



UNPACKING BLEISURE

TRAVELER TRENDS

SMART DATA LEADS TO BETTER RESULTS



131M
MONTHLY
UNIQUE
VISITORS



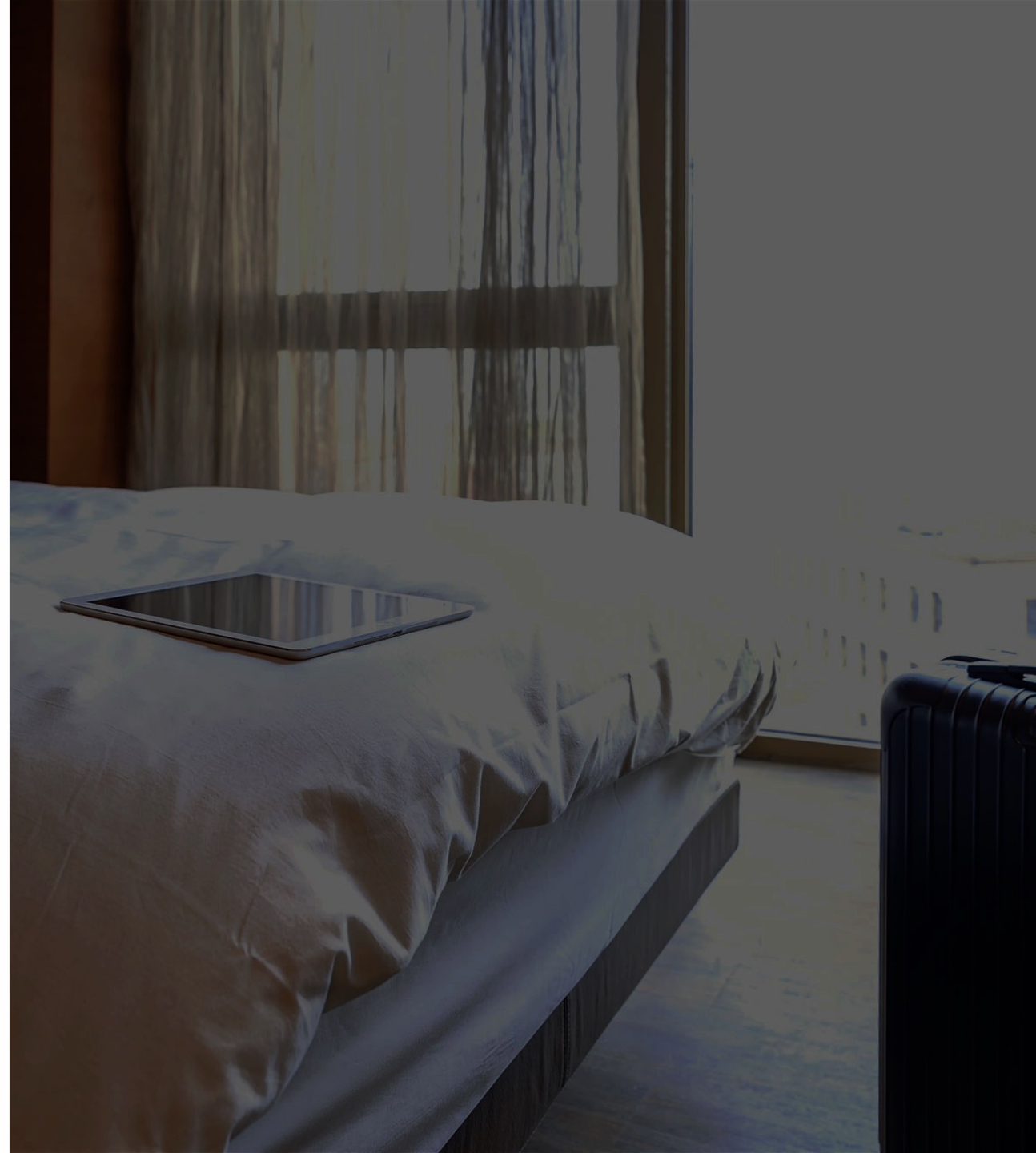
1.9B
MONTHLY
SITE PAGE
VIEWS

DEFINITION:

BLEISURE

bə' lēZHər

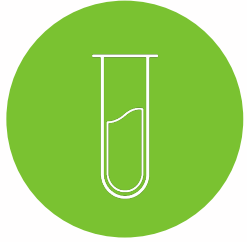
- the practice of combining business travel and leisure travel into one trip.





