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Best frequent flier rewards: From magic scarves to koala cuddles

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(CNN)It used to be that frequent flier rewards were pretty standard. Not so these days: airlines are instead trading in magical scarves, Justin Timberlake concert tickets -- even marriage proposals.

"There's a high amount of demand for airline seats. Rather than frustrate members by shutting them out, airlines figure, why not offer them an award that is always available," notes Jay Sorensen, president of IdeaWorksCompany, which recently released a report on the weirdest and most wonderful frequent flier awards.

Click through the gallery for some of the best rewards that airlines have to offer.



The best ways to spend your frequent flier miles 9 photos

Save a koala, Qantas, cost: 536,500 points – More frequent flyer programs are including charitable items in their roster of redeemable items.

Qantas offers a trip that is equal parts philanthropic and once-in-a-lifetime. Members can redeem points to volunteer for Earthwatch. The 10-day program takes place in Australia's Great Otway National Park. Volunteers conduct tree measurements, collect biological samples and track koalas by radio.



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Business class seats, All Nippon Airways, cost: 747,000 miles – All Nippon Airways has just become a champion to the aviation geek set. Their A-Style online shop sells 747 memorabilia, including business class seats from decommissioned aircraft. The seats are available for retail, but can also be purchased with miles by members of ANA's Mileage Club (one mile for every yen).



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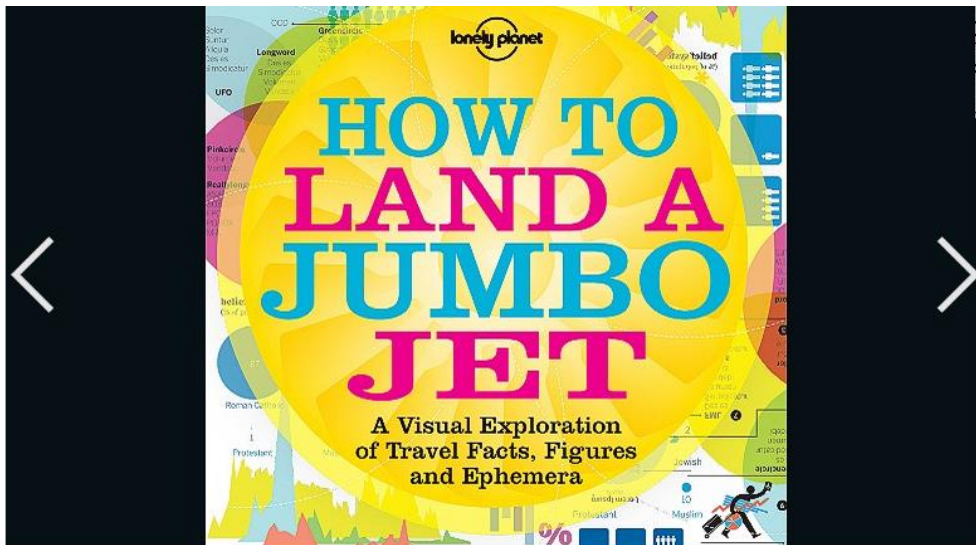
Gandalf scarf, Air New Zealand, cost: 145 airpoints dollars – It's fitting that Air New Zealand would sell memorabilia from the Lord of the Rings film franchise; the series was filmed in New Zealand, after all. Passengers can procure items such as a replica of Gandalf's scarf (it's 100% New Zealand wool and even comes with a scroll).



PHOTO ILLUSTRATION/SHUTTERSTOCK

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Marriage proposal, El Al, cost: \$60 plus 120 points – Want to pop the question and stuck for ideas? Israeli airline El Al has come up with a version all their own (and it only costs 120 points). Grooms that go in for their proposal package can propose in-flight, and finish off with champagne, premium chocolates and 20% off duty-free (nothing spells love like a discount).



COURTESY LONELY PLANET

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How to Land a Jumbo Jet, Virgin Australia, cost: 4,000 points – Virgin Australia offers Velocity Rewards members a useful guide (care of Lonely Planet) on, among other things, how to land a jumbo jet.



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Lexus dinner, Al Nippon Airways, cost: 15,000 miles – Luxury car lovers can enjoy the Lexus experience at Tokyo's Instersect store. While it doesn't actually sell the automobile, the store does aim to ooze the Lexus lifestyle with a cafe and exhibition space. Mileage Club members can use their points on a four-course meal in store's fine dining restaurant, inclusive of a bottle of champagne.



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Beijing private sidecar tour and private lunch, Qantas, cost: 35,500 points – The job of sidekick is often underrated. Qantas encourages its passengers to revel in their inner Robin and luxuriate in going along for the ride. Those that scrape together enough points can tour Beijing from the vantage point of a motorcycle sidecar with an English-speaking driver-cum-guide. The tour includes sparkling wine at the Forbidden City and a three-course lunch at a 600-year-old former Buddhist temple.



COURTESY LINK SIMULATION AND TRAINING

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Flight simulator, EVA Air, cost: 100,000 miles – Taiwanese airline EVA Air gives diamond- and gold-status member of its MileageLands program unique access to its flight simulator. The session lasts 90-minutes, and includes professional instruction from a trainer.



KEVIN MAZUR/GETTY IMAGES

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Justin Timberlake Live in New York package, American Airlines, cost: 131,000 to 490,000 miles – For the last couple of years, American Airlines has held occasional, exclusive auctions for its AAdvantage members. Last year, the hot-ticket item was an all-inclusive Justin Timberlake package. The winner took home two plane tickets from a U.S. airport, hotel accommodations, transfers, meals and a \$600 prepaid Mastercard.