TIME TO JOURNEY





DEAR READER

Time To Journey was created to offer something increasingly rare in today's luxury travel landscape: journeys that are thoughtfully curated, beautifully executed, grounded in real human experience and with my personal wish of inspiring others.

I am a Danish founder with decades of experience in building and curating meaningful experiences. At a pivotal moment in my life, I gained clarity around what truly matters - time, presence, and the quality of our relationships. That perspective continues to shape how I approach both life and travel today.

For me, travel is about slowing down, reconnecting, and sharing moments that feel genuine and lasting. When pace, place, and people are carefully considered, travel can leave a deeper impression than any list of sights.

Together with my team, I curate luxury, unhurried, un-searchable small group journeys for private groups, corporate groups and in corporation with travel advisors. Each journey is founder-led and created with trusted local destination partners.

At its core, Time To Journey is about how the guests experience a place, what moves them and what stays with them long after they return home.

Let the journey begin.

Irene D. Lassen
Founder & CEO

"Time To Journey operates as your trusted travel partner. With heart, soul and strong destination knowledge we design bespoke and personal hosted journeys. Our goal is to give our clients experiences they don't just travel on, but return enriched from

Founders Educational Background:

An university degree in media studies, a four-year psychotherapeutic training, certified life coach and yoga instructor. Combined with years of professional experience in concept development, events and destination tourism.



THE BRAND

Time To Journey is not only about the travel – it's about taking the time to travel and explore, but also time to slow down, to be present, to connect and belong.

Time To is an invitation, a calling, and a moment that says, "now is the time."

It sets off the essence of the brand such as time to arrive, time to be, time to experience, time to gather, time to enjoy, time to care etc.

Journey is more than just a trip. A journey invites not only grand experiences, but also growth and personal transformation. It's a story - a meaningful voyage from which you return slightly changed. At the same time, it's also about the journey itself - it's duration, distance and the events along the way. Together, Time To Journey becomes our philosophy:

"It's not just about where you go - it's about how you travel, and what moves you."

Time To Journey is more than a brand name. It's an invitation into our travel universe, with a promise that it's always time for you to travel — not only out and into the world, but together with others, using the journey as a pause and a being in the present moment.

As the Danish author of fairy tales, Hans Christian Andersen, 1805-1875, so famously stated:

"To travel is to live."

THE VISION

Time To Journey is a travel company that exists to create journeys that go beyond the destination. We curate travel content that invites the clients to slow down and reconnect – with history, nature, food, each other and themselves. Journeys that move them and leave a lasting imprint.

As your travel, content and hosting partner, we give you access to experiences you won't find anywhere else. Our destinations are handpicked for their ability to unlock experiences that feel genuinely involving and rare.

What sets us apart is how we work. Our journeys are built on personal networks, deep local knowledge, and lived experience. They are designed via our private network and relationships – not search results. While some elements may exist online, the experience itself is handcrafted through personal insights, trusted contacts, and a dedicated Time To Journey host throughout.

We believe travel can be a return – to nature, to the present moment, to the core human values and to new beginnings. When you explore Time To Journey content, you don't just go somewhere - you come back to and with something more.

Via our private network we open doors and create extraordinary journeys. With that, our vision is to give truly unique travel experiences to each and every client and to help travel advisors to grow their business and to stand out in today's travel market.

FOR TRAVEL ADVISORS

Time To Journey is an experienced and dedicated DMC on the Nordic region, based in Copenhagen – the beautiful capital of Denmark.

We support B2C (private group journeys) and B2B (corporate journeys/events) travel advisors with high-quality destination content for a conscious and discerning clientele. We invite you to our curated experiences for the traveler, who believes that the greatest journeys are the ones that in some way both fulfill and change you.

Also we position ourselves as your trusted, professional, and innovative DMC, offering concepts that stand apart from traditional travel products. With our commission-based business model and our exclusive content, it's our goal to support you in building a distinct market presence that differentiates from your competitors.

All our journeys are designed with experiences that are often not available online and therefore not independently search- and bookable. They primarily exist because they have been designed via our private network and our strong destination knowledge.

THE TARGET GROUP

We give you new channels to speak to the experienced traveler. Concept and content are designed for women/men 45+ with strong purchasing power, who value quality, exceptional dining, distinctive accommodation and experiences that stand out. They are conscious travelers, open-minded, curious, and eager to explore new perspectives beyond the conventional travel framework.

They appreciate being close to local culture and people, and they are equally drawn to history, nature, cultural heritage, gastronomy, social experiences and self-improvement. Our content is targeting travelers, who enjoy an active yet balanced travel style. Social interaction is an important element of many of our journeys, and shared experiences are a natural part of the Time To Journey concept. However, our itineraries also make sure of facilitating room for individual breaks and "couples" time.

CURATION WITH SOUL

Across our destinations in the Nordic region, we weave together local experiences that may include guided sauna rituals and winter bathing, yoga, cooking, and sharing meals over open fire, exploring UNESCO-listed nature and cultural heritage, biking through landscapes and visiting local farmers, enjoying Michelin-starred cuisine, personal empowerment, longevity retreats or gathering in a historical estate around long-table dinners.