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





WHO IS THE
BLEISURE TRAVELER?

BLEISURE IS BOOMING

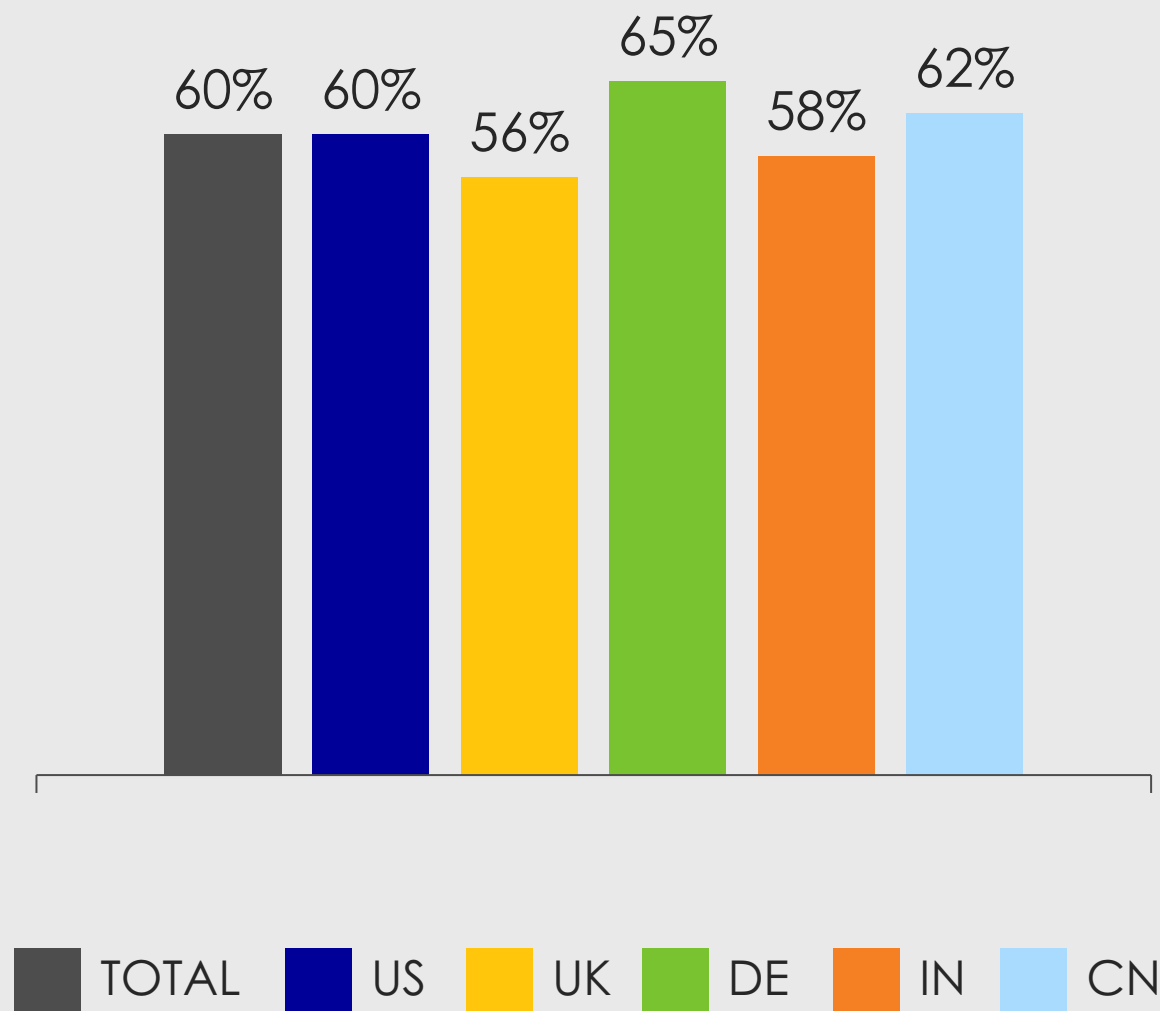
Nearly 40% increase since 2016 study when 43% of US business trips were bleisure trips



