

Inspiring and Educating Sellers of Affluent Travel

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Blue Parallel, Inc.

Blue Parallel, Inc. (www.blueparallel.com) was founded in 2002 by Emmanuel Burgio, a former member of Credit Suisse First Boston's investment banking group. Burgio one day decided to leave Wall Street and travel the world. While doing so, he realized that there was a gap in the marketplace that he could fill: serving luxury adventures and discoveries to highly discriminating, time-constrained travelers. So he created Blue Parallel, Inc. His initial target audience included his colleagues in the banking industry and his first client was his former boss. Blue Parallel today has offices in Maryland and Buenos Aires and an extensive on-site staff in the destinations in which it operates.

In what regions of Latin America does Blue Parallel provide services?

Argentina, Brazil, Chile, Ecuador, Galapagos Islands, Peru, Mexico, Guatemala, Belize and Antarctica.

What is the affluent traveler to Latin America looking for?

Travelers have a growing desire for unique and tailor-made travel experiences that are very luxurious and off the beaten path; the kind of experiences that will give them ultimate bragging rights and make their friends' jaws drop, whether it's a private art gallery viewing, meeting a famous Brazilian soccer player or keys to a private estate in Jujuy. They also want every detail handled and to be led through the experience so they can concentrate on taking in everything and enjoying their time.

What are some of the over-the-top experiences you can provide for clients?

Buenos Aires: We arranged for a group of musicians from the famous Teatro Colón to visit a client's suite and perform a private concert. We can also arrange an exclusive visit to a private art gallery and for private access into

some of the most prominent antiques shops in the city.

Los Glaciares National Park, Argentina: We can provide a private ice-trekking excursion, followed by a private gourmet picnic on the Perito Moreno glacier. The trek will be rounded off with a single malt whisky on the rocks, using ice from the glacier.

Angra de Reis, Brazil: As guests relax on an unspoiled beach, on an island only accessible by speedboat, their personal bartender will prepare *caipirinhas* while they watch the sunset and enjoy a private samba concert.

Rio de Janeiro: We can set up a meeting with former Brazilian soccer team member Marcelo Gonçalves. Guests will accompany him to watch a game at the renowned Maracanã. There they will meet all the players before the big game and with Gonçalves, step onto the pitch of the largest stadium in the world—every Brazilian's dream. They will then watch the game with Gonçalves in a private box.

Quito, Ecuador: Guests can visit the home and workshop of Oswaldo Viteri, one of the most famous Ecuadorian artists, to view his private art collection and see his work in progress. Or

they can have private access to the Compañía de Jesús church for a private candlelit visit followed by champagne and hors d'oeuvres.

Lima, Peru: They can enjoy a private meeting at the Presidential Palace, where they can meet with an array of experts suited to their interests, e.g., politicians, art collectors, researchers, etc.

What is the most extreme, luxurious experience you have ever provided for a client?

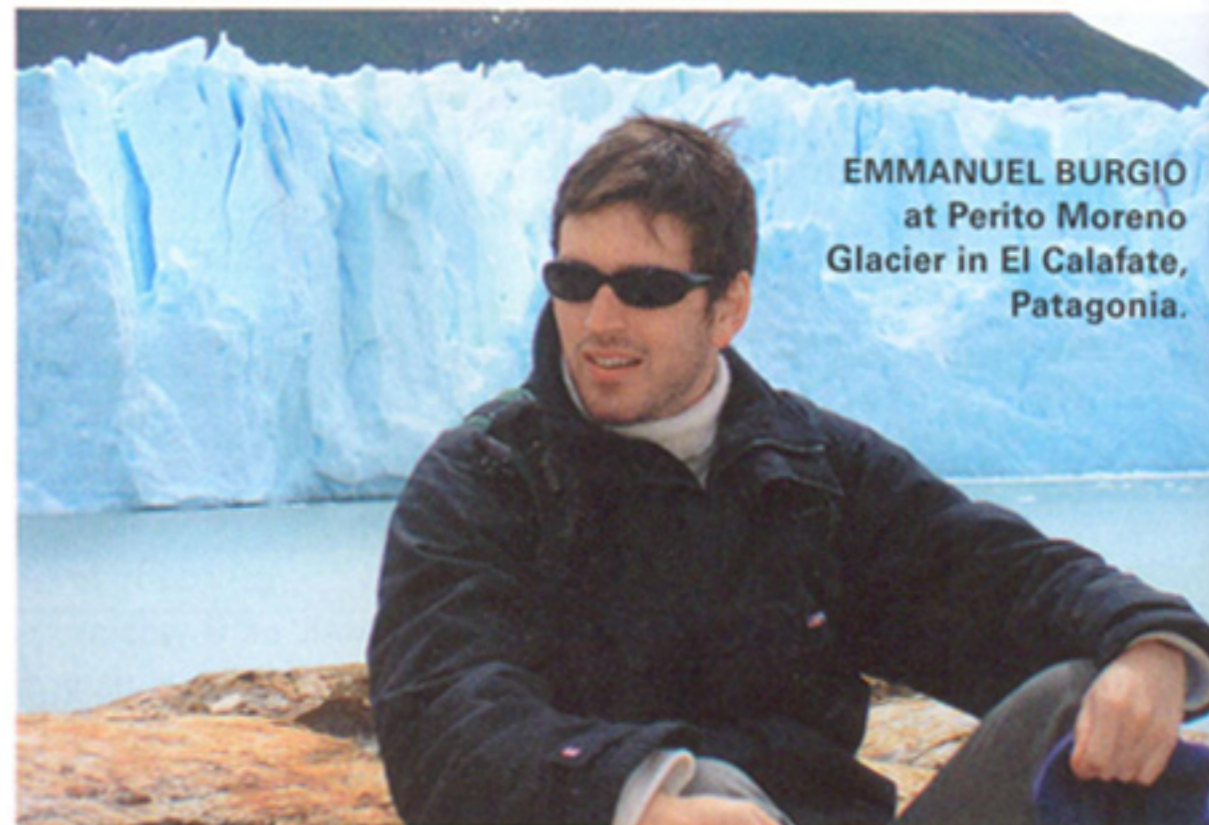
This would be National Geographic photographer Robert B. Haas, for whom we just finished coordinating the logistics for a two-year aerial photography project, covering the most spectacular highlights of South and

Central America. The project's goal was to capture the diversity of the region, ranging from the natural beauty of Andean snow-capped peaks and turquoise Caribbean seas, to manmade urban and remote cultural sites.

Our function spanned from researching and implementing itineraries with detailed information on country destinations, base choices, flight circuits, aircraft providers, personnel, contract work, permits required to fly over and photograph national parks, as well as arranging hotels and ground transportation, and the overall support for the 12 trips involved. Haas's spectacular images have been published by National Geographic in the book *Through the Eyes of the Condor*, which was released in September 2007.

What have you observed to be the most rapidly growing regions of Latin America for the affluent traveler?

Argentina, Ecuador, Northern Brazil and Guatemala. ■



EMMANUEL BURGIO
at Perito Moreno
Glacier in El Calafate,
Patagonia.