



# UNPACKING BLEISURE

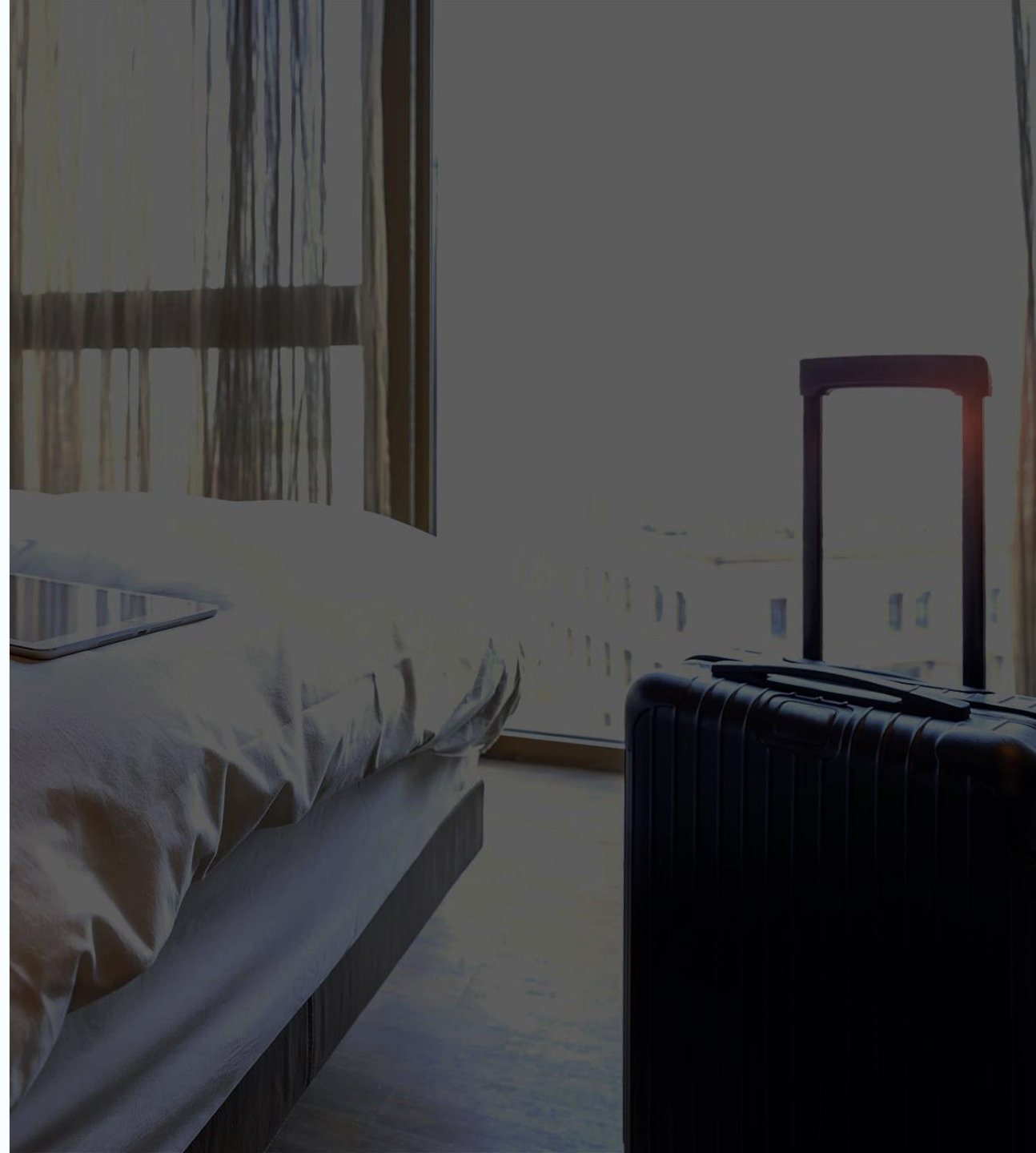
TRAVELER TRENDS

# DEFINITION:

# **BLEISURE**

bə' lēZHər

- the practice of combining business travel and leisure travel into one trip.





### Data Collection Method

Online survey translated and tailored to bleisure travelers' native languages inquired details of their bleisure travels in the past 12 months (since March 2017) and beyond



### Sample Size

More than 2,500 bleisure travelers from China (511), Germany (515), India (510), the United Kingdom (511) and the United States (504)



### Qualifying Criteria

Must have traveled for bleisure in the past 12 months since March 2017

# METHODOLOGY

## Bleisure Traveler Trends

Expedia Group Media Solutions commissioned a study, conducted by Luth Research, to unpack the behaviors, influences, resources and preferences of American, British, Chinese, German and Indian bleisure travelers – or business travelers who extend their trip for leisure.





# WHO IS THE BLEISURE TRAVELER?

# BLEISURE IS BOOMING

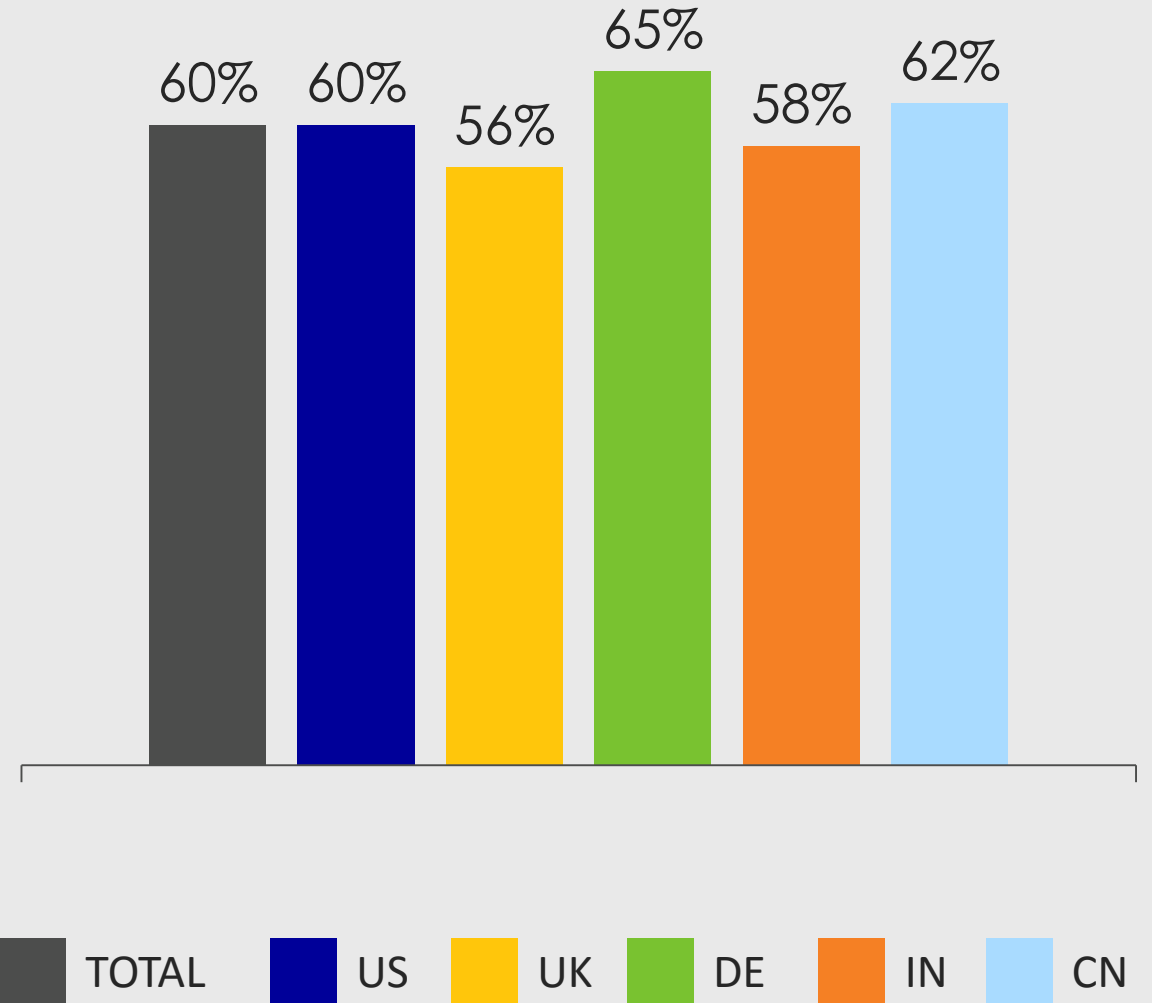
Nearly 40% increase since 2016 study when 43% of US business trips were bleisure trips



On average across the five countries over the last year

# 60%

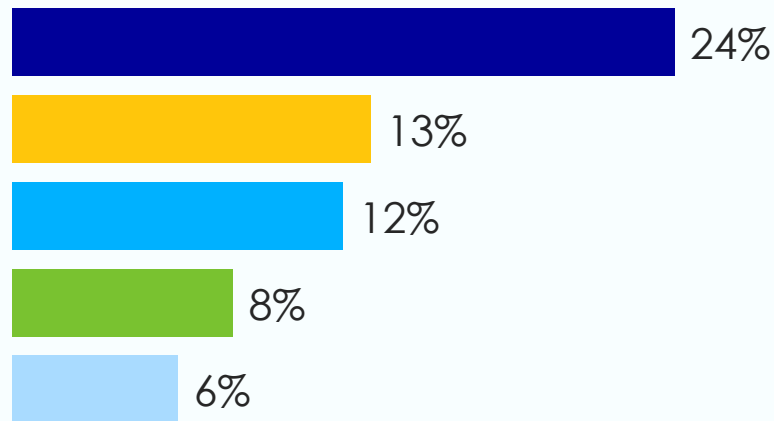
of business trips turned into bleisure



# BLEISURE TRAVELER PROFILE

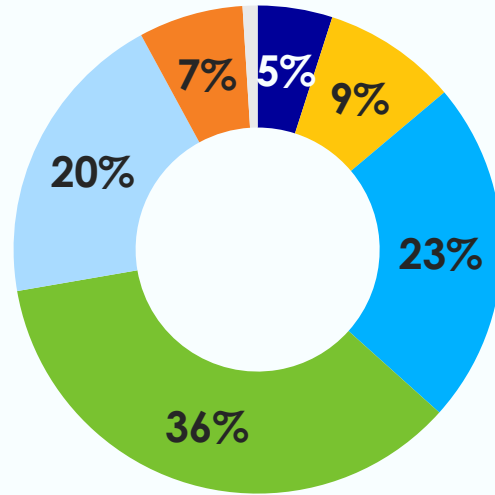
Most bleisure travelers take a business trip at least every 2-3 months, with those trips tending to last between 2-3 nights