On average across the five countries over the last year

60%

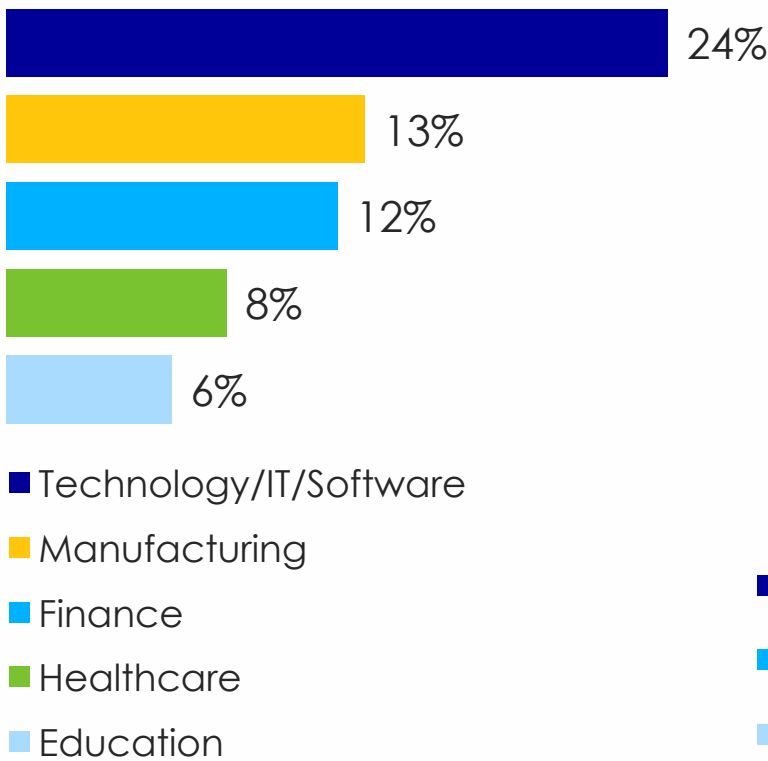
of business trips turned into bleisure



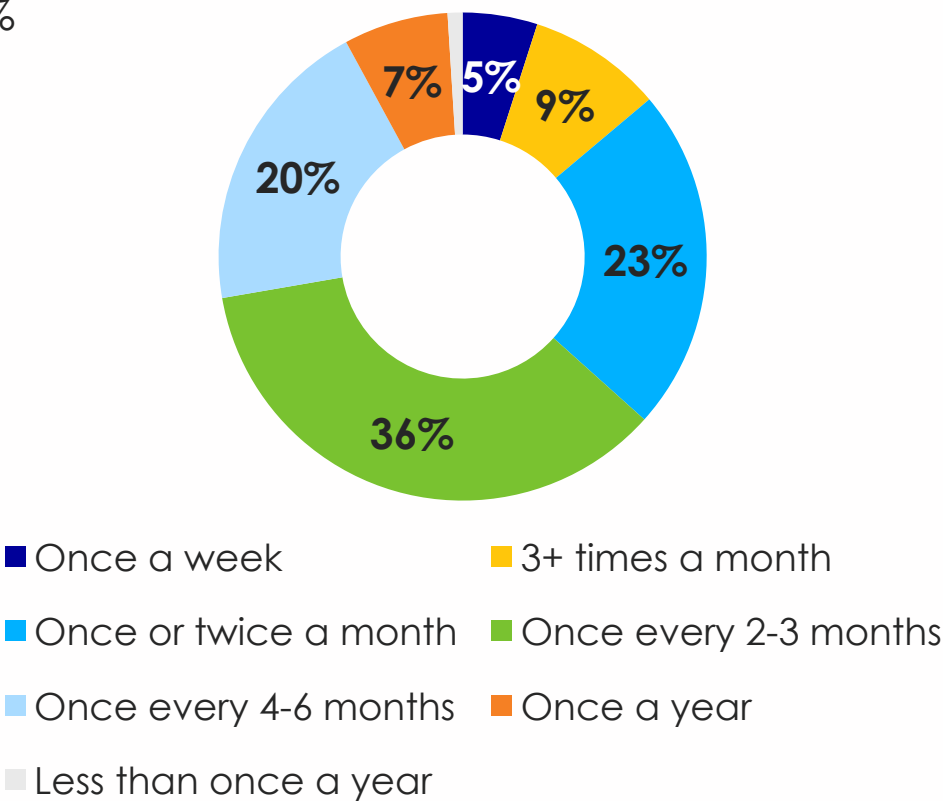
BLEISURE TRAVELER PROFILE

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