THE BUSINESS MODEL

With our DMC universe, Time To Journey wish to complement the B2C and B2B travel advisor, who values reliability, innovation and loyal partnerships. With our destinations and content in Denmark, Sweden, Norway and Finland, we are dedicated to elevate your travel platform and supporting you in growing your business and strengthen your relationship with your clients.

YOU DO WHAT YOU DO BEST

When working with us, you don't need to recreate the journey, manage local relationships, or carry operational "on location" hosting and responsibility. That is all held by us. Your role remains what you do best: understanding your clients, handling their flights and offering them memorable moments.

Time To Journey operates as a boutique DMC, creating and delivering a curated portfolio for discerning travelers. We work with a small group of trusted partners of B2C and B2B travel advisors - providing distinctive ready-to sell travel content that their clients and competitors simply cannot find or replicate on their own.

HOW IT WORKS

Our business model is built on a clear and effortless partnership: as our partner you source and sell Time To Journey experiences to your clients and arrange their round-trip flights. For every journey sold, you receive a 15% commission - with no operational complexity on your end. Time To Journey handles everything at the destination. From the moment the traveler arrives till the moment they depart. To this we take full responsibility for:

- Accommodation
- Program delivery and experiences
- Private transfer, local transport and logistics
- Expert guides and coaches
- Wellness treatments (spa, yoga etc.)
- All meals
- Warm and professional hospitality
- Small group sizes for full attention
- A compelling brand universe
- FAM-trips (consult our website for dates etc.) and sales support

We hold ourselves to the highest standards - in every detail, on every journey, and for every traveler you entrust to us.









TIME TO EXPLORE & TASTE

THE NORDIC REGION



History, culture, nature & gastronomy.

Small group Journeys.

Private journeys - Tailormade.

Some of the most memorable moments in travel happen around a table, over a glass of wine poured by the person who grew the grapes or in a kitchen that has fed the same village for generations. Or on a coastal path where the sea and the land tell a story older than any guidebook.

Our Time To Explore & Taste journeys across the Nordic region are for the curious traveler, who wants more than a sightseeing highlight reel. Who wants to feel the soul of a place - through its people, its food, and its stories. These are slow, savored, beautifully curated journeys.

A LOVE LETTER
From the wild coastlines of Denmark to northern light in Finish Lapland, every Time To Explore & Taste journey is woven together by a single, unifying thread - the profound pleasure of gathering around exceptional experiences.

Expect private visits to family-run estates, historical castles and local producers. Expect long lunches that become longer dinners. Expect conversations that stay with you long after you've returned home. This is not just a sight-seeing tour. This is a love letter to the places that feed us - in every sense of the word.

THE JOURNEYS

Denmark – The Full Fairytale

Nordic Grand Tour

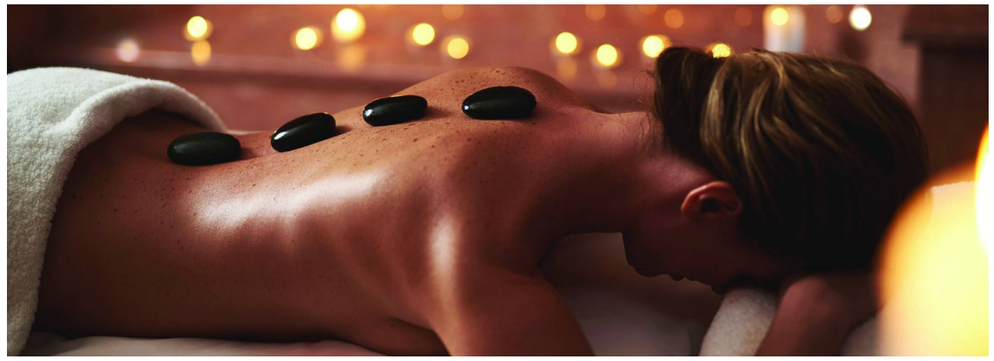
Christmas – The Nordic Way

Northern Light & Viking Wellness

Consult our website for all details and itineraries.

TIME TO CARE, HEAL & EMPOWER

PERSONAL GROWTH & LONGEVITY JOURNEYS



Spain, Thailand or the private island Cempedak.

Small group Journeys.

Private journeys - Tailormade.

Go Further. Come back more. Some journeys ask more of us. They ask us to slow down, look inward, and do the work that daily life rarely leaves room for. Our two Time To Care, Heal & Empower journeys are curated retreats for those who are ready to invest in themselves - in their health, their mindset, their habits, and their sense of self.

READY TO BREAK THROUGH
Led by the Time To Journey founder and a team of world-class coaches, trainers, therapists, and wellness experts, these journeys combine evidence-based methods with genuine human warmth. In small groups and in extraordinary settings, the clients will be held, challenged, cared for and transformed.

Whether they are rebuilding after cancer or burn-out/stress, reclaiming their health and self-esteem, or simply ready to break through to a better version of themselves - a Time To Care, Heal & Empower journey meets the clients exactly where they are and takes them somewhere remarkable.

Book a journey for your own private group or as a corporate wellbeing event.

THE JOURNEYS

Time To Prosper

Time To Flourish

Consult our website for all details and itineraries.

THE NEXT STEP



TIME TO JOURNEY

Based in Copenhagen/Denmark
- curating the world for you

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us via our enguiry form.