



ZOE NAYLOR

# GLOBE RIDERS

## HERE'S A CAREER THAT MIXES BUSINESS AND PLEASURE BETTER THAN EVER!

**M**ike and Denise run World on Wheel Tours (WOW Tours, and what used to be known as Ferris Wheels) an operation that's been going for more than 20 years. They largely run three-week motorcycle safaris to international destinations typically off the beaten track. They tend to go to places with different cultures, different languages, different foods to give their customers a really significant life adventure. These places are namely Nepal and Bhutan; Turkey and Morocco; Iceland; Indian Himalayas; a group of countries in Dalmatia; Peru and Bolivia; Mexico, Guatemala and Belize; South Africa and the list is growing.

We sat down with Denise to talk about what many of us dream of doing.

### ARR: What inspires you to do this work?

Denise: I think Mike and I both want to inspire people to live fully. We both have myriad similar experiences that have helped us really appreciate that life is finite. We understand that we are all dying. We understand that life finishes. We believe that life is this amazing experience — this amazing adventure — just full of so much possibility and we want to share that with other people.

### I know Mike started the company. How did you guys meet?

Mike and I met on a plane 11 years ago. I was coming home from a month in France where I'd been renting an apartment in the rural countryside during winter. He had been running

a tour in Nepal. He got on the plane in Singapore. We weren't sitting together, but during the flight we found ourselves chatting at the back of the plane. It had been a really significant month for me and I was just very open to life. We swapped numbers. About a month later we went out and five weeks later he proposed. I had never ridden a motorcycle in my entire life at that stage.

### Sounds like you're living the dream?

I used to do a lot of leadership coaching and met many outwardly successful people, but they weren't living the life they really wanted to be living. Often the shift to more fulfilment didn't require a big change — it was about embracing the small things that really uplifted their heart and soul.

### What are some of the small changes people made?

I was coaching the managing director of a very well-known local company. He had all the trappings — the big house, the flash car, the salary, the job title — all the things that most people strive for, and yet he wasn't fully fulfilled. Mike and I are big advocates of simplicity in life; one of the challenges of the modern age is that there's too much of everything and it impacts our quality of life. I remember sharing with him that once a week Mike and I would grab a pizza and a bottle of red wine and go sit on the beach and watch the sunset. A lot of people do that on holiday but not in everyday life. It was an amazing moment of awakening for this client. That was one small change

that he made. He came back the following month and said to me that he and his wife had the most amazing time and something had shifted. It just takes courage to do something different — to follow your own rhythm, the voice of your soul, rather than what the world's doing. People come on our tours and they are awake and feel alive and they come home filled with gratitude for what they have and what we have here in Australia. They live differently as a result.

### That's so cool! So can you shop on these trips or is it all riding?

No, not at all! Mike and I would say we are travellers first and motorcycle riders second. We have a support vehicle that carries the luggage and shopping. We have a guide. We have mechanics to look after your bike. Most of our clients are aged 40–70. People want a clean bed, warm shower and a drink at the end of the day. Everyone has an amazing life experience and life adventure but it's not a hardship.

### Do people do more than one tour?

Oh yes, we have an incredible rate of repeat business. We call them repeat offenders.

### Is it dirt bike riding or road bike riding?

No, it's all road ride biking.

### Wow, if Aaron and I ever get married maybe we could do our honeymoon on one of these trips! How much does it cost?

They all range from about \$8000–\$9500 excluding air fares, but including everything else. I would really love people to know that there is another entire way of living, which is being in the flow. I think that's the best place to live life from — just be really open to everything that's occurring.

One of the greatest areas of focus for me is being present and being in the now. The more we are able to be in that space, the more we can really get what we need in every single moment of life. And if we can let go into that, then it's incredible what can happen!

### Indeed!

Till next time, safe travels. ARR

■ Denise and Mike are on top of the world!