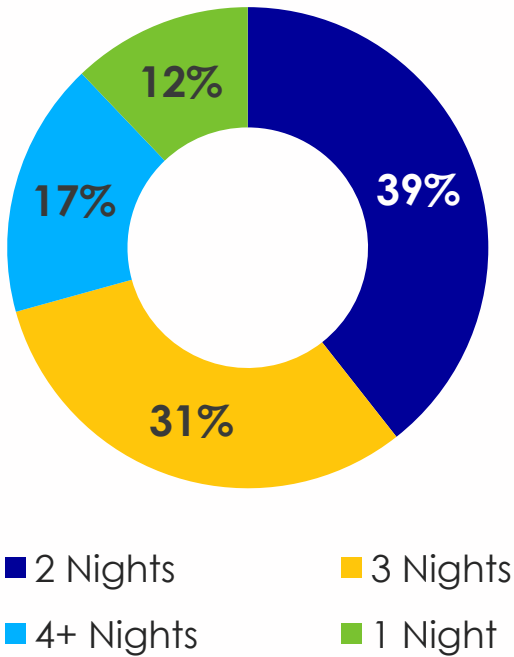
Occupation



Business Trip Frequency



Business Trip Length



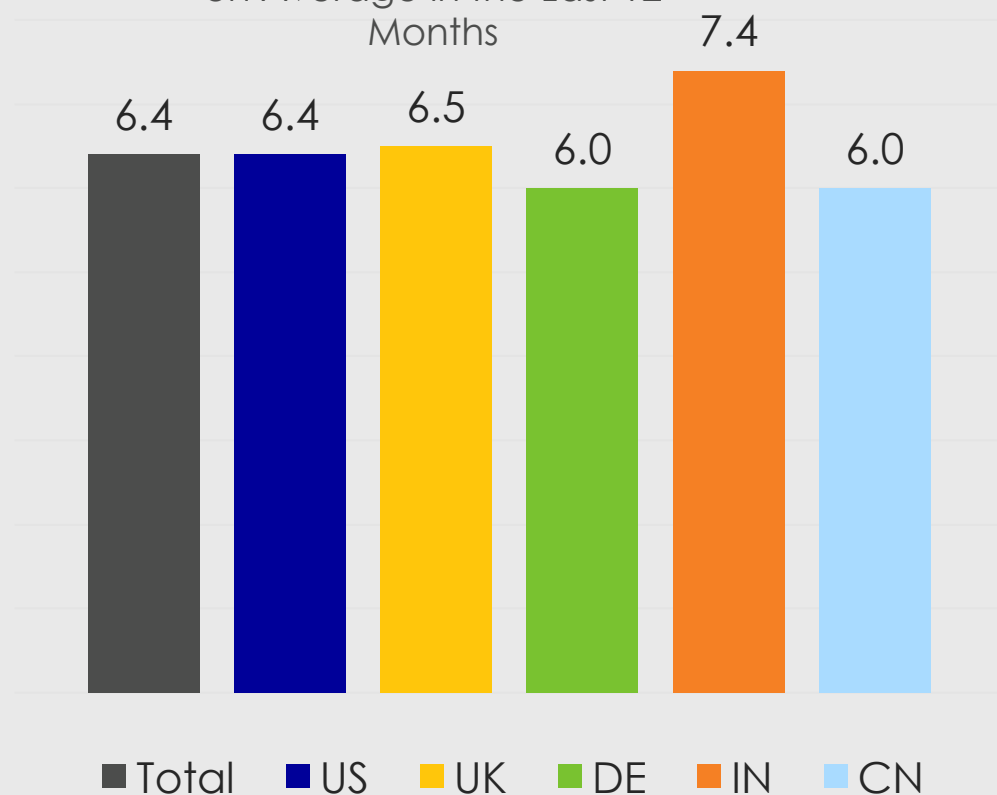


BLEISURE **BASICS**

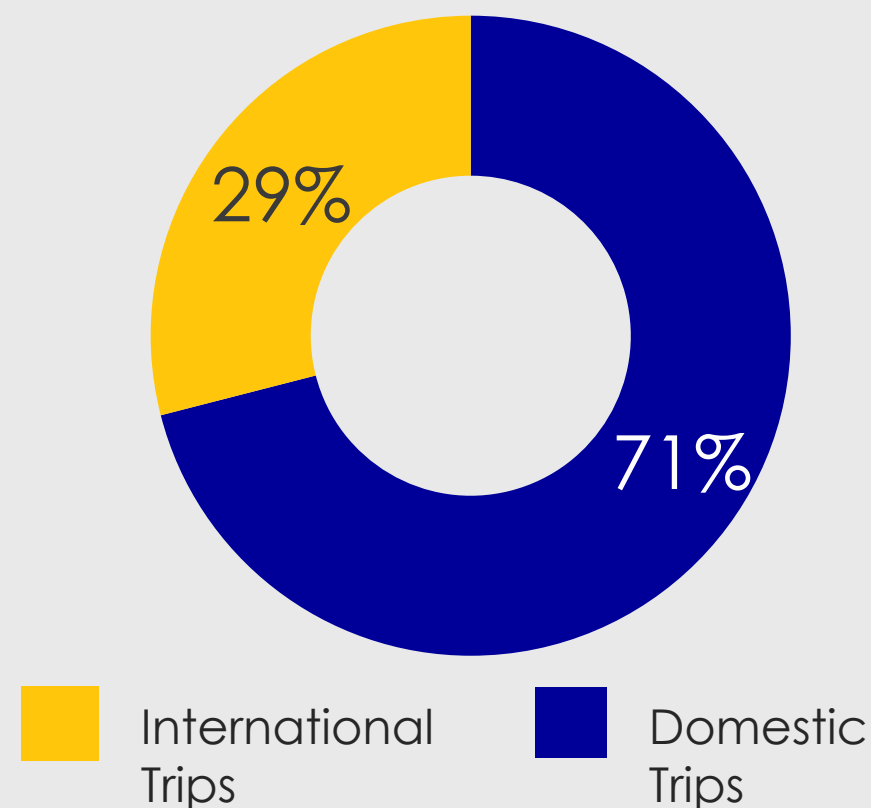
BUSINESS TRIP FREQUENCY & LOCATION

