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AWARDS



Arabian Adventures  
MEETINGS, INCENTIVES & EVENTS

# ARABIAN ADVENTURES MEETINGS, INCENTIVES & EVENTS

## PROGRAM LOCATION: UNITED ARAB EMIRATES

**AWARD CATEGORY** EXCELLENCE IN INCENTIVE TRAVEL: AFRICA AND THE MIDDLE EAST

**PROGRAM NAME** BMW GROUP LUXURY EXPERIENCE

**CLIENT** BMW BELGIUM



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**“We are incredibly proud to have been recognized in this prestigious award category covering events in the Middle East and Africa for the third time, particularly during one of the most challenging periods in the history of our industry. Our team is thrilled to be acknowledged for their efforts by our valued clients and the industry. After two years of planning, and for many of our guests this being the first opportunity for group travel internationally, we wanted to ensure an unforgettable experience taking in the unique landscapes of the UAE.”**

**Justine Thomas, Director of Arabian Adventures Meetings, Incentives & Events**

A competitive spirit and strong sense of national pride won out for Arabian Adventures Meetings, Incentives & Events when the group was asked to lead a November 2021 incentive program in the United Arab Emirates for 127 BMW guests hailing from Belgium and Luxembourg.

BMW expected a once-in-a-lifetime, money-can't-buy reward for their qualifiers that was optimistic, and included plenty of visual and emotional “wow” moments. Given the proximity to the pandemic, BMW also specified that all group events should take place outdoors — but also tie their destination of choice (the UAE) into the client’s Benelux roots.

Complicating initial plans was a two-year delay in operating the program Arabian Adventures had originally conceptualized. Client expectations in that same period though had only intensified by the time the group was ready to travel.

Once the program date was re-confirmed, the Arabian Adventures team had to recreate this incentive exactly as they’d originally promised, but in what was now a vastly different industry environment — with fewer flights, compressed venue availability, and post-COVID rules to comply with.

Arabian Adventures worked hard to deliver for their client, grounding the incentive program in the client’s core values of responsibility, appreciation, transparency, trust, and openness to ensure they successfully exceeded expectations.

The program took place in both Dubai and an up-and-coming Emirate, Ras Al Khaimah,

to provide a “journey within a journey” effect guaranteed to dazzle their client. Arabian Adventures made sure to showcase different angles and perspectives of the destination to deliver a true “wow” factor and impress even the most seasoned of qualifiers.

The team also went above and beyond, stepping up to deliver a last-minute conference element requested by the client. By wrangling local connections, the team granted BMW with exclusive access to the Belgium and Luxembourg pavilions in the concurrently running World Expo 2020 in Dubai.

Importantly, the Arabian Adventures team also stuck to the original agreed-upon budget through careful negotiations with their suppliers and destination partners, ensuring the team could still deliver even the smallest of details they’d originally pitched.

This paid off immensely, with 85 percent of attendees stating that this UAE incentive surpassed their expectations. The client team — and two other national organizing committees from the company — have now booked several more events with the same Arabian Adventures leaders behind this experience.

The journey continues, then, for this standout incentive team!

**Arabian Adventures - Meetings, Incentives & Events**

**Justine Thomas, Director of Meetings, Incentives & Events**  
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