

Hotel to Booking tools

Horizon Hotels Commercial Partnerships December 4, 2025

To: Partnerships / Product Teams — Amex GBT, SAP Concur, GetThere
From: Horizon Hotels — Head of Commercial Partnerships

Subject: Partnership Proposal — Implementing Bleisure (Business + Leisure)
Capability in Corporate Booking Tools

Overview

Horizon Hotels proposes a strategic partnership to embed Bleisure booking capability into your corporate booking platforms. By integrating Horizon's Sabre SynXis-enabled leisure-extension rate plans, tagging, and travel-program controls, we enable employees to extend business stays into leisure stays within booking flows while preserving duty of care, simplifying approvals, and delivering measurable revenue and engagement benefits.

Key proposition

- Technical integration: publish Meridian-specific leisure and business rate plans and program tags in Sabre SynXis; expose leisure-extension options via GDS and APIs consumed by Amex GBT, Concur, and GetThere so employees can add verified leisure nights during the booking flow.
- Travel-program controls: support corporate travel-program rules (eligibility, max leisure nights, blackout dates, required approvals) via booking tool flags and approval workflows.
- Reporting & reconciliation: deliver tagged booking data and monthly volume dashboards to corporate travel managers for tier tracking and true-up.

Benefits to booking platforms (Amex GBT, Concur, GetThere)

- Increased transaction volume: converting informal off-channel leisure nights into on-platform bookings increases overall bookings, GDS transactions, and ancillary revenue (hotels, transfers, F&B).
- Higher customer retention and stickiness: built-in Bleisure capability enhances platform value to corporate clients and travel managers, supporting renewals and upsell opportunities (travel-program modules, analytics).
- New product differentiation: offer a marketable "Bleisure" feature that can be packaged with managed travel services and reporting add-ons.
- Data & analytics monetization: richer booking signals (combined biz+leisure behavior) unlock advanced analytics and personalized

offers.

- Reduced leakage: bringing leisure extensions on-platform reduces off-channel bookings and strengthens duty of care visibility.

Benefits to corporate clients (e.g., Meridian)

- Higher trip completion and revenue impact: formalizing Bleisure reduces trip declines (industry studies show 22% decline for later trips when leisure not available) and monetizes the ~60% of trips already informally extended, increasing deal opportunities and ROI.
- Predictable negotiated pricing: integrated leisure rates and program tagging channel leisure nights through negotiated plans, lowering average room rates via combined volume tiers (business + leisure).
- Low-friction employee experience: travelers can request and confirm leisure extensions at booking time with required approvals embedded in the travel-program workflow.
- Centralized reporting and control: consolidated monthly reports and rolling volume dashboards enable true-up, spend visibility, and program optimization.
- Duty of care compliance: on-platform Bleisure bookings preserve traveler visibility and safety tracking so employers maintain responsibility for traveler welfare.
- Employee satisfaction & retention: Bleisure supports work-life balance and boosts morale, improving retention and productivity.

Product & guest experience enhancements for Bleisure

- Amenities and room features: enhanced in-room workspaces, high-speed internet, ergonomic chairs, meeting-ready desks, and flexible in-room amenities.
- Leisure-focused offers: curated local experience packages, F&B credits, late checkout options, and family amenities for extended stays.
- Transfers & ground support: partnered transfer options (airport/hotel) with pre-bookable rates and integrated invoicing.
- Flexible check-in/out and luggage solutions for blended itineraries.
- Loyalty & recognition: enable loyalty accrual where possible or indicate exclusions clearly during booking.

Commercial model & incentives for platform partners

- Distribution support: preferred rate access and promotional inventory for your platforms to highlight Bleisure offers.
- Co-marketing: joint campaigns to corporate travel managers and administrators promoting travel-program enabled Bleisure features and case studies.
- Referral and revenue share: mutually agreed commercial arrangements (referral fees or incremental commission for Bleisure bookings that

convert previously off-channel nights).

- Pilot program: initial pilot with Meridian (or selected corporate client) in priority markets to validate flows, measure uplift, and optimize UX before broader roll-out.

Implementation roadmap (high level)

1. Agreement and scope confirmation (Week 0–1)
2. Technical mapping & sandbox provisioning (Week 1–3) — SynXis mapping, API endpoints, test credentials.
3. Travel-program mapping & UI flow design (Week 3–5) — approvals, caps, blackout rules.
4. End-to-end testing (Week 5–7) — test bookings, confirmations, reporting.
5. Pilot activation (Week 8–12) — limited markets and corporate client(s).
6. Scale rollout & co-marketing (Week 13+) — chain-wide distribution and promotional launch.

KPIs to measure success

- Percentage of business bookings extended to Bleisure on-platform (conversion uplift).
- Incremental hotel room nights captured on-platform vs prior period (reduction in off-channel leakage).
- Average room rate and realized discount vs baseline (net savings for corporate).
- Revenue uplift to hotels and increase in ancillary spend per Bleisure booking.
- Traveler safety and duty-of-care visibility metrics.
- Traveler satisfaction and adherence to travel-program rules.

Next steps

We propose a joint discovery session to map technical capabilities, corporate travel-program requirements, and an initial pilot scope (recommended: Meridian's top 8–10 markets). Horizon will provide SynXis mapping samples, a pilot rate grid, and test credentials within 7 business days of agreement to proceed.

Conclusion

Embedding a travel-program aware Bleisure capability into your booking tools unlocks measurable value: increased bookings and revenue for platforms and hotels, better cost control and traveler experience for corporations, and simplified execution for properties. Horizon Hotels is ready to partner on integration, product design, pilot execution, co-marketing, and full rollout.

Please confirm interest and available times for a technical/product workshop next week.

Sincerely,

[Name]

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