

72 Hours to Total Brain Rejuvenation

Blast burnout with a digital detox in Sun Valley, Idaho.

THERE'S A REASON the world's most powerful tech and entertainment moguls make an annual visit to Sun Valley, Idaho, where the trails are endless, the views are spectacular, and the vibe is super-chill: to recharge. OK, not *just* to recharge. They also go for Allen & Co., an exclusive, secretive conference where the groundwork for big M&A deals is laid. But what puts these power players in that buying and selling spirit? What helps forge relationships and inspire the vision that, say, Amazon should throw down \$8.45 billion for MGM? What's the one thing that's provided endless inspo to tech titans over nearly 40 years of evolving media strategy? Sun Valley.

Whether you need a slight recalibration or a total overhaul, this laid-back mountain town holds the secret to your restoration—and perhaps your next partner, sale, or Big Idea. The key to reaping max benefits is disconnecting digitally upon arrival and plugging in to your surroundings. Below, you'll find a menu of activities sure to get your grey matter humming along. There's more to do than could possibly fit into three days, so pick the things that excite and intrigue you for the best boost.

Get Outside

“The hiking, the skiing, the boating, the fishing’s all fantastic,” says Christian Nickum, CEO of Sun Valley-based Rocky Mountain Hardware, makers of handcrafted bronze hardware, including smart locks. “Whatever activities people enjoy, there are a gazillion different opportunities.”



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