

EVERY JOURNEY NORTH NEEDS

GUIDANCE DMC

Bespoke luxury travel across Finland, Norway, Sweden, Denmark and Estonia.

Your local partner in Northern Europe.



Angelina Glugan
CO-FOUNDER & COO



Ruslan Abdurahmanov
CO-FOUNDER & CEO

01 / ABOUT GUIDANCE

THE PEOPLE BEHIND YOUR CLIENTS' TRIPS.

Guidance DMC is an independently owned destination management company based in Helsinki, designing private journeys across Northern Europe.

It is led by its founders, Angelina Glugan and Ruslan Abdurahmanov, who have worked in luxury travel since 2020. Both started at the ground level of the industry, in hotels and sales, as guides, drivers and waiters, so they know how every part of a journey really works inside out.

That experience shapes how we work. We believe the quality of a private journey depends as much on careful planning, the people delivering it and personal relationships with hotels and suppliers as on the beautiful destinations we are lucky to work in.

This is why we stay personally involved in every partnership and work with a close circle of local guides, hotels and experience providers we know well. Each journey is shaped around the guest's interests and preferred pace, and our partners can rely on every detail.

SINCE 2020

Designing private travel in Northern Europe.

FIT · GROUPS · B2B

Private travel, incentive groups and white-label services.

5 COUNTRIES

Finland · Norway · Sweden · Denmark · Estonia

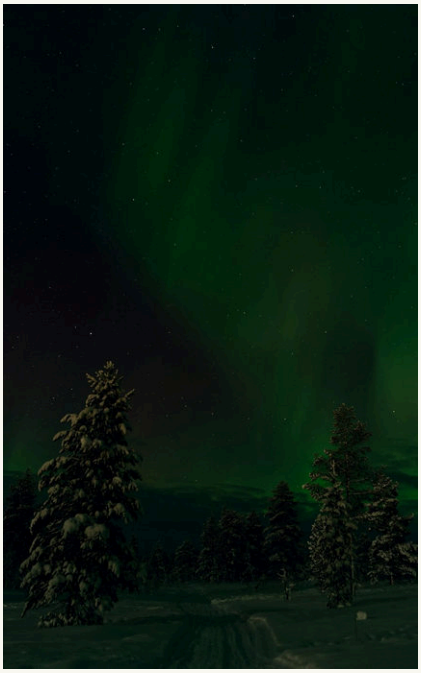
JOURNEYS YOUR CLIENTS WILL TALK ABOUT.

Three types of journeys we have planned, with examples from our own itineraries.

THE NORDICS ON THE RISE

Demand for the Nordics is growing fast. In 2025, foreign guest nights rose 14% in Norway and 13% in Finland, both record years. As southern summers get hotter, the North is no longer only a winter choice.

Sources: Statistics Norway, Visit Finland



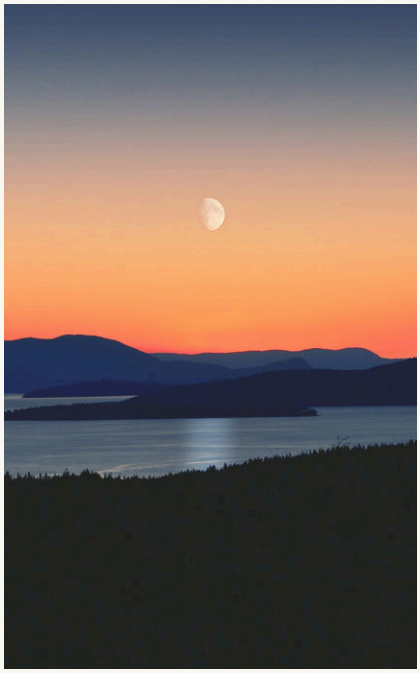
PRIVATE ARCTIC FINLAND

Lapland · Wilderness · Winter Experiences

Wilderness lodges and glass igloos, private husky and reindeer safaris, saunas and Northern Lights trips, with guides and transfers planned around the season.

FROM OUR ITINERARIES

A week at Octola Private Wilderness near Rovaniemi: an exclusive-use reserve with its own chef, guides and huskies, a private sauna and the Northern Lights straight from the lodge.