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

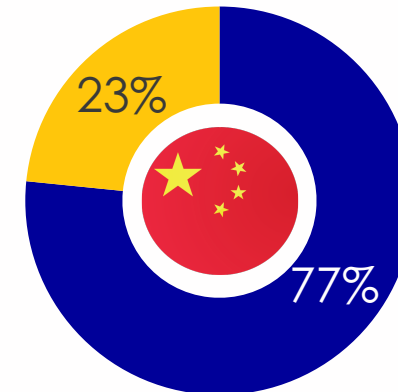
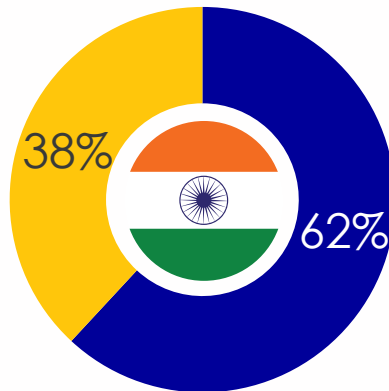
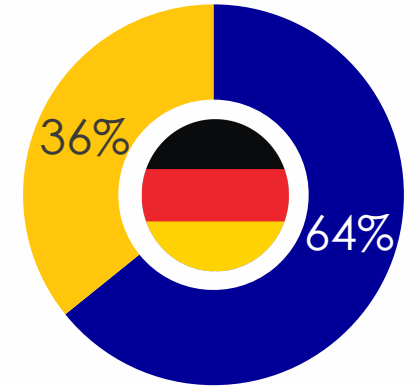
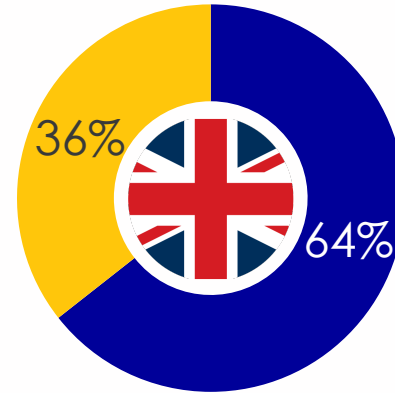
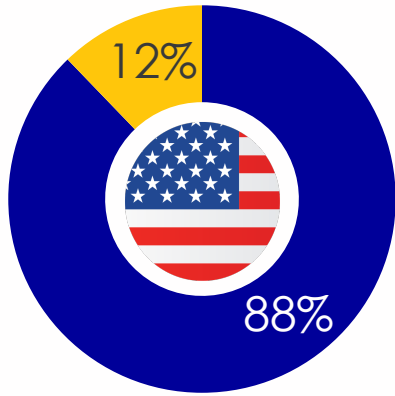


