place where they can gather their energy, and because they enjoy staying with us.

TAILORED EXPERIENCES FOR SMALLER PARTIES. The wilderness camp is well suited to management teams, small conferences, as well as wedding entourages or groups of friends – ideal for gatherings that are looking for an experience and a level of service that is a little bit special.

Every stay at Lappeasuando wilderness camp is unique. We tailor the arrangements entirely to suit your needs and those of your group. Our aim is to ensure that your stay in our Arctic environment is an unforgettable experience, no matter what time of year you visit us. Here is one example of how a combined stay at ICEHOTEL and Lappeasuando wilderness camp could be organized:

Day 1. Arrival at Kiruna airport. Transfer to ICEHOTEL. Dinner. Overnight stay at ICEHOTEL, warm or cold.

Day 2. Breakfast. Coach to Lappeasuando. Briefing, plus coffee and sandwich. Snowmobile safari to wilderness camp. Lunch and check-in. Second stage of snowmobile safari in the afternoon. Sauna. Dinner in the wilderness restaurant. Overnight stay at wilderness camp.

Day 3. Breakfast. Choice of morning activity. Lunch outdoors or indoors depending on chosen activity. Choice of afternoon activity followed by sauna and transport to ICEHOTEL. Dinner at ICEHOTEL Restaurant or regional heritage museum. Overnight stay at ICEHOTEL, warm or cold.

Day 4. Breakfast. Choice of morning activity. Check-out. Journey to Kiruna airport.



> You make your way slowly on skis through trees laden with snow.



> Share your experience at Lappeasuando wilderness camp with close friends or colleagues.



> Make your own tracks in virgin snow – an experience that leaves an impression.



> Local ingredients become delicacies prepared by talented chefs.



> The contrast between wilderness and gourmet culinary experiences makes memories that stay with you a long, long time.

Dressing for the arctic climate

Being properly dressed for the arctic environment is the key to being able to enjoy to the full all the fantastic experiences that await you at ICEHOTEL. A comfortable inland climate prevails in Jukkasjärvi.

When planning your visit here, you should think in terms of the layer principle. The idea behind wearing several layers of clothing is that air spaces are

formed between the layers. These air spaces serve to both insulate and ventilate. Avoid cotton clothing, since cotton binds moisture and therefore has the effect of chilling you instead of warming.

Additional clothing such as warm overalls, warm shoes or boots, hat and mitts should always be part of your stay at ICEHOTEL.



Don't forget your hat, gloves and footwear. A good hat is essential. It should protect not only the head but also the ears and neck. Gloves should give good protection to the hands while at the same time allowing adequate freedom of movement and feel. Choose footwear that is somewhat larger than normal to allow space for socks and/or insoles. This results in a warming air layer inside the shoe or boot to keep you warm for longer.

Additional clothing is used at very low temperatures. A down jacket or a thick fleece or wool sweater serves as an effective extra garment.

Base layer. The layer nearest to the body needs to transport moisture away. Choose underwear in a synthetic material, wool or a wool mix.

Mid-layer. The purpose of the mid-layer is to reinforce and regulate heat insulation and transport moisture away. Fleece, preferably windproof, makes an excellent mid-layer.

Outer shell. The purpose of the outer shell is to provide protection against wet and wind in combination with the other layers. The material should breathe and permit full freedom of movement.

CONVENIENT ON-SITE SHOPPING: At the ICEHOTEL store you will find microfleece and fleece underlayers, warm fleece sweaters, ICEHOTEL nightcaps in fleece, woolen socks, hats, mittens, balaclavas and much more. You can order the equipment you will need at the same time as you book your visit. The items will be delivered to you when you check in. For products and prices, refer to www.icehotel.com.

Hot events with Torne River ice

Placing the crystal-clear ice of the Torne River in locations and surroundings in which it does not actually belong produces strong and unexpected reactions. Like that time in Brazil, when tens of tons of ice from a Volvo event ended its life on a lawn in Sao Paolo. People in the neighborhood hacked off large blocks using their machetes and dragged them home. Never had they drunk cleaner water or had larger ice-cubes in their drinks as during those days when the Torne River flowed at a pace with the rays of the Brazilian sun.

The ice is a highly desirable partner for promotional events and happenings for well-known brands worldwide. And every year, hundreds of tons of Torne River ice are exported to the far corners of the earth.

The ice illustrates time that has stood still, held its breath and waited. The ice is not in a hurry: it seeks to communicate stillness, calm and silence. In an age when everything goes too fast, it is soothing to let simplicity prevail. Meet a piece of the Torne River on the road – it could be coming soon to a city near you.



> Hugo Boss launches a new scent at ICEHOTEL. 2002.



> Enormous diamonds made from Torne River ice to coincide with the Mont Blanc event. 2006.



> Ice from the Torne River is harvested in February-March each year and exported to events and bars of ice all over the world.

A hundred days without nights.



If you come here in summer you'll see a different side of the Torne River – its wild side – when it is in full flow and bathed in sunlight 24 hours a day.

ICEHOTEL is open all year round and is the leading organizer of events and tailor-made arrangements in Lapland. Hold your next kick-off meeting or conference in our region and let us help you arrange spectacular surprise elements

that will help you achieve your goals.

For those who are travelling independently there is the appeal of easily accessible wilderness with the variety to suit everyone from active adventurers to families with children. There's something for everyone here!

Visit our website to find out more or order your copy of our summer brochure. See you!



We simply borrowed it

The Torne River is the source of the building material for ICEHOTEL. When summer comes ICEHOTEL is transformed into flowing water once again.

Getting here

ICEHOTEL is located in Jukkasjärvi, a small village in northern Lapland, north of the Arctic Circle. Getting here is easy. The flight from Stockholm takes no more than one and a half hours. ICEHOTEL is situated 12 kilometers from Kiruna Airport.

✈️ FLIGHT TIMES TO KIRUNA FROM:

| | |
|----------------|-----------|
| Stockholm | 1.30 hrs |
| Copenhagen | 2.20 hrs |
| London | 3.45 hrs |
| Paris | 3.50 hrs |
| Milan | 5 hrs |
| Frankfurt | 3.30 hrs |
| Madrid | 6 hrs |
| New York | 10 hrs |
| Rio de Janeiro | 20 hrs |
| Tokyo | 12.30 hrs |
| Sydney | 25 hrs |



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