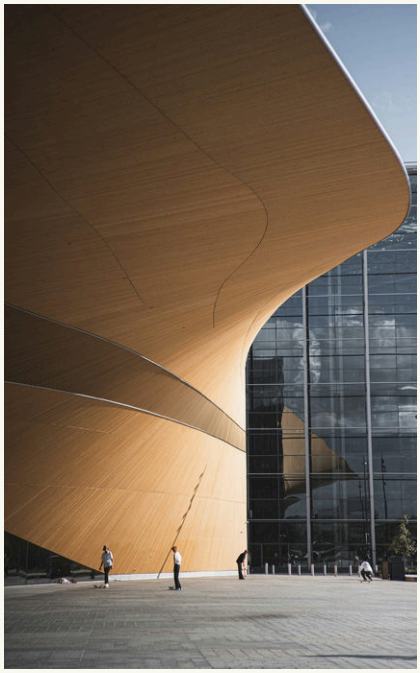
THE NORWEGIAN FJORDS

Nature · Scenic Journeys · Distinctive Stays

Fjord cruises, scenic railways, private drivers and design hotels, with routes planned around daylight, ferry times and weather.

FROM OUR ITINERARIES

Ten days for four, Bergen to Oslo: two nights aboard a private yacht with its own chef, Storfjord Hotel near Ålesund, Juvet Landscape Hotel in Valldal, the Flåm Railway, a helicopter glacier flight and Sommerro in Oslo.



NORDIC CULTURE & DESIGN

Stockholm · Copenhagen · Tallinn

Architecture, design, galleries and food, with private local guides and the travel between cities arranged for you.

FROM OUR ITINERARIES

Thirteen days in Copenhagen and Helsinki for a private group: design, art and architecture by day, Nordic tasting menus by night.

All journeys are tailor-made. These are examples, not fixed packages.



03 / BEHIND THE JOURNEY

YOU SELL THE JOURNEY. WE RUN IT.

For a private journey to feel effortless, the planning behind it must be precise.

We coordinate the individual elements of each itinerary so our partners can remain focused on their clients.

01 **THE BRIEF**
We collect the client's dates, priorities, travel style, privacy needs and any special requirements.

02 **THE ITINERARY**
We plan the route with realistic travel times and seasonal conditions, and choose hotels and experiences to match.

03 **BOOKINGS**
We book and reconfirm hotels, private drivers, guides, restaurants and activities.

04 **DURING THE TRIP**
We stay in contact throughout, coordinate with local suppliers and arrange alternatives if plans change.

WORKING WITH GUIDANCE

FAST REPLIES

We reply to every advisor brief within 24 hours and send first proposals within 24–48 hours. We work in English.

NET RATES OR COMMISSION

Net rates with your own mark-up, or a retail price with protected commission, whichever we agree with your agency. We never approach your clients directly.

CONFIDENTIALITY

Client details are shared only with the suppliers who need them. We are happy to sign an NDA.

INSURED

Covered by €1.5 million liability insurance.

Local expertise. Clear communication. Thoughtful delivery.



Photo: Grand Hôtel Stockholm

04 / PARTNERSHIP

YOUR TEAM ON THE GROUND.

WHEN TO INVOLVE GUIDANCE

We work with travel advisors in the United States, the UK and Europe.

A PRIVATE EXPERIENCE

Individual experiences, specialist guides and bespoke local arrangements.

A COMPLETE PRIVATE JOURNEY

Personalised itineraries with accommodation, transport and experiences managed together.

COMPLEX NORDIC TRAVEL

Trips across several Nordic countries, with ferries, short daylight, remote Arctic stays and winter transfers with little room for error.

TRAVELLERS AT HEART.

We genuinely love travelling and know our destinations beyond the guidebooks. We understand their seasons, people and the finer details that make a journey special.

We recommend what we believe is truly worth experiencing and approach every client's journey with the same curiosity, thought and care we would expect for our own.

LET'S CREATE SOMETHING SPECIAL TOGETHER.

NEXT STEP

Send a client brief: guidancedmc.com/partners

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