Domestic vs. International Business Trips
on Average in the Last 12 Months

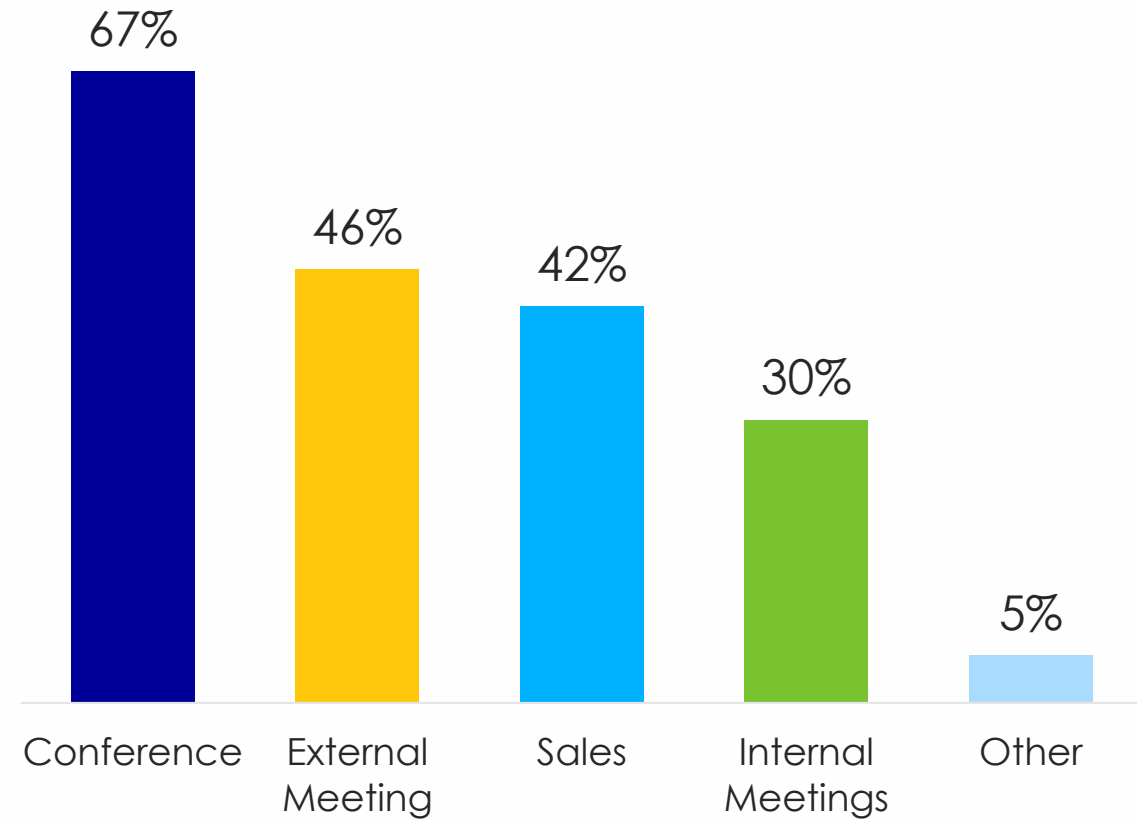


BUSINESS TRIP LOCATION BY COUNTRY