### Occupation



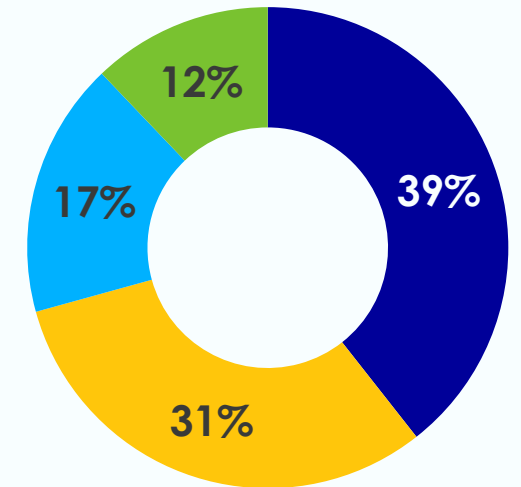
- Technology/IT/Software
- Manufacturing
- Finance
- Healthcare
- Education

### Business Trip Frequency



- Once a week
- Once or twice a month
- Once every 2-3 months
- Once every 4-6 months
- Once a year
- Less than once a year
- 3+ times a month

### Business Trip Length



- 2 Nights
- 3 Nights
- 4+ Nights
- 1 Night

A black rolling suitcase stands upright on a polished floor in an airport terminal. The background shows a busy airport with people sitting on benches, walking, and standing near check-in counters. The lighting is dim, creating a moody atmosphere. The suitcase is the central focus, positioned in the lower right quadrant of the frame.

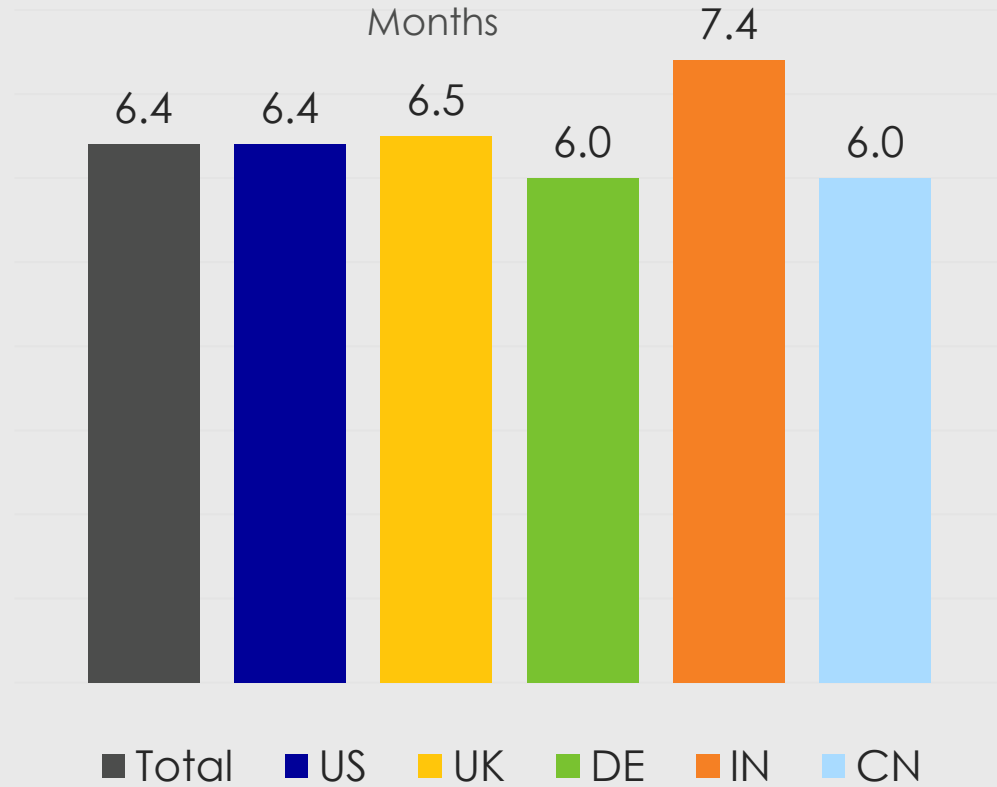
# BLEISURE BASICS



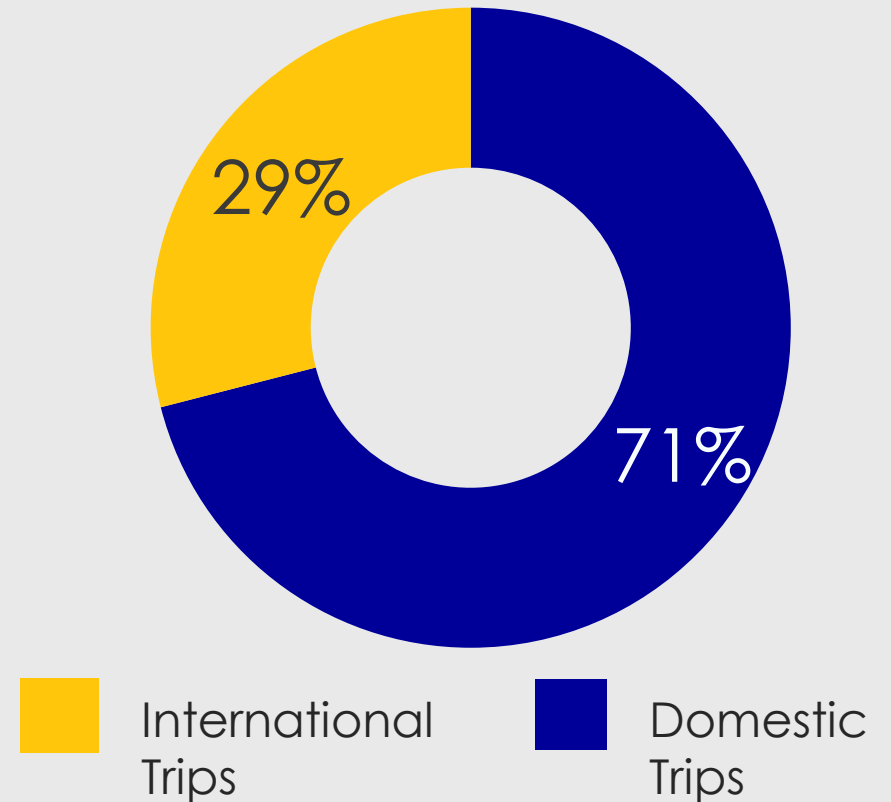
# BUSINESS TRIP FREQUENCY & LOCATION

More than six business trips a year on average across the countries, and largely domestic

Number of Business Trips on Average in the Last 12 Months



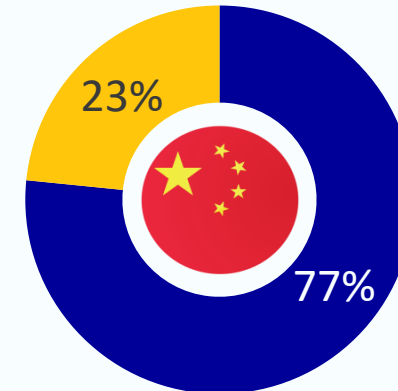
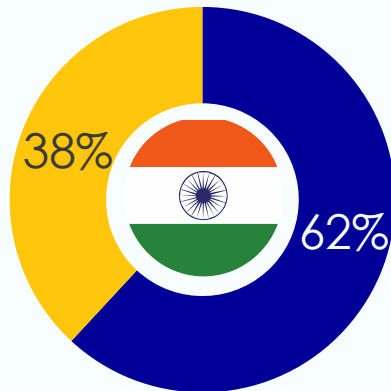
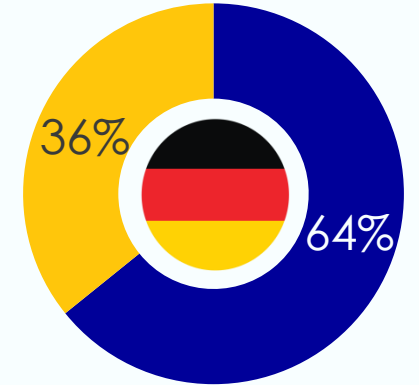
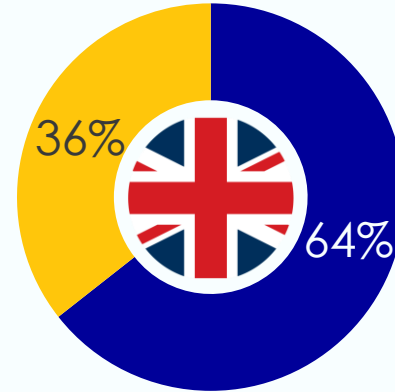
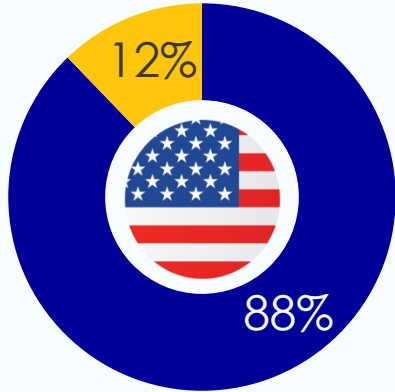
Domestic vs. International Business Trips on Average in the Last 12 Months





