

PATHFINDER

BLUE PARALLEL OFFERS TRAVELERS BOUTIQUE HOTELS, EXCLUSIVE ACCESS AND ONE-OF-A-KIND EXPERIENCES // BY BECCA BLOND

◻ **EMMANUEL BURGIO:**
“OUR CLIENTS GET TO EXPERIENCE THINGS YOU CAN’T JUST BOOK ONLINE.”

Emmanuel Burgio started out as an investment banker. But after traveling the world on a yearlong sabbatical, he realized he wanted to bring the experiences he had to others. The result? Blue Parallel, now the leader in providing customized travel itineraries to time-pressed executives. The latest news: After 11 years of focusing on Latin America, Burgio, who was raised in southern France, is expanding his offerings into southern Europe.

The values that inform his company remain the same as when he organized his first trips from New York to Machu Picchu—and they’re values every traveler should take to heart.

MAKE YOUR JOURNEY UNIQUE

“When I created Blue Parallel, I made sure our journeys included insider-access experiences, not available to the public, that I had personally tried,” Burgio says. “Whether it’s meeting a renowned artist in his

private atelier or kayaking the Beagle Channel with an Olympic athlete, each of our journeys is tailor-made.”

ADD SPECIAL EXPERIENCES

“From my personal travel experience I know discerning travelers not only seek luxury accommodations; they also look for unique ingredients that make travel special to them. For some this will be meeting with a private art collector or a notable artist. For another it could be visiting a tortoise reproduction center on the Brazilian island of Fernando de Noronha.”

GO LOCAL

“More and more, travelers are asking to stay in boutique hotels or private estates over big resorts. They are looking for a more intimate, private experience when traveling. We are also finding people want to eat local, with fresh gourmet cuisine high on their priority lists.”

LEVERAGE YOUR CONNECTIONS

“There are places that I personally know well, where I have the connections that allow us to provide the insider access for which Blue Parallel is known. I felt the Mediterranean region was a logical new destination choice because I grew up in the south of France and I have deep family roots as well as strong personal contacts throughout the region. So whether it’s having exclusive private access to the Alhambra near Granada, Spain, or having Moroccan mint tea with a Berber family in the High Atlas Mountains, our clients get to experience things you can’t just book online or even buy your way into. You have to know someone.”

SEE A NEW PART OF THE WORLD

“We’ve seen a surge in U.S. travelers deciding on Latin America due to its lack of a significant time change, direct flight options and, of course, the distinct cultural and natural wonders this region has to offer. We have seen a particular increase in requests for Brazil lately. People are coming for the World Cup and then wanting to travel around the country—it’s a halo effect.”

