



Bleisure

Adding fun to business trips

According to an old adage, it's best to avoid mixing business with pleasure. This is not true anymore. Nowadays, most business travelers expand their stay to have fun with their family, relax or exercise, or explore new

destinations. This is called 'bleisure'. This is even more since the pandemic hit the plane. I am a good example of this trend 😊.

Origins of Bleisure^{1,2}

The term 'bleisure' (a contraction of business and leisure) was coined in 2009 by the *Future Laboratory*, a European consulting firm. However, the bleisure trend was noticed as far back as the late 1990s.

For employees, combining work and leisure can make trips more affordable as parts of their fees are covered by their employers. It also creates opportunities to see the world without taking a lot of time off.

To take advantage of the growing bleisure trend, many governments are introducing special visas allowing visitors to work remotely in a country for an extended period of time, usually tax-free. For instance, Barbados rolled out the 'Barbados Welcome Stamp', allowing people to live and work remotely there for 12 months without being subject to local income tax regulations.

Bleisure in Numbers^{3,4,5,6,7,8,9}

- The global bleisure travel market, valued at \$315.3 billion in 2022, is expected to reach an estimated \$731.4 billion by 2032. Ouf ! More than the double in 10 years!
- US business travelers take over 405 million long-haul business trips annually. Employees add vacation time to around 60% of those trips (243 million trips).

¹ https://www.researchgate.net/profile/Catalina-Mueller/publication/232747813_Bleisure_-_a_new_trend_in_tourism_industry/links/5e8d5de5299bf1307985e374/Bleisure-a-new-trend-in-tourism-industry.pdf

² <https://www2.deloitte.com/content/dam/Deloitte/fr/Documents/consumer-business/Publications/wttc-consumer-trends-report-2023.pdf>

³ <https://www.travelpulse.com/news/car-rail/bleisure-is-the-biggest-trend-in-business-travel>

⁴ <https://www2.deloitte.com/content/dam/Deloitte/fr/Documents/consumer-business/Publications/wttc-consumer-trends-report-2023.pdf>

⁵ <https://www.cendyn.com/blog/business-travel-rebound-and-bleisure-travel-trends-2023/>

⁶ <https://finance.yahoo.com/news/global-bleisure-travel-market-soars-142800079.html>

⁷ <https://thebreakouter.com/2023/08/02/bleisure-travel/>

⁸ <https://www.ahla.com/news/survey-most-americans-more-likely-stay-hotels-vacation-summer-vs-last>

⁹ <https://www.mitel.com/blog/bleisure-and-the-rise-of-hotels-as-co-working-spaces>

- On average, bleisure travelers take 2.5 extra days per business trip.
- Higher earners, urban adults, and adults 35 to 44 years old are the most likely to extend a business trip by a day or two for leisure; 70% of millennials try to incorporate leisure into every business trip.
- Bleisure travelers are more likely than ‘regular’ business travelers to be satisfied with their quality of life (93% vs. 75%) and work/life balance (87% vs. 64%).
- Bleisure travelers spend around 36% more than regular business travelers, making them valuable customers.

For hotels, one of the biggest perks of bleisure is that it maximizes occupancy. Business travelers often have higher room demand on weekdays while leisure travelers fill in the gaps during weekends. By attracting both, hotels ensure a steady stream of guests and revenue.

The Marriott International has tapped into the bleisure trend with its own “travel innovation lab” at the Charlotte Marriott City Center. This Marriott includes a self-serve mobile key and app, a mobile concierge, as well as tap-to-order room service, TV streaming services and a flexible events hub. The rooms have multifunctional living areas for work and play – complete with an in-room entertainment suite that includes Netflix, YouTube, etc. Downstairs, the Great Room offers an open place to relax, hold meetings and catch up on work¹⁰.

Whether for business, leisure or both, guests expect their hotels to offer clean, comfortable rooms and living spaces. This can only be achieved by having the appropriate staff. Unfortunately, staff shortage is the number one issue in the hospitality industry.

This is why offering an electronic tipping solution like **Tip&Go** is essential as it can increase employees’ earnings by up to 30%, therefore encouraging them to stay in the industry.

¹⁰ <https://www.cnn.com/travel/article/smart-hotels-digital-nomads/index.html>

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Francis Léonard, CEO

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#electronictipping,#hotelindustry,#hotelindustry, #hospitality, #Tip&Go,#bleisure**