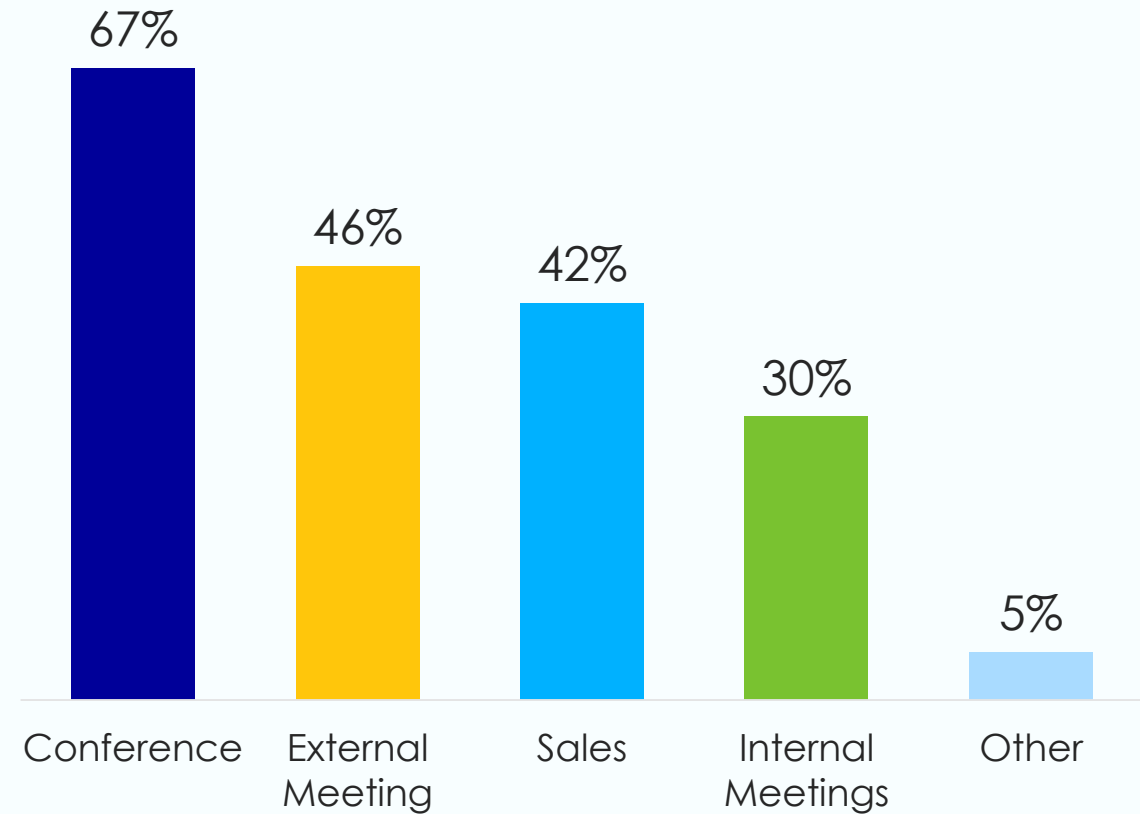
# BUSINESS TRIP LOCATION BY COUNTRY

Most business trips are domestic on average – though that can vary by country





# BUSINESS TRIP PURPOSE



# BLEISURE CAN HAPPEN ANYWHERE

Although most travel domestically for business, on average there is nearly equal likelihood domestic and international business trips will turn into bleisure



51%

of **domestic**  
business trips  
are bleisure trips

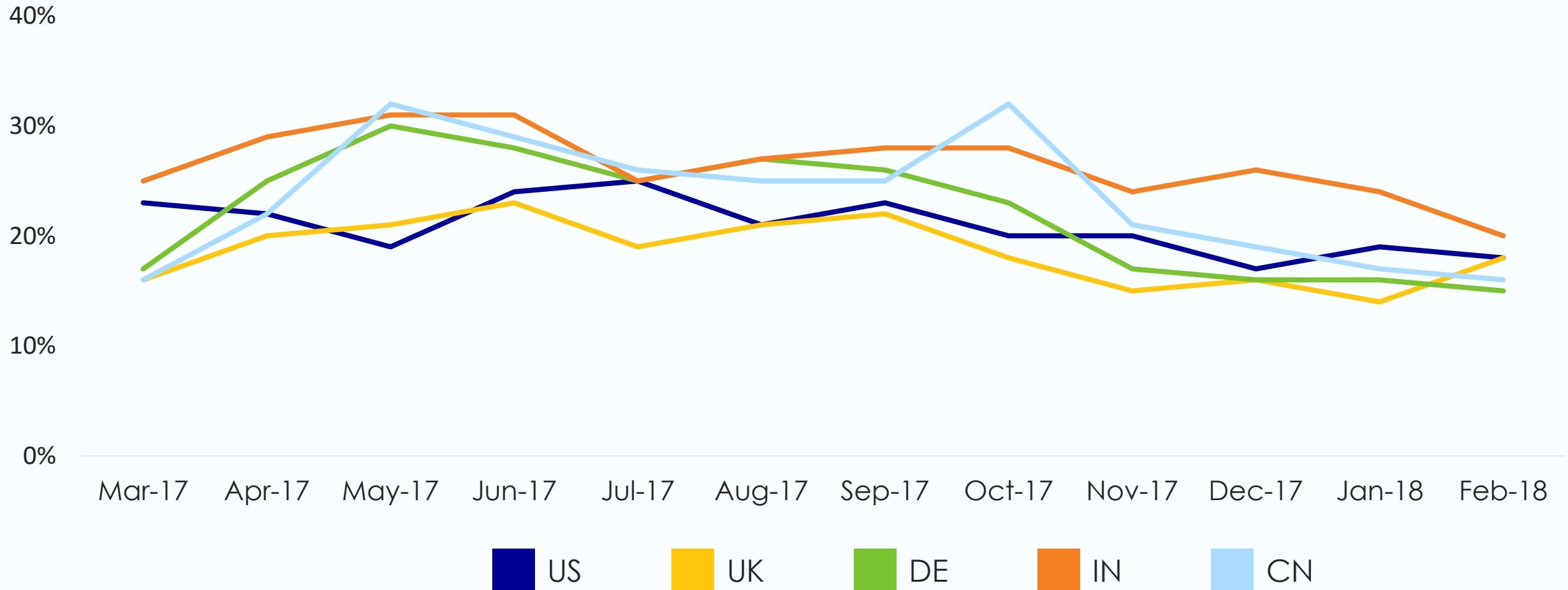


52%

of **international**  
business trips  
are bleisure trips

# BLEISURE CAN HAPPEN ANYTIME

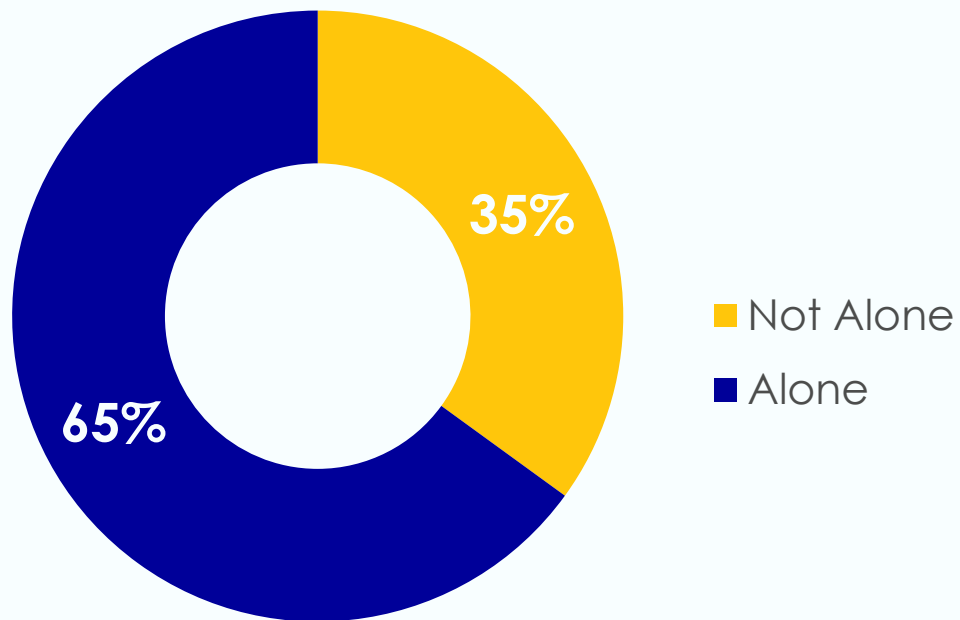
Bleisure travel takes place throughout the year, but there are popular months by country





# TRAVEL FOR ONE

Bleisure travelers tend to go it alone, and aren't typically going to see family and friends



**64%** do not have friends/family in the destination

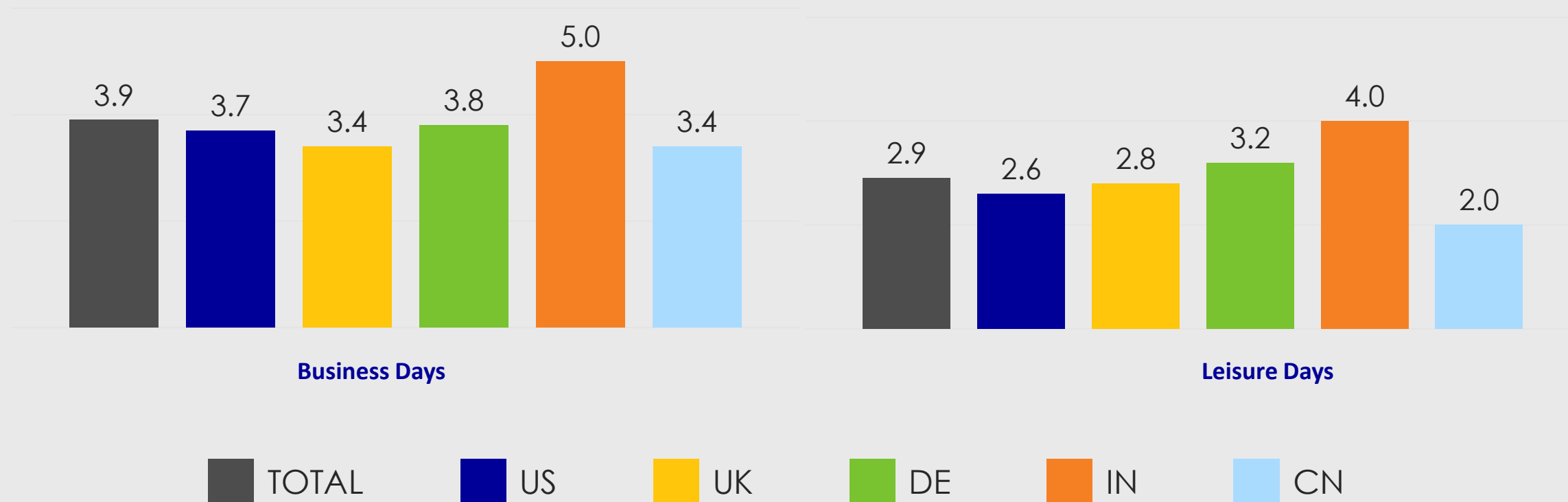
**36%** have friends/family in the destination



