



Secrets of Lanzarote

Fire, art, and the Atlantic — an exclusive 4-day / 3-night MICE program for boards of directors, executive committees, and incentive groups of up to 150 participants.

HOTEL LIVVO VOLCÁN LANZAROTE · PLAYA BLANCA



Why Lanzarote

An island that inspires leadership, creativity, and connection



Lanzarote offers a one-of-a-kind corporate narrative: a striking volcanic landscape, the distinctive aesthetic legacy of César Manrique, authentic local culture, and a cuisine deeply rooted in the territory.

For a high-level MICE program, this makes it possible to create **truly memorable moments** without sacrificing confidentiality, logistical efficiency, or the rigor of executive meetings.

- 📌 A destination where extreme nature and humanistic culture become catalysts for strategic reflection.

The venue: Hotel LIVVO Volcán Lanzarote

Iconic architecture

Its design evokes the church of Teguisse and the landscape of La Geria — the destination enters the hotel itself.

Club Volcán

Exclusive adults-only area, ideal for VIPs, private hospitality, and executive upgrades.

Everything in one place

Meeting rooms, spa, pools, restaurants, and gym — meetings, rest, and networking without logistical friction.

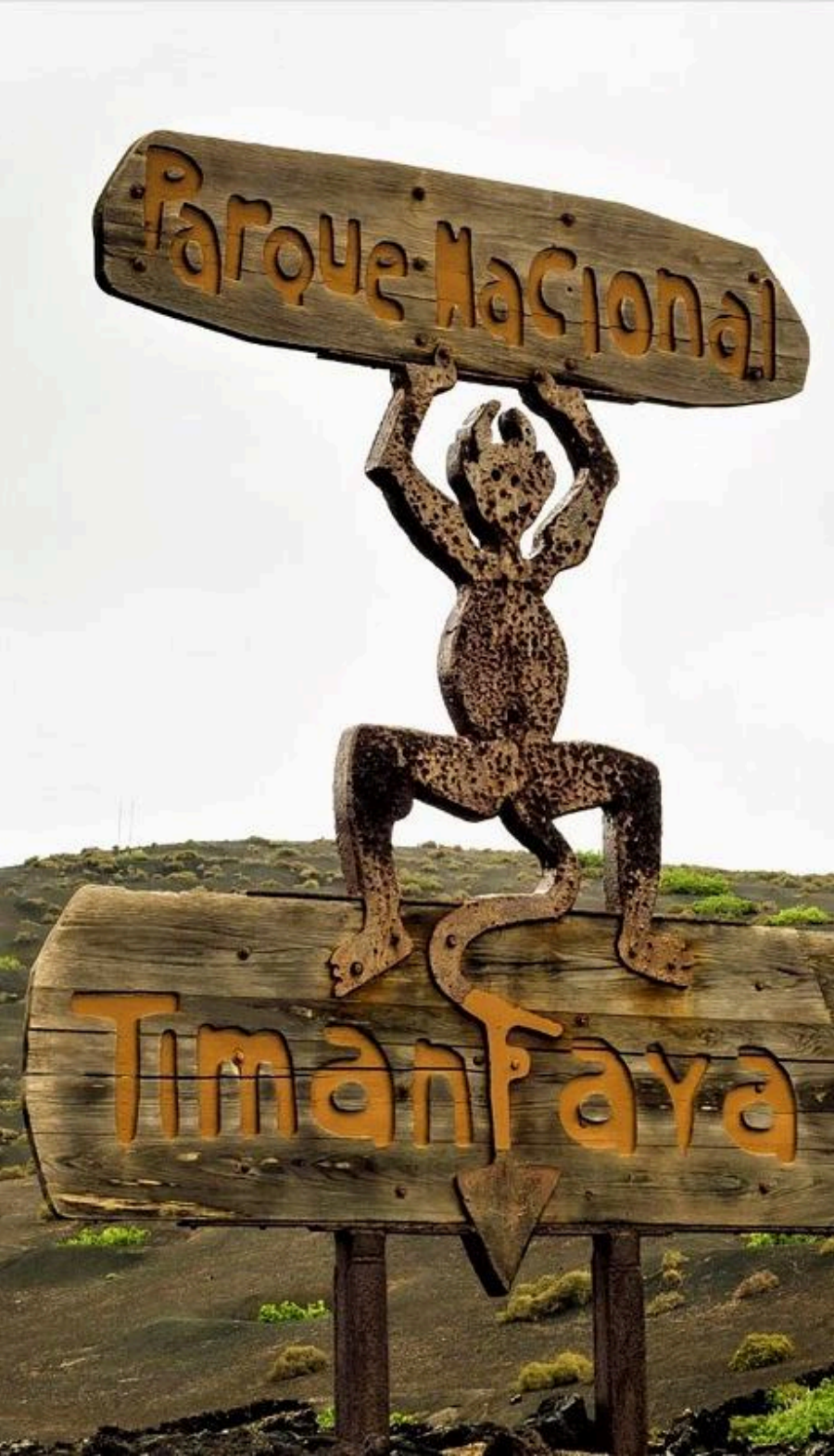


Program structure

Four days, one transformative experience



Each day combines high-level meetings with unique sensory and cultural experiences on the island.



