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CRYSTAL AWARDS



Arabian Adventures  
MEETINGS, INCENTIVES & EVENTS

# ARABIAN ADVENTURES

**AWARD CATEGORY** EXCELLENCE IN INCENTIVE TRAVEL: AFRICA & MIDDLE EAST

**PROGRAM NAME** BETWEEN MODERNITY & TRADITIONS IN UAE

**CLIENT** ANONYMOUS





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**When designing the itinerary for our client's first Middle East-based reward program, we placed a significant emphasis on nature, reflecting their team's pioneering work in renewable and green energy. We wanted to offer them the chance to experience firsthand the UAE's unparalleled juxtaposition of history and modernity, amidst some of the world's most incredible natural landscapes, from the beach to the desert, cityscapes, and beyond. We are proud to take this award back to the UAE for the fourth time this year.**

**- Justine Thomas, Director of Arabian Adventures Meetings, Incentives and Events**

A truly epic trek spanning three Emirates, under the talented and dutiful eye of the Arabian Adventures Meetings, Incentives, and Events team, proved exactly how incentive travel is a powerful reward for teams with a keen interest in building and bridging cultures.

Arabian Adventures had a clear brief for their client's November 2022 incentive. Their team was asked to showcase a blend of modernity and tradition in the United Arab Emirates (UAE) that suited this adventurous group from a pioneering French energy company, with most guests visiting the Middle East for the first time.

Arabian Adventures took this brief and ran with it, whisking the group into the heart of Dubai within minutes of arrival and to their hotel, located in Dubai's old town.

After touring Dubai's ancient souks and bazaars and enjoying views of the city's glittering, modern skyline, they were then off to Abu Dhabi for a tour of the city's unique Louvre Museum collaboration, Grand Mosque, and winding, mysterious Eastern Mangroves.

The adventure didn't stop there, with the group also making stops in Ras Al Khaimah — an ancient trading center few incentive groups have visited — and their final destination: the highest point in the UAE, Jebel Jais.

Weaving each part of this program together were strong connections to nature and natural elements; a key request of the client's, given their company's commitment to sourcing new nature-driven, regenerative energy solutions.

Arabian Adventures also emphasized the UAE's colorful and tactile sides throughout the program. They avoided

using staged performers, ensuring instead that guests enjoyed performances from local musicians and dancers. They also sourced local craftspeople like weavers and pearl fishermen to share authentic, centuries-old glimpses of their trades.

Importantly, this incentive perfectly aligned with the client's values and company orientation. Experiences brought clients up-close to the local environment and culture, with opportunities to touch, taste, see, and smell a blend of tantalizing elements. Participants experienced feelings of discovery, exploration, challenge, and surprise — the exact emotional response the client trusted Arabian Adventures to deliver.

The program, the client stressed, not only produced tangible business results — creating real excitement that motivate participants to qualify year-over-year. It also spoke directly to who they are as a company, in harmonious alignment with their values of respect, performance, and a pioneer spirit.

"Perform," Arabian Adventures notes, takes on dual meanings in the Arabic language: it can mean both "fulfill" and "accomplish." Client feedback left no doubt that Arabian Adventures fully delivered on both definitions, with the majority of qualifiers ranking the UAE program as the best incentive reward from more than two decades' worth of programs.

The group has also kept their WhatsApp group from the program open and active — signaling an ongoing commitment to continue building and bridging cultures long after the sights and sounds of their UAE adventure have faded into unforgettable memories.