# BLEISURE BREAKDOWN – BUSINESS VERSUS LEISURE

When leisure is added to business travel the length of trip can almost double

Average Length of Each Portion of Most Recent Bleisure Trip



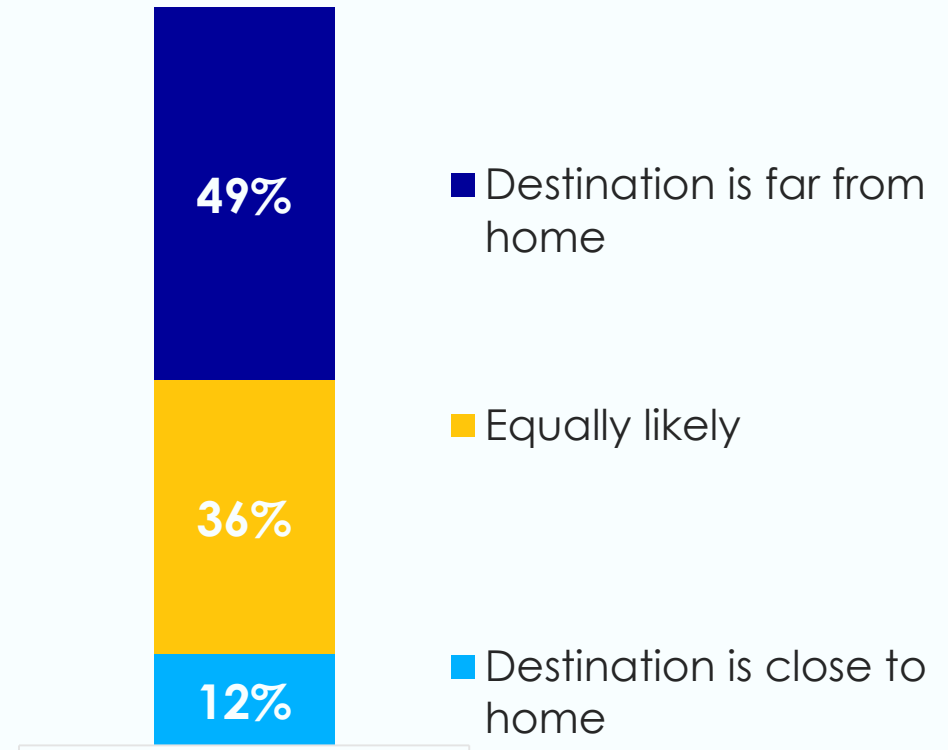
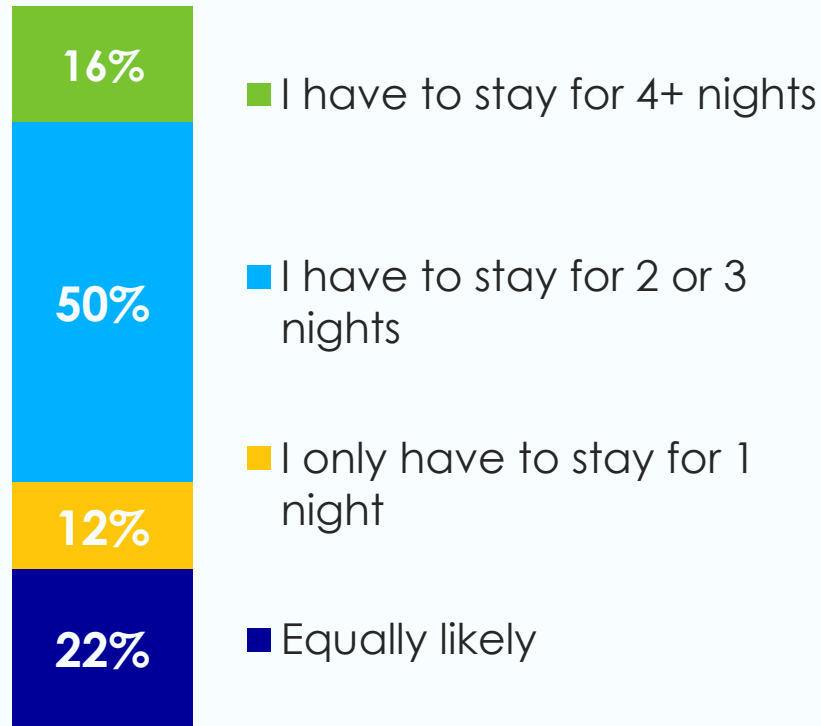


# LEADING FACTORS IN BLEISURE CONVERSION

# TRIP DURATION & PROXIMITY

Business trips that are two nights or more, and far away from home, are most likely to convert to bleisure

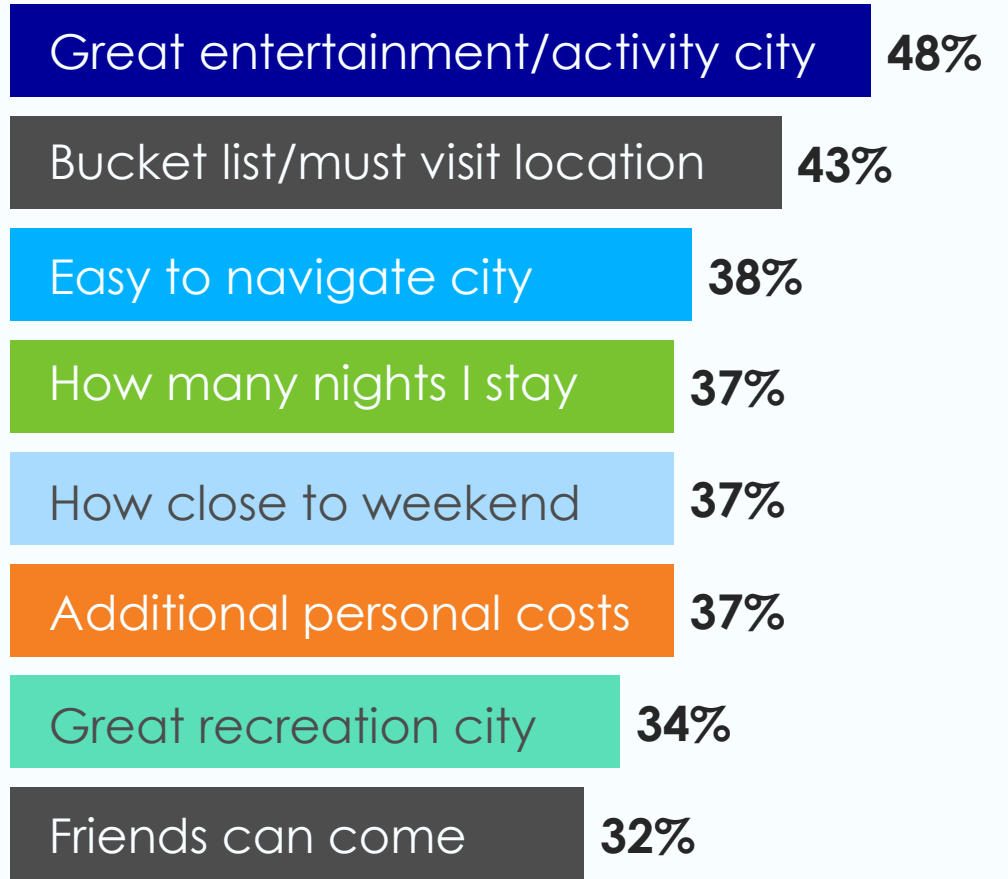
When are you more likely to turn a business trip into a bleisure trip?







# LEADING FACTORS IN EXTENDING FOR BLEISURE

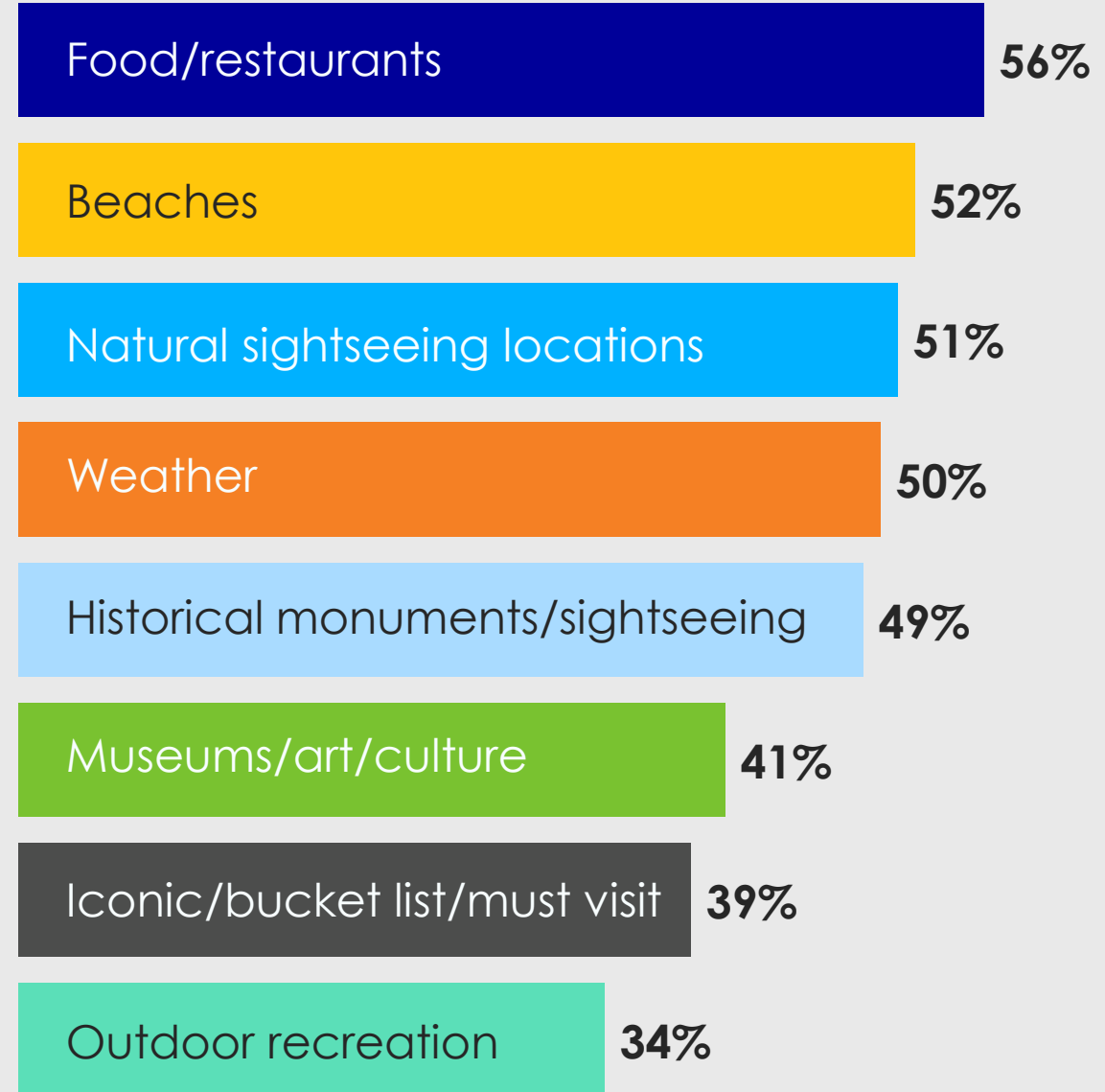


# WHAT MAKES A GREAT BLEISURE DESTINATION

Every destination has great food; those with unique cuisine or a culinary scene can capitalize on the rise of culinary travel

