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Prohotel International Leads The Way In ‘Bleisure Travel’ --Tropical settings create the perfect mix of business and leisure activities --

NEW YORK, September 22, 2015 – The emerging trend of ‘bleisure travel’ was recently cited by top marketing executives at the Advertising Club of New York’s Vertical Series. Research reveals business travelers are better at maintaining work-life balance on the road and they are extending corporate trips to include more leisure activities creating a trend called ‘bleisure’ travel.

Prohotel International, a Houston-based management, sales and marketing firm known for its signature guest-inspired experiences at properties in the Caribbean and Central America, is poised to capitalize on this increasing popular trend – a major departure from the 24 hour, seven day a week workaholic.

Here are the travel trends at a glance.

Trend 1 – Rise of ‘Bleisure’ Travel

Prohotel International’s resorts present endless opportunities for ‘bleisure travel’ especially as it pertains to team building activities in tropical settings.

- **The Lodge at Pico Bonito** has a multi-media conference room to facilitate off-site meetings for 50 people. Since the eco-friendly lodge is nestled near the rainforest in Honduras, travelers can discover rare bird species and flora and fauna, as well as hike in the nearby national park.
- **Sublime Samana Hotel and Residences**, a tropical oasis located on the Samaná Peninsula in the Dominican Republic, is an idyllic setting for team building activities. Guests can bond through activities ranging from interactive cooking classes to outdoor recreational activities such as hiking, sailing, tennis, and whale watching.
- Located in the Dominican Republic’s Ciudad Colonial (colonial city), **Casas del XVI** offers an intimate retreat in a historic setting. Guests can step back in time, walk in the footsteps of Spanish conquistadors, uncover the UNESCO “World Heritage” City’s history, and stay in properties once inhabited by the first Spanish settlers.

Trend 2 – Experiential Travel In Nature, History and Culture

Authentic travel experiences offering immersion in culture, history or nature distinguishes Prohotel International from competitors, make connections with potential customers, and ultimately inspire them to stay at their properties.

Prohotel International spotlights the beauty of the natural surroundings, as well as showcases the unique aspects of the destinations culture and history.

- The **Lodge at Pico Bonito** in Honduras has a resident bird specialist for guided bird-watching tours to learn about the endangered Honduran emerald hummingbird and tropical birds such as parrots, parakeets, and tangers. The eco-lodge presents endless possibilities for outdoor enthusiasts to hike in a tropical jungle, whitewater raft on a 20-mile river with grade two to four level rapids on the Rio Cangrejal, as well as uncover an archeological ruin dating back to the Mayan civilization in Copán.
- History lovers should head to **Casas del XVI** in Santo Domingo's Ciudad Colonial (historic city) and stay in the recently renovated property to preserve the original architecture. Guests who stay at the Casa de los Mapas (or House of Maps) can actually examine vintage maps once used by the Spanish explorers. Guests can also stay in Casas Macorís, a new addition to the boutique hotel collection, and stay in a former convent with all the modern amenities of a 5-star property.
- **Sublime Samana Hotel and Residences**, situated in the French-influenced area of Las Terrenas in the Dominican Republic, is a luxurious haven in a tropical setting. Resident chef Cristian Baéz offers interactive cooking classes for food lovers to savor local flavors of the region. Outdoor enthusiasts can hike El Limón Waterfalls, horseback on the beach, snorkel and scuba dive in the crystal clear waters near the hotel. Spa goers can relax, rejuvenate and soothe the senses with body wraps, facials, massages and treatments incorporating organic ingredients coconut, sea salts, honey and chocolate from the area.

Trend 3 – Travel is Getting More Mobile

Research also shows guests are traveling with smartphones making it easy for them to stay connected on the road. The increasing popularity of mobile apps make visitors natural brand ambassadors by helping them to stay connected and share instant updates about their experience with friends and family.

In keeping with this trend, Prohotel International resorts have WiFi access throughout the boutique properties, which are part of the Small Luxury Hotels of The World™ brand. Many of their guests, who come back for repeat stays, often follow them on Facebook, Twitter and Instagram, post comments about their stay and enter to win complimentary trip for two people at The Lodge at Pico Bonito and Sublime Samana.

Trend 4 – Travel is Seamless

Savvy travelers are looking for a one-stop portal for all their vacation planning needs. Prohotel International website provides visitors with invaluable information about planning their vacation ranging from description of the rooms, cultural tours for travelers to uncover the unique charm. The website also has information about the following limited time offers.

- **Casas del XVI** offers guests a cultural package experience including a two night stay, breakfast, tour of the Colonial City via Chu Chu train or trikke for \$600 (plus tax and service), a \$100 nightly savings from now to November 30, 2015.
- The **Lodge at Pico Bonito** has up to 50 percent discount off room rates for guests visiting the property from now to November 30, 2015.
- **Sublime Samana Hotel and Residences** has a fall promotion – book three nights and receive one of the nights free plus a \$50 resort credit – from now to November 30, 2015. Prices start at \$600 (plus tax and service) for three nights in a One Bedroom Suite for 2.

For more information about Prohotel International, please visit www.prohotels.com. To book stays at the different properties, please visit www.sublimesamana.com, www.casasdelxvi.com and www.picobonito.com.

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