



ARABIAN ADVENTURES MIE



Arabian Adventures

MEETINGS, INCENTIVES & EVENTS

Award Category: Excellence in Incentive
Travel: Africa/Middle East

Program Name: Top of Council

Client: Anonymous

For this experience, the client selected Dubai as the location for its yearly reward incentive—the first time a Middle East destination had ever been chosen. This program was designed for the top 1% of independent advisors who promoted and sold their products, along with their spouses.

Over five days, this group of 270 people drawn from all across the United States received celebrity treatment in the UAE through a program designed to reward hard work, while also gaining insights into Arabic culture. From the start, the client expressed the desire to make their guests feel like rock stars, so they negotiated upgrades into Emirates airline's business class from every point of origin. This luxurious flight experience included access to the pre-departure lounge, lay-flat beds and cocktail bar.

Along with daily activities—from competing in a camel polo tournament to Arabic cooking classes alongside one of the country's best chefs—guests were treated to three gala dinners, each designed to highlight a different aspect of Emirati culture. First, a welcome to Arabia dinner that gave them a taste of the Middle East. Next they were transported to the Dubai Desert Conservation Reserve (DDCR) for a night of traditional music and dance in the dunes, while the entire program ended with a gala dinner at the foot of the Burj Khalifa, the world's tallest building.

Using close relationships and contacts across the UAE, Arabian Adventures MIE gained strategic and volume-buying discounts for the client, including venue charges, activities and photography.

The effect on the client's business goals, meanwhile, is expressed by the results of their after-event feedback, used to quantify the incentive's success: Overall the trip was ranked 9.5 out of 10—the highest score ever received by one of their incentives, with 89% of attendees describing themselves as extremely satisfied, and 65% going further and adding that the event had thoroughly exceeded their expectations.

Best of all, staff received a perfect 10 for their performance—the only time this has happened to date—with additional 10 out of 10s for availability and professionalism.