Day 1 — Arrival in the Volcanic Universe

Tailored Welcome

Personalized reception with MICEvents hostesses, hospitality desk, and private transfers from César Manrique Airport to the hotel in Playa Blanca.

Welcome drink & first connection

Volcanic Malvasía, prickly pear mocktail, Canarian cheeses, and Janubio sea salt — a first sensory immersion on the island.

Dinner "Lanzarote between fire and sea"

Private dinner at the hotel or in Marina Rubicón. Setting with volcanic stone, warm lighting, and contemporary Canarian acoustic music. Opening message: Lanzarote as a destination of resilience, design, and creativity.

Day 2

Executive meeting + Timanfaya + La Geria

Productive morning

Flexible working session tailored to the group profile — private boardroom for Boards of Directors, plenary session with breakout rooms for executive teams, or a motivational kick-off for incentive groups.

Theme coffee break "**Flavors of the island**": majorero cheese, gofio, tropical fruits, and specialty coffees.

High-impact afternoon

Timanfaya National Park — private experience in the most iconic volcanic landscape in the Canary Islands.

La Geria — winery visit among volcanic vineyards with a malvasía tasting. A heroic cultivation in picón pits unlike anywhere else in the world.

- 📄 Wine-pairing dinner at a winery or private finca with corporate gift: personalized bottle of volcanic malvasía.

Day 3 — Art, lava and ocean



Jameos del Agua

Nature and art integrated into the lava tunnel of Volcán de la Corona — one of César Manrique's most iconic spaces.



Cueva de los Verdes

Immersive experience in the volcanic tube, surprising and memorable — ideal for executive groups looking for real impact.



Mirador del Río

Maximum scenic impact and corporate photography over the Atlantic — or the Cactus Garden for a more aesthetic experience tied to the Manrique universe.

Gala night — Day 3

"Secrets of the Canary Islands: Lanzarote Edition"



A high-protocol evening

Welcome cocktail at sunset, seated dinner in a private space — a distinctive estate, winery, or special location subject to permits — with a brief institutional speech, live music, and an elegant closing.

Concept menu: Atlantic, volcano, and tradition

Local fish, Canary black pork, sweet potato, cheeses, mojoes, Janubio salt, reimagined gofio, and D.O. Lanzarote wines.

Day 4 — Closing and Farewell

High-value wrap-up

For executive groups: final 45-minute session — "**Key takeaways & next steps**" — to consolidate agreements and define strategic commitments.

For incentive groups: relaxed breakfast with a carefully selected local gift.

Farewell in Playa Blanca

Free time at Marina Rubicón: stroll, local shopping, or a mini wellness session. Staggered airport transfers with MICevents assistance at each departure.

- ✔ Each participant leaves the island with an emotional keepsake that reinforces the corporate message.

Tailored experiences

Optional experiences by group profile



Boards of Directors

Ultra-private dinner, boardroom setting, VIP protocol, executive transfers, Club Volcán, and a local speaker on island sustainability.



Executive Teams

Strategic workshops, leadership dynamics inspired by the volcanic landscape, and an innovation session based on the legacy of César Manrique.



Incentives up to 150 pax

Volcanic photo rally, regatta from Marina Rubicón, themed Canarian dinner, team activities, and a high-impact awards night.



Maximum-exclusivity programs

Panoramic helicopter flight, private sunset sailing, dinner at a volcanic estate, guest Canarian chef, and vertical tasting of Malvasía wines.

The MICevents promise

An exclusive MICE program where high-level meetings coexist with volcanic landscapes, emotional architecture, Canarian culture, unique wines, and Atlantic gastronomy.

Impact

Experiences that remain etched in the team's collective memory.

Efficiency

Impeccable logistics and guaranteed confidentiality in every session.

Exclusivity

A destination that is not for everyone — and that is what makes it so powerful.



Programme curated & operated by MICevents by ACC.

May, 2026

