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MGM Grand
LAS VEGAS

MAR 1-3, 2026



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How to Capitalize on the Emerging Trend of Bleisure Travel



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*Senior Director,
Partner Engagement &
Development*



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Welcome & Thank You to Our Sponsors

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What Is Bleisure?

Business travel enhanced or extended with leisure experiences before, during, or after the core business purpose



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Why Bleisure Is Growing?

- Remote work flexibility
- Conference and event extensions
- Experience-driven spending
- Corporate wellness and retention focus



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Market Size & Growth

The global bleisure travel market to reach \$731.4 billion globally by 2032 at 8.9% CAGR

[Allied Market Research](#)



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Beyond Point-to-Point Service

A Simple 4-Step Bleisure System

1. **Identify:** Listen for extended stays & companions
2. **Suggest:** Ask what else they need while in town
3. **Partner:** Restaurants, events, tours, aviation
4. **Package:** Sell curated experiences, not just rides



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Upsell & Revenue Expansion

- Evening experience packages/local curated tours
- VIP weekend add-ons (events+VIP drop+ coordination)
- Executive companion experiences
- Replicable partner networks in other cities (scalable)



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Upsell & Revenue Expansion

City

- Jaco, Costa Rica
- La Fortuna
- Manuel Antonio
- Monteverde
- Nosara
- Playa del Coco
- Puerto Viejo de Sarapiquí
- Puntarenas
- Tamarindo

Tour Type

- All
- ATV tours
- Coffee tours
- Cooking classes
- Crocodile river tour
- Hanging bridges
- Hiking
- Horseback riding
- Kayak fishing
- Kayaking
- Massage
- River Raft
- Sport fishing
- Surfing
- Swimming
- Two Tank Dive Tour
- Walking
- Walking tour
- Waterfall Tour
- Yoga



6 HOURS

Canopy Ziplining + Rappel Adventure

Discover the stunning Arenal River Canyon and the rich rainforest wildlife. Spot three types of monkeys, toucans, hummingbirds, and sloths as you explore the extraordinary flora and fauna of this vibrant ecosystem.

Price per Person: **\$60.00** Read More →



2 HOURS

Crocodile River Tour

Experience the prehistoric power of Costa Rica's most famous reptiles on Crocodile River Tour. From the safety of our custom-built boats, you'll glide through the Tárcoles River and the Guacalillo mangroves to witness American Crocodiles—some reaching over 17 feet long—in their natural habitat.

Price per Person: **\$45.00** Read More →



6 HOURS

Cultural adventure by ATV

This tour offers guided ATV tours in Santa Teresa, Costa Rica. Explore Montezuma waterfall, Ario River, and local towns with bilingual guides. Our eco-friendly, 4-6 hour small-group tours include all gear. Experience authentic hospitality and natural beauty.

Price per Person: **\$150.00** Read More →

HORIZON STARS
TRAVEL MANAGEMENT

[Overview](#) [Trip Timeline](#) [Trip Summary at a Glance](#) [Trip Summary](#) [Pricing Summary](#) [Terms & Conditions](#) [Contact Us](#)

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4 Traveller(s)

ITALY - A TIMELESS ADVENTURE

14 Days / 13 Nights

Travel Date

16 June 2026 → 29 June 2026

Mrs Cori Doyle

Dear Mrs Cori Doyle,

Please review this list of recommended day tours and activities. Note: the dates and times are currently placeholders used for illustrative purposes.

Yours sincerely,
The Horizon Stars Travel Management Team



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Upsell & Revenue Expansion

Trip Summary

*all prices are inc. tax



Milan from the Sky: Duomo Rooftop & Galleria Tour

Jun 16 2026 TBC - Jun 16 2026 03:00 , 3 Hour(s) , Walking tour , 2 Adult(s) , 2 Child(ren)

\$677.36

Milan from the Sky: Duomo Rooftop & Galleria Tour

Milan, Italy

Immerse yourself in the heart of the Italian Renaissance and Gothic splendor with this comprehensive three-hour private tour.



Start Date	Jun 16 2026 TBC	End Date	Jun 16 2026 03:00
Duration	3 Hour(s)	Tour Type	Walking tour
Location	Milan, Italy		

From the soaring heights of the cathedral's marble terraces to the sophisticated glass-domed avenues of the world's oldest shopping mall, you will witness the symbols of faith and fashion that define Milan. Led by an expert guide, this journey uncovers the hidden relics and architectural secrets that remain invisible to the casual traveler.

