On arrival, the guests are welcomed by professional polar explorers who escort them to luxe thermal pools in modified 4x4s, for some rest and recovery before they begin exploring the giant white vastness of the Antarctic continent that surrounds them.

This one-day trip gives guests the leisure to enjoy their surroundings for over six hours on land and has several activities in store, from gentoo to adelie penguins. There are pleasant treks, visits to nearby ice grottos which are natural tunnels winding through the glacier as well as a chance for a sauna at the Russian Science Base.

The day culminates with a champagne gourmet lunch at a special Game of Thrones table before boarding the Gulfstream jet and heading back to Cape Town.

All this, while constantly being surrounded by surreal geographical formations and beautiful icy sights, is the best one-day luxury trip could ever get!

The exclusive ‘Greatest Day’ adventure tour has a capacity of only 12 guests at a time and is priced at a whopping USD 150,000 which roughly translates to over RM637,000! Not surprisingly enough, the tour has already attracted the likes of royals from Saudi Arabia, top company CEOs and high profile society elites.

White Desert also offers an eight-day ‘Emperors & South Pole’ tour that takes guests to the lowest point on Earth - the geographic South Pole and to the Afaka Bay penguin colony that harbours over 6,000 penguins and their cute young chicks.

If you are looking for something shorter, but not as short as 24 hours, there is also the ‘Ice & Mountains’ four-day tour that takes guests through the Wolf Fang Mountain Peak, which rises 600m out of the ice creating a landscape that is simply breathtaking.

Would we say that the Greatest Day might turn out to be the priciest road trip you could ever imagine? Probably so. But then, when else would you be presented with an opportunity to fly to the South Pole in a private jet, stay in luxury pods and gaze at the most fantastic ice formations all in 24 hours?

To find out more, visit the White Desert official website.

An expedition to Antarctica is one for the truly adventurous, like Drisk Kelvin Tan who chose the white desert as his travel destination.