

LOOK UP: TOP 9 INSPIRING ADVENTURES IN THE SKY

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If you want your audience to achieve sky-high levels of performance, offer a sky-high travel itinerary as a reward.

To motivate your performers to raise their sights and lift their numbers, just look up. These vivid, unforgettable experiences prove that the view from the top can be truly rewarding.

The principles of behavioral economics reinforce that award travel is most successful when it delivers a memorable, authentic experience and is relived in pictures, stories and mementos shared with friends and colleagues. If an itinerary really connects with its audience, travelers don't just post their snapshots on Facebook; they display their favorite as their cover photo. They don't just bring home souvenirs; they flaunt them. And they talk about the experience at every opportunity.

Our travel experts recommend these top itineraries for top performers:

1. Change their point of view.

The Pudong district in the glittering city of Shanghai is famed for one of the most beautiful nighttime skylines in the world. The best views can be found at the [Rooftop Sky Bar at the House of Roosevelt](#). The Sky Bar — with its world-class chefs and the House of Roosevelt wine cellar, the largest in Shanghai — is a sophisticated and spectacular location for a first-night reception.

2. Send them to new heights.

To make your top achievers feel truly extraordinary, celebrate their accomplishments with a gala atop one of the Seven Wonders of the World. Sections of the Great Wall of China can accommodate welcome receptions or award gala dinners. This once-in-a-lifetime setting surrounds your audience with breathtaking mountain views and a profound sense of history. Travelers will return home with a lifetime of stories and memories.

3. Take them out of their comfort zone.

The [Grand Canyon Skywalk](#) is a breathtaking experience that your travelers will remember and talk about for years to come. Extending 70 feet from the canyon wall at an elevation of 4,770 feet, the Skywalk is the most popular attraction at Grand Canyon West.

4. Take them even further out of their comfort zone.

In Toronto, the CN Tower [EdgeWalk](#) invites visitors to don climbing harnesses and walk around the exterior edge of Canada's tallest building. The experience offers jaw-dropping views of Toronto and Lake Ontario. It's the photo op of a lifetime.



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5. Reward peak performance with a peak experience.

The **Peak 2 Peak Gondola** in Whistler is a cable car that connects two side-by-side mountains. The gondola offers 360° views of the majestic Canadian Rockies. The trip takes eleven minutes; the memories will last far longer.



6. Give them the moon and the stars.

It's a 20-minute sleigh or wagon ride to **Beano's Cabin** from the base of Colorado's famed Beaver Creek Ski Area. This elegantly rustic retreat offers delectable cuisine, prestigious wines, and impeccable hospitality. At an elevation of 9,100 feet, the stars are almost within reach.

7. Send them to an exciting, unique destination.

Dubai is emerging as one of the hottest group travel destinations. The city offers an array of architectural marvels and legendary luxury shopping, plus the natural wonders of the desert and the Persian Gulf. Dubai also boasts the first indoor ski resort in the Middle East.



On the 122nd floor of the world's tallest building, **At.Mosphere** claims the world record for the highest restaurant from ground level. This contemporary dining destination and its luxury lounge feature stunning views of the Persian Gulf and the surrounding desert.

Dubai is also home to the world's tallest hotel. The **JW Marriott Marquis Dubai** is a mere 250 feet shorter than the Empire State Building. This landmark hotel is one of the region's most desirable properties for discerning business and leisure travelers.

8. Show them the view from the top is worth the climb.

The Swiss are experts at achieving great heights in hospitality. One sky-high itinerary begins in Zurich. A fleet of private helicopters whisks travelers to the Diablerets Glacier in the Bernese Alps, where a personalized ice bar awaits. After lunch, travelers are invited to participate in organized games, such as treasure hunts, snowshoe races and glacier golf. Then guests return to the valley and board an authentic, Belle Epoque-era Pullman Continental train for an elegant, leisurely ride from Montreux to Zurich.



9. Make them the stars of an incredible story.

Named one of the "World's Most Extravagant Meals" by Forbes magazine, **Dinner in the Sky** stages a gourmet meal for up to 22 diners served by a staff of five on a platform suspended 100 feet in the air. Participants are safely strapped to their seats as a 120-ton crane hoists the party skyward. The service is now available in more than 40 countries..

Create an itinerary that achieves the results you want.

When your employees decide whether an incentive is worth the extra effort, they consider how happy the reward will make them. Numerous behavioral economics studies have shown that non-monetary rewards elicit a stronger response than cash. That's why award travel is such a powerful motivator.

Whether your travel incentive destination is close to home or halfway around the world, designing a uniquely inspiring itinerary is key to achieving your motivation, retention and engagement goals. The more uncommon the experience, the more your participants will remember and share it. Thrilling destinations like these are savored in casual conversations and social media. And the memories last a lifetime.

For more information on how **BIWORLDWIDE** can assist you, visit **BIWORLDWIDE.com** or email us at **LATAM@BIWORLDWIDE.com**