Tour Highlights

- A Walk Among the Spires: Begin with a priority ascent to the Duomo's rooftop terraces. Skip the lines and ride the elevator to the sky, where you will wander through a forest of 7,000 statues and 35 spires. Ascend the final stone stair beneath the radiant Golden Madonna and enjoy panoramic views stretching across the city to the snowy Alps.

Lake Como - Boat 'Dolce Vita'

Como, Italy

Start Date	Jun 17 2026 00:05	End Date	Jun 17 2026 08:00
Duration	7 Hour(s)	Location	Como, Italy

Passengers

- Mrs Cori Doyle (Adult)
- Mr TJ (Adult)
- Mr Child 1 (Child)
- Mr Child 2 (Child)



Hilton Lake Como - Milan Train Station

Jun 18 2026 13:06 - Jun 18 2026 13:06 - , Point-to-point - Van , 2 Adult(s) , 2 Child(ren)

\$367.00



Florence Train Station - Plaza Hotel Lucchesi

Jun 18 2026 13:07 - Jun 18 2026 13:07 - , Point-to-point - Van , 2 Adult(s) , 2 Child(ren)

\$150.00



Plaza Hotel Lucchesi - Florence Train Station

Jun 19 2026 07:00 - Jun 19 2026 08:00 - , Point-to-point - Van , 2 Adult(s) , 2 Child(ren)

\$0.00



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You're Leaving \$\$\$ on the Table

- Assuming the customer knows what they want
- Order-taking only process
- No lead follow-up flow
- No tiered offerings



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Customer Relationship Management (CRM)

INITIAL CONTACT 3 leads: \$0	WAITING ON THE CLIENT'S RESPONSE 13 leads: \$0	MISSING INFO 0 leads: \$0	OTHER 79 leads: \$0	PROPOSAL SENT 9 leads: \$0
<p>Customer must receive response within 15 minutes: Hello [Customer Name], Thanks for reaching out to Costa Rica Horizon. I'm...</p> <p>Quick add</p> <p>+1 (732) 430-0224 Yesterday 7:38... +17324300224 - Inquiry - March 13-16 26957529 after-hours Bot unfinished No Tasks</p> <p>Vincent Lesbaudy 01/12/2026 Vincent Lesbaudy - quote 26486064 web form Bot unfinished No Tasks</p> <p>Casey LaBarre 01/12/2026 The Money Store - Casey LaBarre - quo... 26477993 web form Bot unfinished No Tasks</p>	<p>Nicole Buzzanca - quote 26867637 Bot unfinished No Tasks</p> <p>hi</p> <p>MEDRANO BARBARO 02/02/2026 MEDRANO BARBARO - RC Caller 2/2 26757507 after-hours Bot unfinished No Tasks</p> <p>Galilea Deras 02/02/2026 Galilea Deras B2661 - widget booking 26755679 Lost - Other Bot unfinished No Tasks</p> <p>+20 12 12651094 02/02/2026 Lead #26754475 26754475 No Tasks</p> <p>+1 (678) 468-5025 01/27/2026 Lead #26702584 26702584 No Tasks</p> <p>Lisa Welts 01/22/2026 Lisa Welts - widget booking B2624 26634582 Bot unfinished No Tasks</p> <p>+1 (786) 858-8702 01/06/2026 Veronica Velasquez - quote 26702577 No Tasks</p>		<p>Provide thoughtful solutions or information tailored to the customer's inquiry. If the customer is expressing concerns, service issues, or other matters unrelated to pricing or quotes, address them with...</p> <p>Lead #26904117 02/14/2026 26904117 Bot unfinished No Tasks</p> <p>Hello. I just booked a private tran...</p> <p>Lead #26728203 01/29/2026 26728203 Bot unfinished No Tasks</p> <p>Do you pick up at the private char...</p> <p>Djurdja test 01/28/2026 26721780 Bot unfinished No Tasks</p> <p>Lead #26715442 01/28/2026 26715442 123456789 test No Tasks</p> <p>Lead #26570848 01/17/2026 26570848 No Tasks</p>	<p>Here, we keep leads until we have a feedback from the customer. If customer decides to book, move it to 'BOOKING IN PROGRESS'. If customers decides not to book, move it to LOST.</p> <p>John Ripp 02/18/2026 John Ripp B2714 - quote 26940507 web form Bot unfinished No Tasks</p> <p>+1 (289) 273-2628 02/17/2026 Lead #26921401 26921401 No Tasks</p> <p>+1 (707) 230-0274 02/16/2026 Lead #26918323 26918323 No Tasks</p> <p>Frederick Moretti 02/16/2026 Frederick Moretti B2703 -widget book... 26914111 One-day Service No Tasks</p> <p>Kalyn Vasquez 02/15/2026 Kalyn Vasquez B2702 - quote 26910173 web form Bot unfinished No Tasks</p> <p>Maria Irarrazaval 02/12/2026 Maria Irarrazaval B2690 - widget book... 26882341 One-day Service No Tasks</p>



