

ARABIAN TRAVEL NEWS – MAY 09

76 Final call

 Five minutes with...

Just before he embarked on his mission across Greenland's icecaps, Dubai-based corporate coach, speaker and adventurer, **Adrian Hayes**, had a cup of tea with ATN's **Louise Birchall**

Adrian Hayes is a man who's done it all; fought in the British Army, laid bricks in the UK, farmed sheep in New Zealand and Norway and sung in a UAE rockband.

Just when we thought he'd settled down as Dubai-based Airbus regional sales director for six years, the father of two packed it all in to become an adventurer and scooped the world record for conquering the three poles; Mount Everest, the North Pole and the South Pole in just 19 months.

**ATN: So you left the trade to become an explorer?**

I loved my Airbus job, it was great. There was plenty of responsibility and it's a huge business, but I'd always been an adventurer at heart. I started climbing mountains and undertaking expeditions around the world at 18 and in the army; your adventurous life was your job. I just decided to make lifelong dreams into a career by becoming a professional adventurer.

**ATN: Is it true you hold a world record?**

I'm one of 15 people to reach the three Poles; the North Pole, the South Pole and Mount Everest, and I made it onto page 114 of the *Guinness Book of Records* 2009 for conquering them all in the shortest time of 19 months between May, 2006, and December, 2007.

**ATN: Wow. That must have been tough?**

It took three years of training and planning to summit Everest and five years to do all three. I'd return from one and



Adrian Hayes all wrapped up.

get straight into another. The North Pole must be the hardest challenge on the whole planet. It's freezing cold and nothing dries because the sun is too low. You're walking on a frozen ocean and you've got to time it right or you'll be walking on water.

**ATN: What was your moment of glory?**

You get to the pole and you don't want it to end. You've trained for so long and then you arrive and it's all over. The best moment was not the climax of reaching the pole

While in the South Pole, the pin that attaches the ski to the boot broke. It was a catastrophic failure; my Apollo 13 moment. Something similar happened to a guy on his way to the North Pole and he was forced to give up. Luckily, after wading knee deep in snow for some time we managed to fix the boot after 28 attempts. It was the best feeling.

**ATN: How do your adventures relate to your role as a corporate coach?**

I'm a great believer in strength and how to concentrate and leverage your strengths and manage your weaknesses and



Hayes' daughters are always happy to help when it comes to their dad's rigorous training regime.

maximise your potential. So I talk about mission analysis, values, strengths, leadership, problem solving and even go into laws of attraction. I'm not just an adventurer, I've sat at a desk and been on the other side and corporates can relate to that.

**ATN: Okay, so tell us about your next mission.**

My next expedition is a personal quest of mine. The Greenland icecap is melting and we need to do something about it.

The project is to raise awareness about sustainability, with climate change as the focal point. We've partnered with a UK charity and their One Planet Living campaign.

**ATN: From your experience, do you think adventure tourism and eco-tourism are concepts that could take off in the Middle East?**

Adventure tourism has grown and grown, you could pay US \$15,000 and fly to the North Pole. It's beginning to catch on here, with mountaineering in the UAE and Oman.

Eco-tourism is a new concept and awareness is growing all over the world.

It starts with individuals realising what can make a difference, things as simple as turning off a light bulb can reduce energy consumption and your electric bill.

Taking into account the use of energy, resources, water, food transport and other

aspects, we're all consuming 30% more resources than the earth can ever regenerate.

So Europe is consuming three planets worth of resources and the UAE is the worst in the world; consuming seven planets worth.

Adrian will undertake his next two-month expedition crossing Greenland's icecaps from north to south in May.

 THE LAUGHING AGENT

 **Trans Arabian Sea Air Travels operations manager George Joseph didn't**

**JOKE 1**  
**Man:** I would go to the end of the world for you.  
**Woman:** Yes, but would you stay there?

**JOKE 2**  
**Man:** I offer myself to you.  
**Woman:** I'm sorry, I never accept cheap gifts.

**JOKE 3**  
**Man:** I want to share everything with you.  
**Woman:** Let's start with your bank account.

receive any competition last month. He's feeling so confident that he's the funniest agent in the Middle East he has supplied three jokes this month. Remember, if you think you can do better, send in your joke to the ATN team.