Sightseeing, both natural and historical, is appealing to bleisure travelers, and can also be promoted in connection with other activities or experiences

Museums, art and culture play a role in drawing travelers to a destination for bleisure



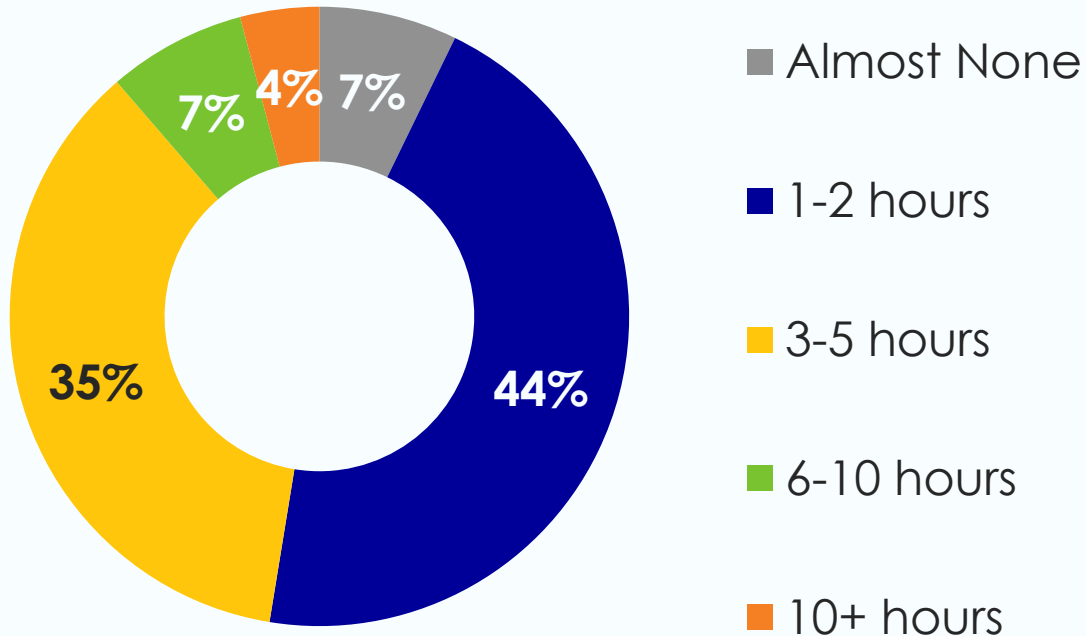
A person is writing in a notebook on a table. The notebook is open, and the person is holding a pen. A map is spread out on the table. Another person is holding a smartphone nearby. The scene is dimly lit, suggesting an indoor setting like a cafe or office.

# BLEISURE RESEARCH & BOOKING BEHAVIORS

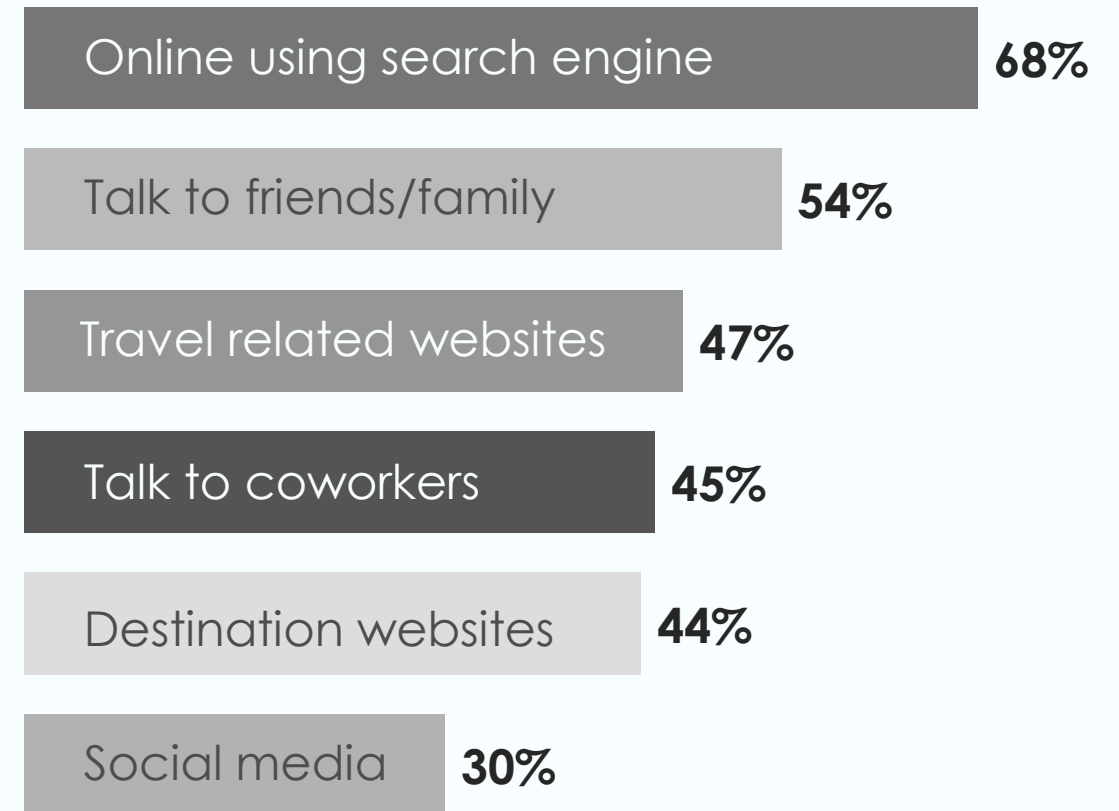
# INSPIRATION & CONSIDERATION BEFORE DECIDING TO BLEISURE

Most spend 1-5 hours researching before deciding to add leisure to a business trip

Time Spent (Total)



Resources Used (Total)

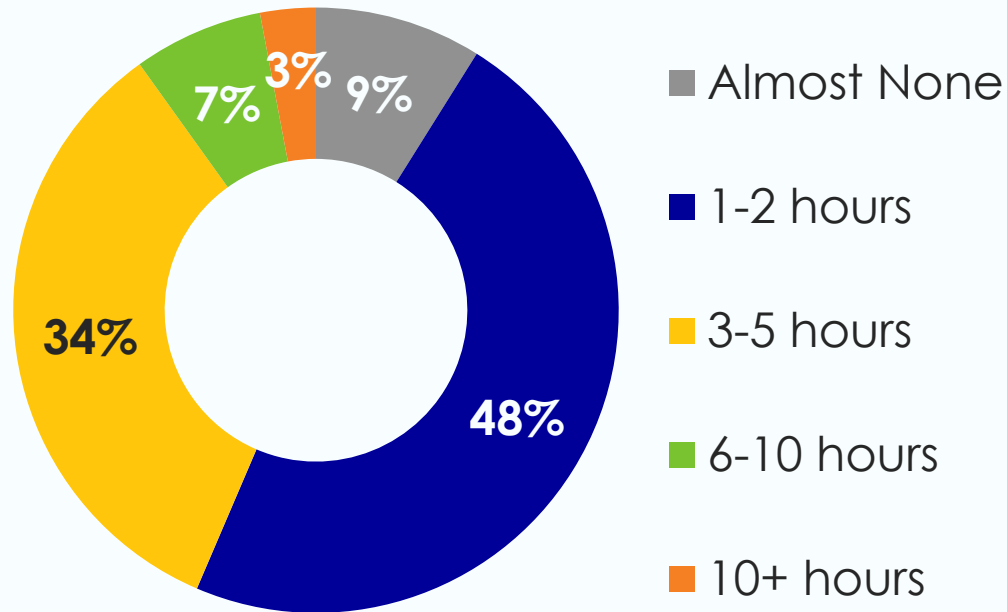




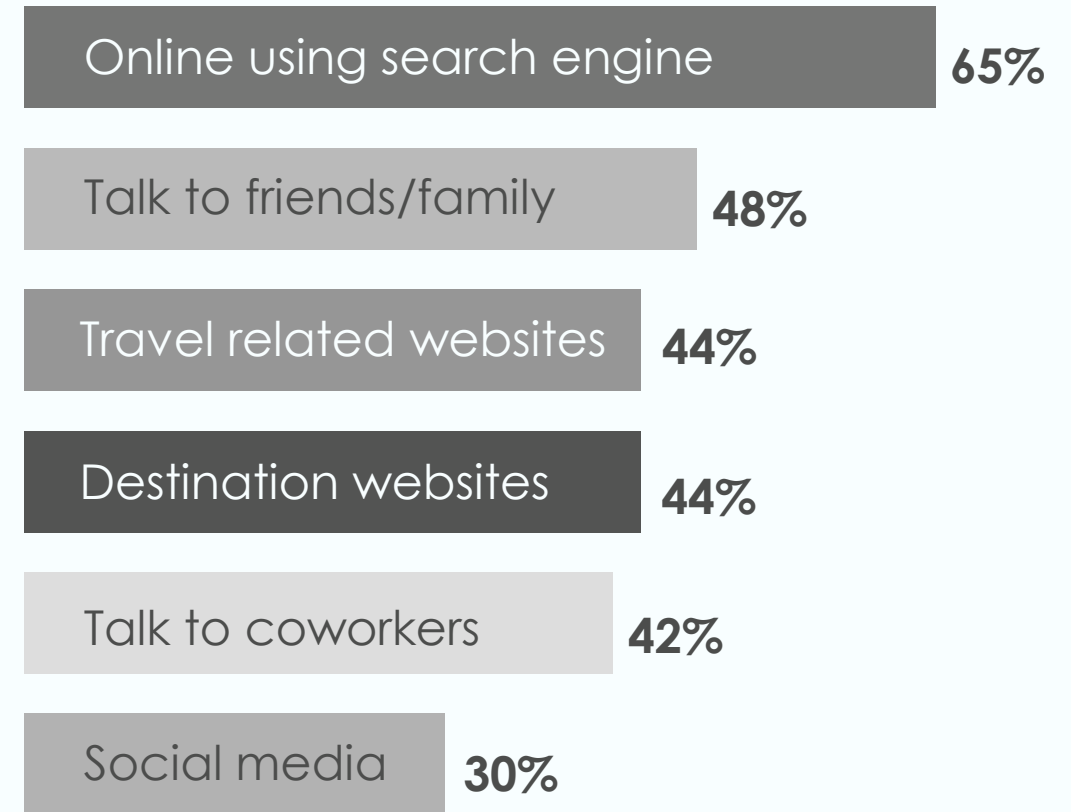
# RESEARCH & CONSIDERATION AFTER DECIDING TO BLEISURE

Even after deciding to extend for leisure, the time spent researching and planning is relatively short