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Lead Card (Part of the CRM)

The screenshot displays a CRM interface for a lead card titled "#Booked B2710 - Wilem Banks - widget booking". The card includes a status bar with "#26933971", "Bot unfinished", "Last minute", and "One-day Service". Below this, it shows "Direct Customers (C2B)" with a "booked (2 days)" indicator. A navigation menu includes "Main", "Statistics", "Media", "Products", "Whatcrm | WA", "Obsolete", and "Setup".

The lead card details are as follows:

Responsible user	Lena
Sale	\$0
Responsible user	...
Stage	...
First Name	...
Last Name	...
Trip Advisor site link (if exist):	...
Brief Description	...
Timestamp	...
Details	...
Distance	...
Additional Info to Request	...
Affiliate Location Name	...
Client Location	...
Hours	...
Area of coverage	Select v
Arrival Date and Time (Form)	02/18/2026 9:48AM
Departure Date and Time (Form)	02/18/2026 9:48AM
Comment	...

The chat interface on the right shows a conversation with Wilem Banks. The messages are:

- 02/18/2026 3:10PM Outgoing email From: Costa Rica Horizon to: Wilem Banks
Costa Rica Horizon - Action Required: Securely Confirm Your Transportation Reservation
Hello Wilem,...
- 02/18/2026 3:22PM Wilem Banks
Hi, we just landed and I am going through customs now
- 02/18/2026 3:22PM Wilem Banks
We should be outside on the curb in no more than 30 minutes
- 02/18/2026 3:24PM Lena ✓ Delivered
Hello Wilem,
Welcome to Costa Rica!
We have informed our driver, he'll be waiting for you outside.
- 02/18/2026 3:25PM Wilem Banks
Ok great thank
- 02/18/2026 3:25PM Wilem Banks
I'll text you when we are outside
- 02/18/2026 3:25PM Lena ✓ Delivered
Alright, thank you.
- 02/18/2026 3:27PM Lena ✓ Delivered
Your driver is Esteban, +50672008058, you can contact him as well.
Please let us know what was your flight number? Thank you



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Overcoming Hesitation

**You are either shrinking or growing.
If you are resisting change, you're
resisting growth.**

- Ty Morgan



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Questions?