Time Spent (Total)



Resources Used (Total)



# RESEARCHING AND/OR BOOKING BLEISURE TRAVEL

Bleisure travelers are investing time in planning the leisure portion of their trip, but not everything is booked in advance, creating an opportunity to reach and convert in-market

**61%**  
Hotel

**24%**  
Recreation

**42%**  
Airfare

**23%**  
Museums

**38%**  
Dining

**21%**  
Plays/Concerts

**33%**  
Ground Transport

**20%**  
Guided Tour

**27%**  
Car Rental

**19%**  
Sporting Events





# GOING THE DISTANCE WILLINGNESS TO TRAVEL FOR BLEISURE

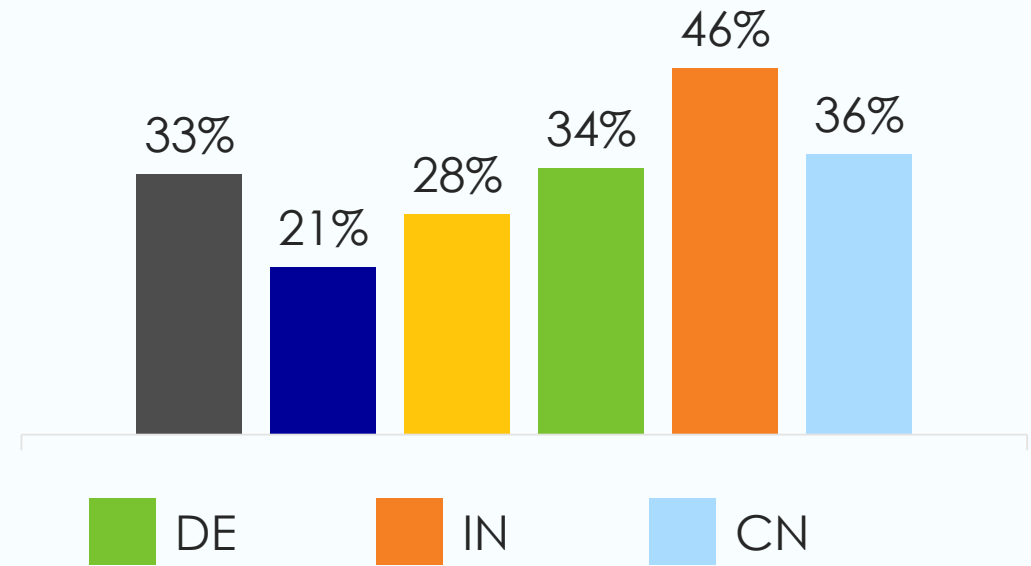
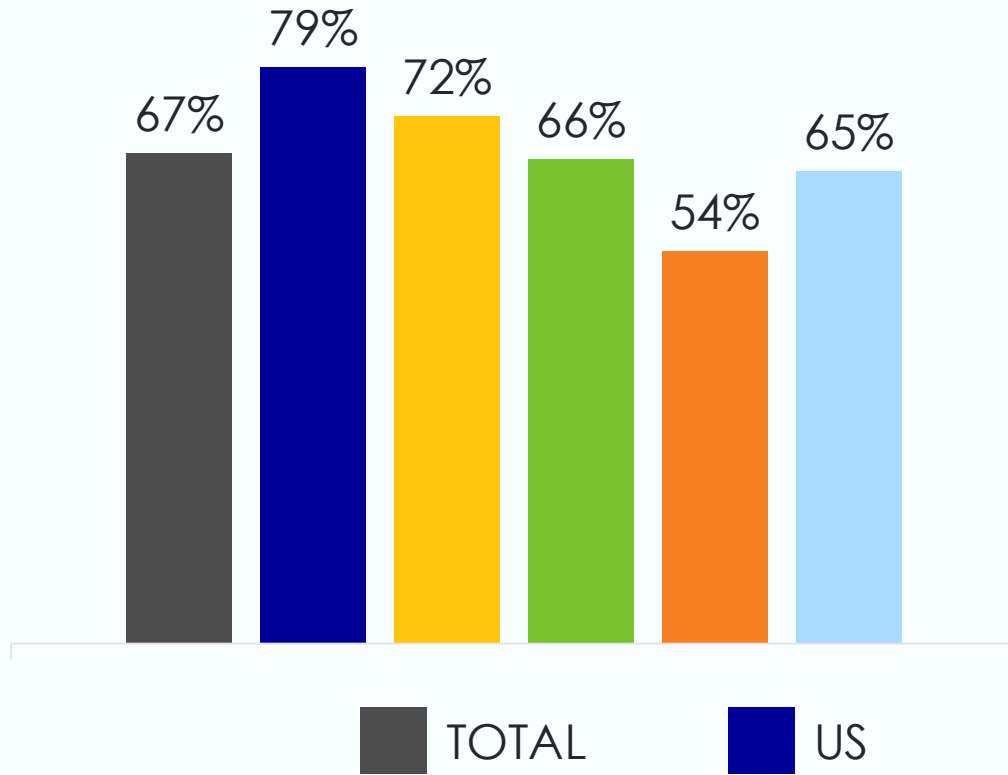
# STAYING PUT VERSUS VENTURING OUT

67%

of bleisure trips were in the same city as business trip on average

33%

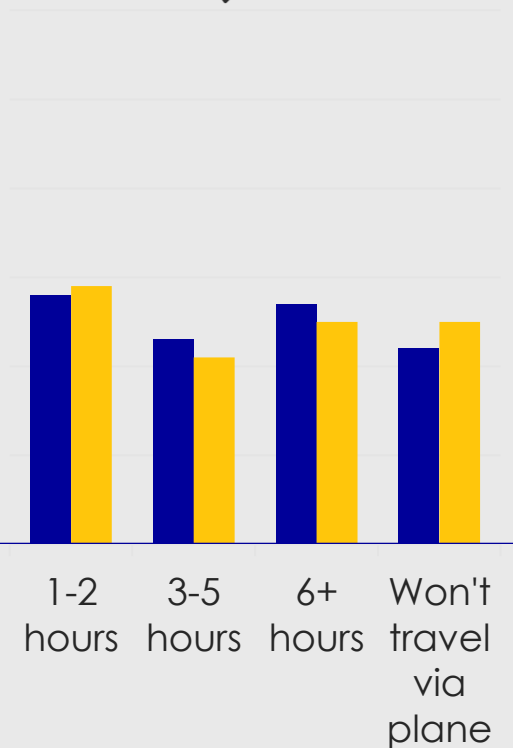
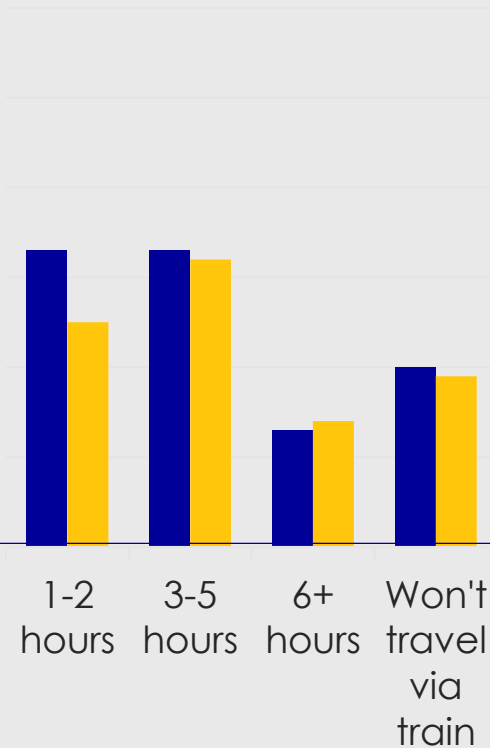
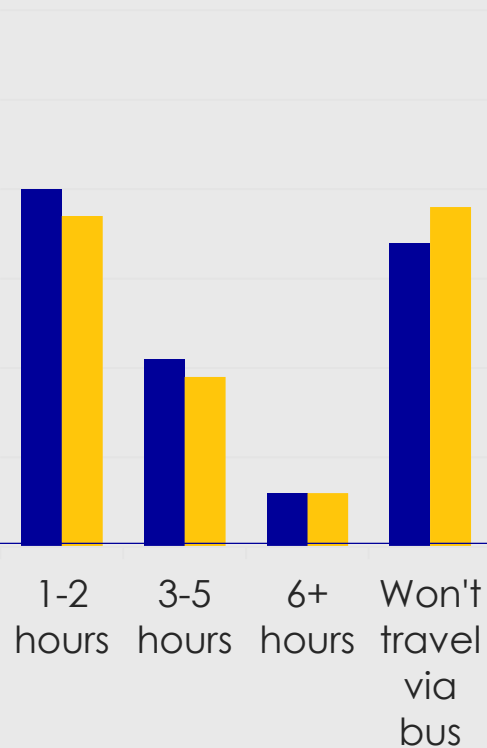
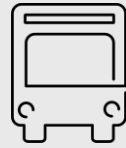
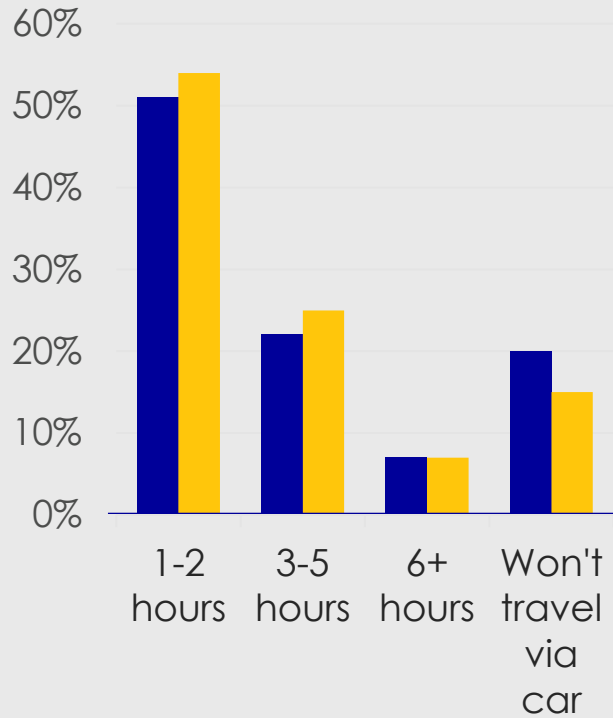
of bleisure trips were in a different city as business trip on average





# HOW FAR I'LL GO – INTERNATIONAL VS. DOMESTIC

How far travelers on average are willing to go for bleisure depends on the mode of transportation





# TOP DESTINATIONS FOR BLEISURE





# TOP DESTINATIONS FOR BRITISH BLEISURE TRAVELERS





# TOP DESTINATIONS FOR GERMAN BLEISURE TRAVELERS







# TOP DESTINATIONS FOR INDIAN BLEISURE TRAVELERS





# TOP DESTINATIONS FOR CHINESE BLEISURE TRAVELERS

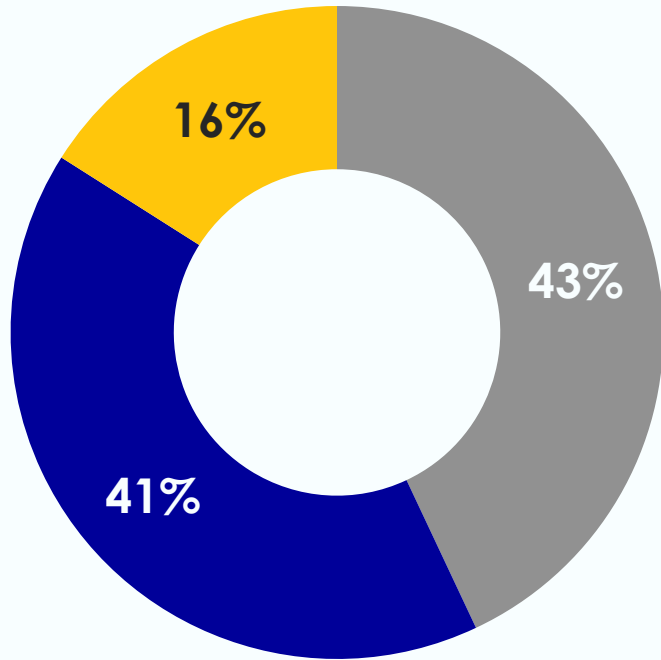




# BUDGET BASICS & PAYMENT PREFERENCES

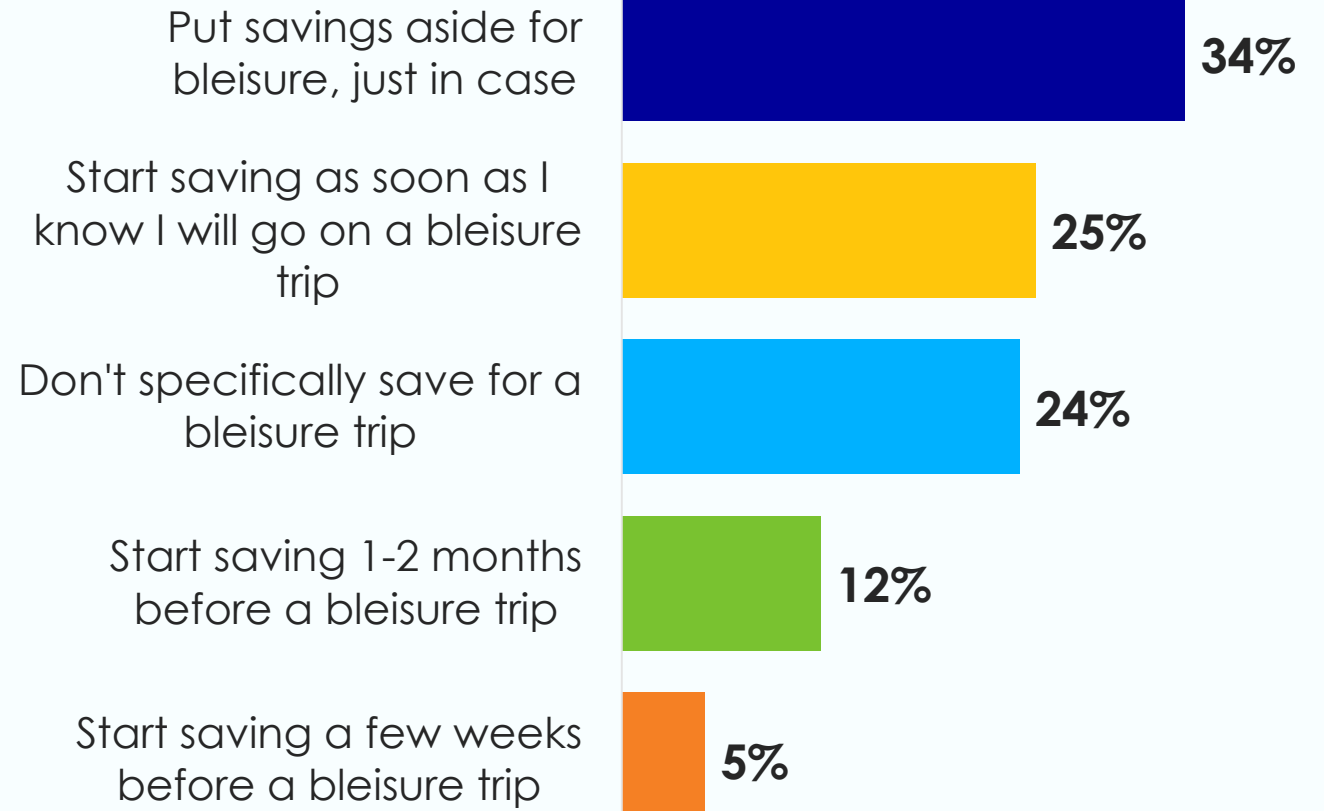
# SAVVY SPENDERS OR SAVERS?

More than half of bleisure travelers spend the same amount or more on a bleisure trip versus solely leisure, and most save for bleisure travel