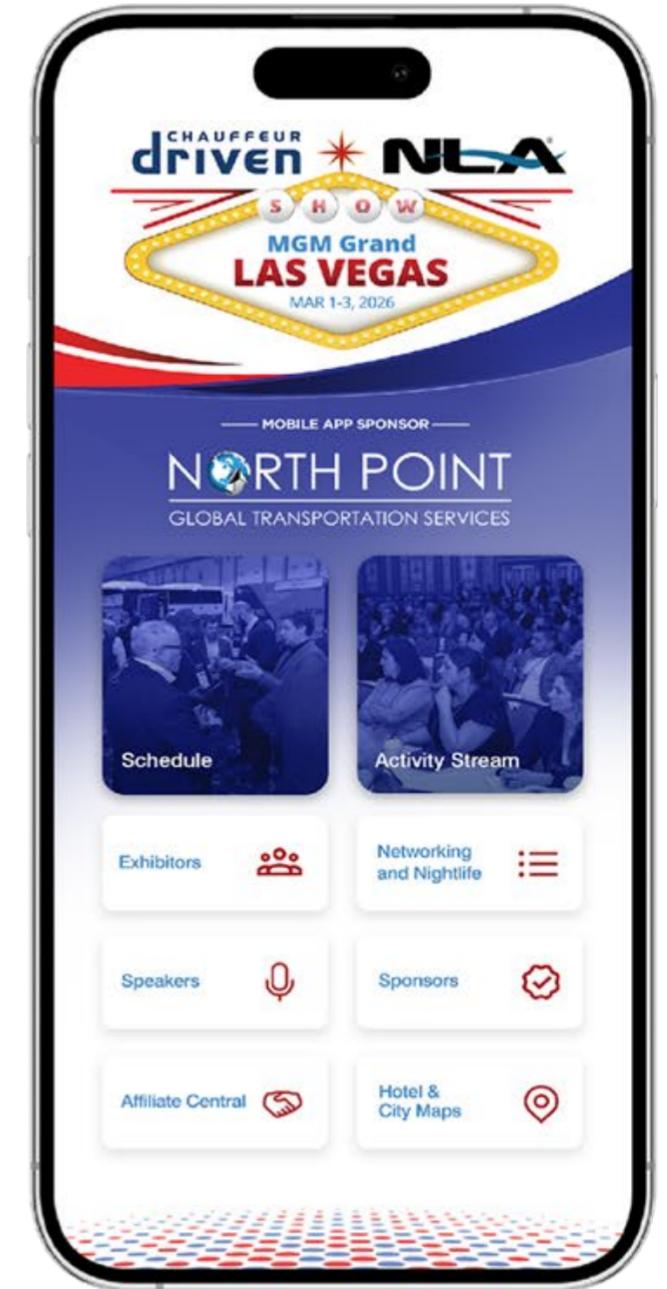
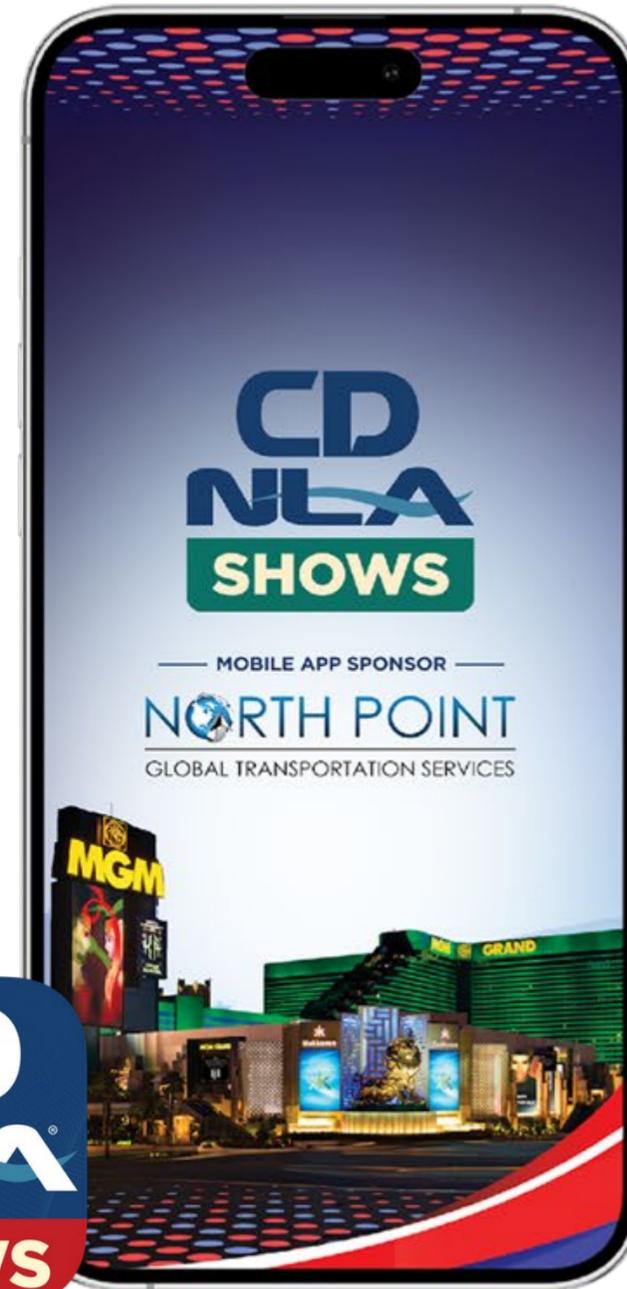
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Let Us Know How We Did!

Please complete the survey you received to share your feedback!



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Thank You for Joining Us!