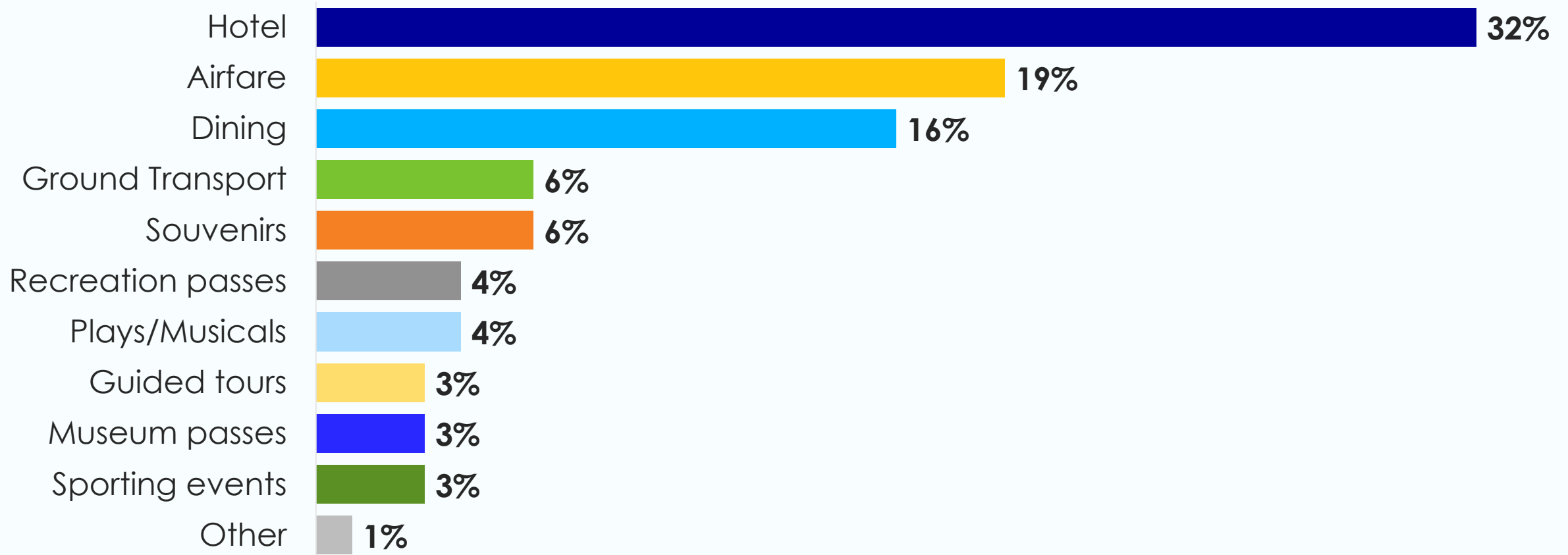
■ Spend less on bleisure

■ Same amount



# BLEISURE BUDGET ALLOCATION

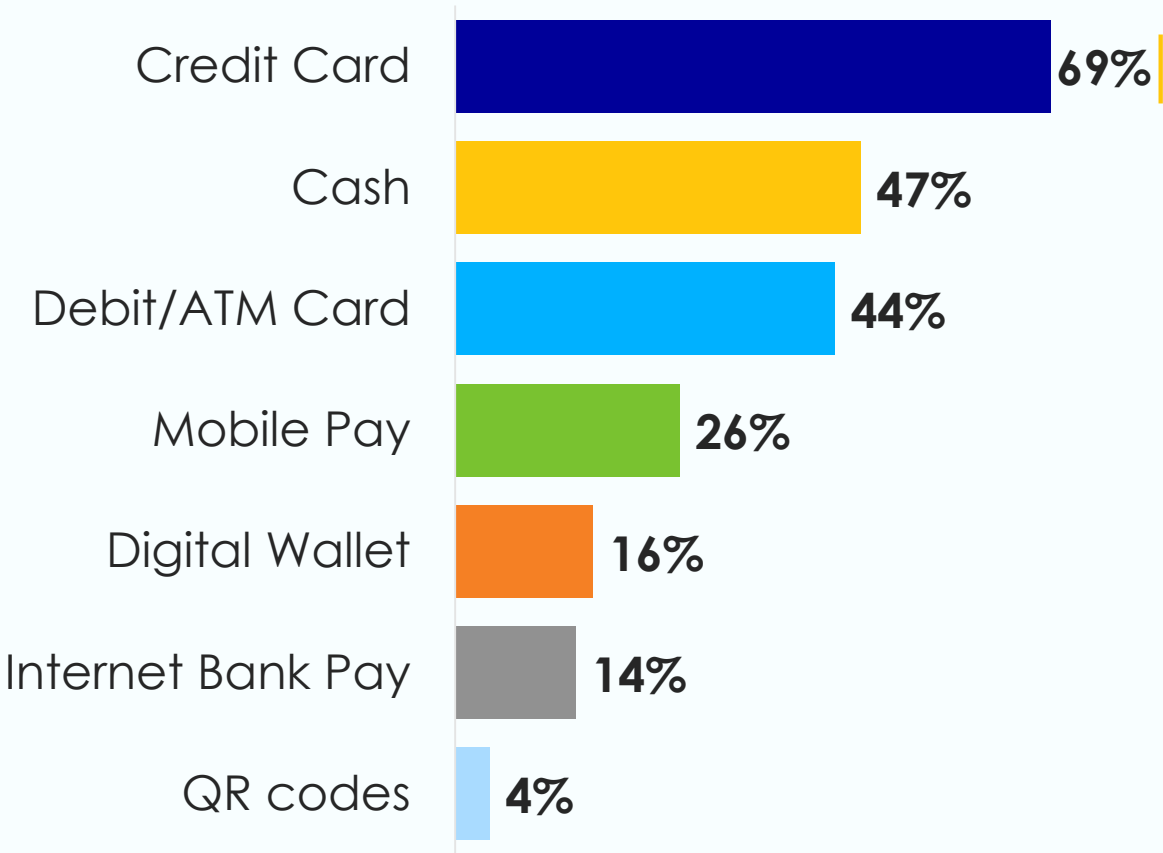
More than 2/3 of bleisure spending is allocated to hotel, airfare and dining





# PAYMENT PREFERENCES

Majority of bleisure travelers use plastic and cash, though alternative forms of payment are up and coming

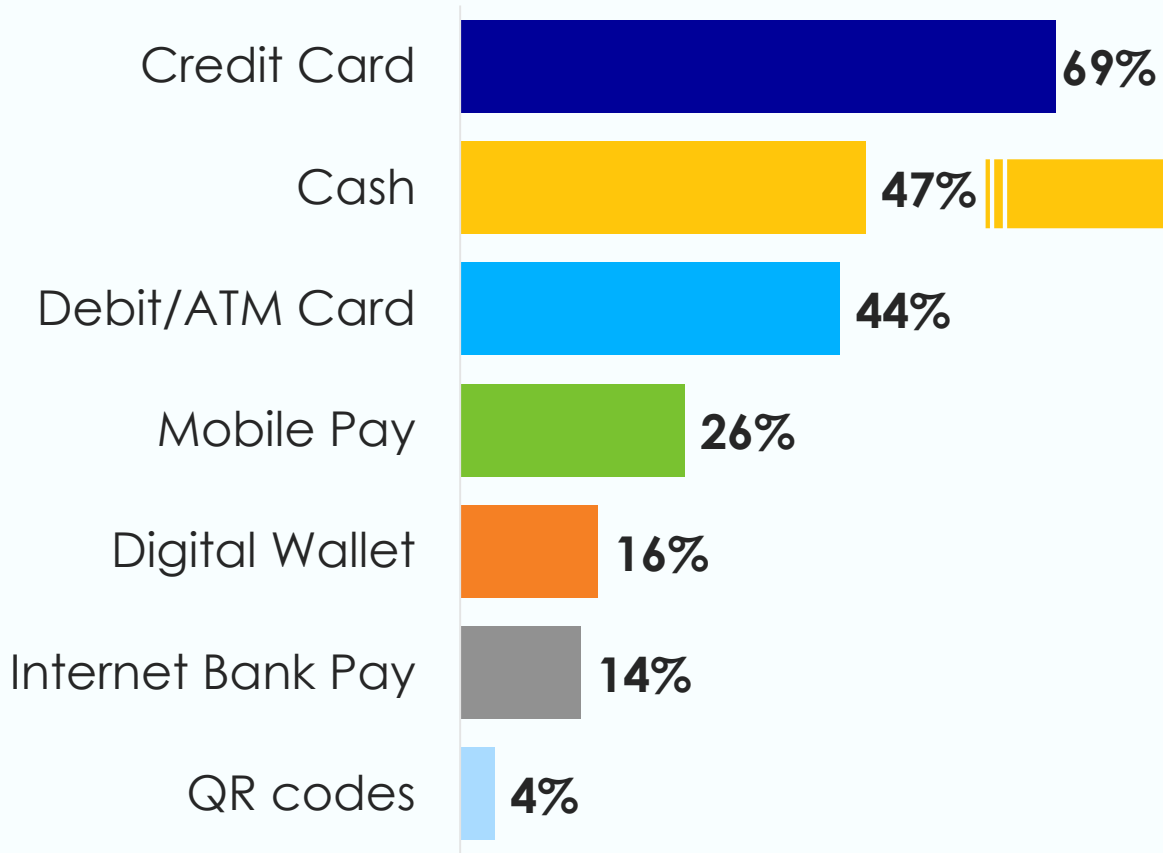


## Top Preferred Credit Cards by Country

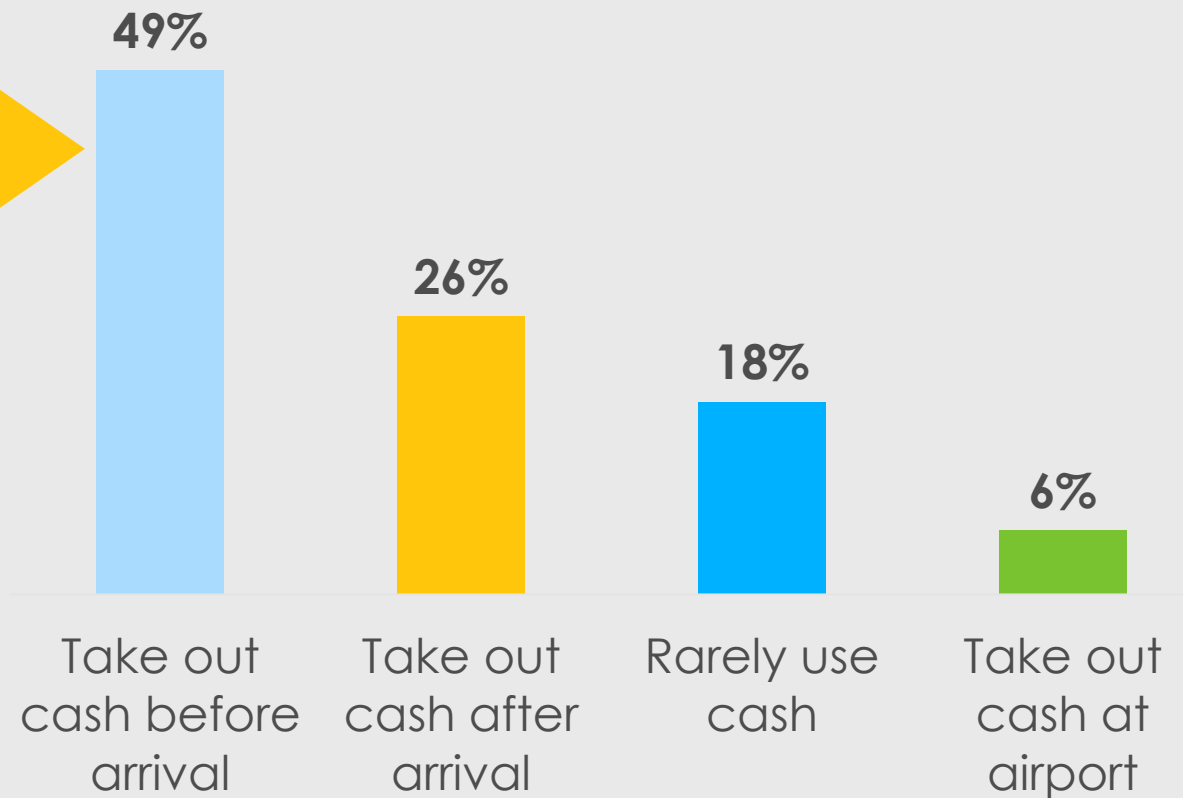


# PAYMENT PREFERENCES

Majority of bleisure travelers use plastic and cash, though alternative forms of payment are up and coming



### Preferred Methods of Handling Cash While Traveling



# KEY TAKEAWAYS



## Bleisure Travel is Booming

60% of business trips convert to bleisure, and with travelers taking more than six business trips per year, on average, there's a profound opportunity to reach and entice this valuable audience



## Bleisure Knows No Boundaries

There is nearly equal likelihood of bleisure travel for both domestic and international business trips, and travelers are willing to travel away from the business destination for leisure



## Destination To-Do's

With nearly 70% of business trips being for conferences, there is an opportunity for destinations to encourage extending for leisure by highlighting activities and experiences to drive repeat visitation



## Condensed Path to Purchase

Most bleisure travelers spend less time on research than they would on a leisure trip, so marketers have a shorter window to strategically target and influence behavior and purchases with call to action messaging



## In Market Targeting

Bleisure travelers may not book everything in advance, highlighting opportunities for marketers to reach and convert travelers in-trip – especially for ancillary products like dining, tours and activities, entertainment and transportation



# THANK YOU!

## TO LEARN MORE

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