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

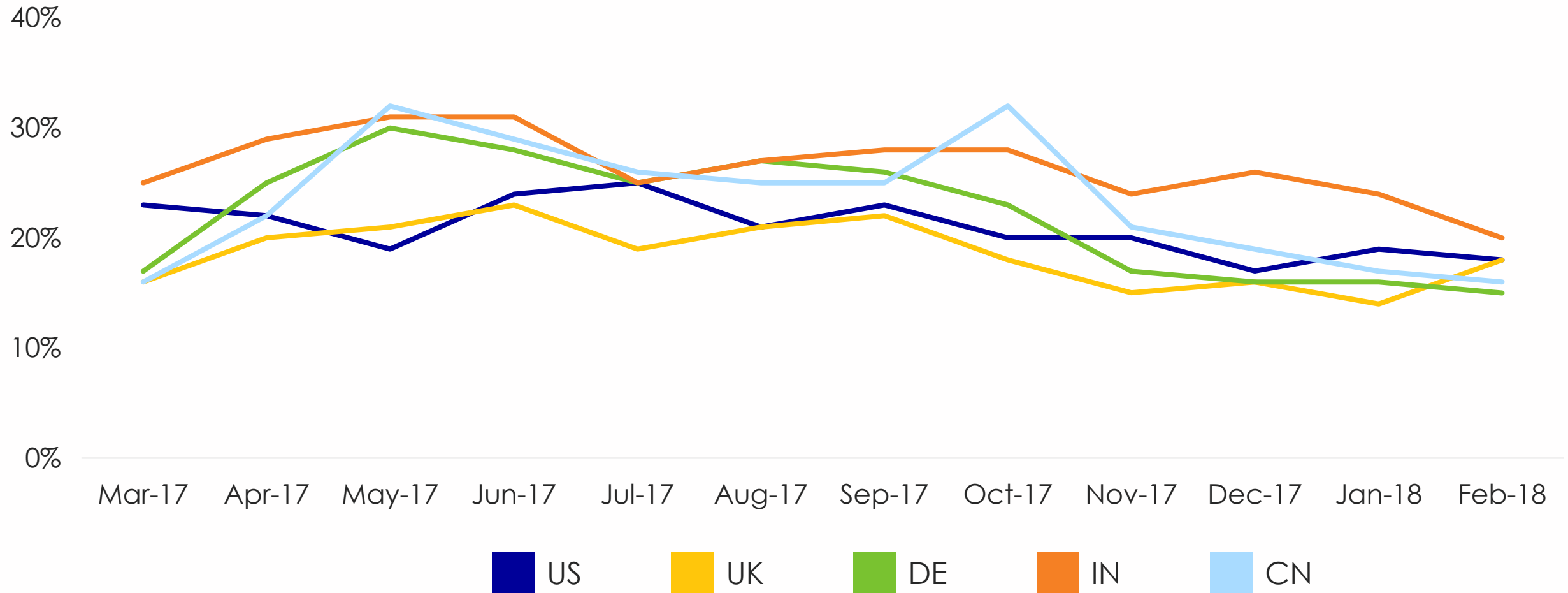


52%

of **international**
business trips
are bleisure trips

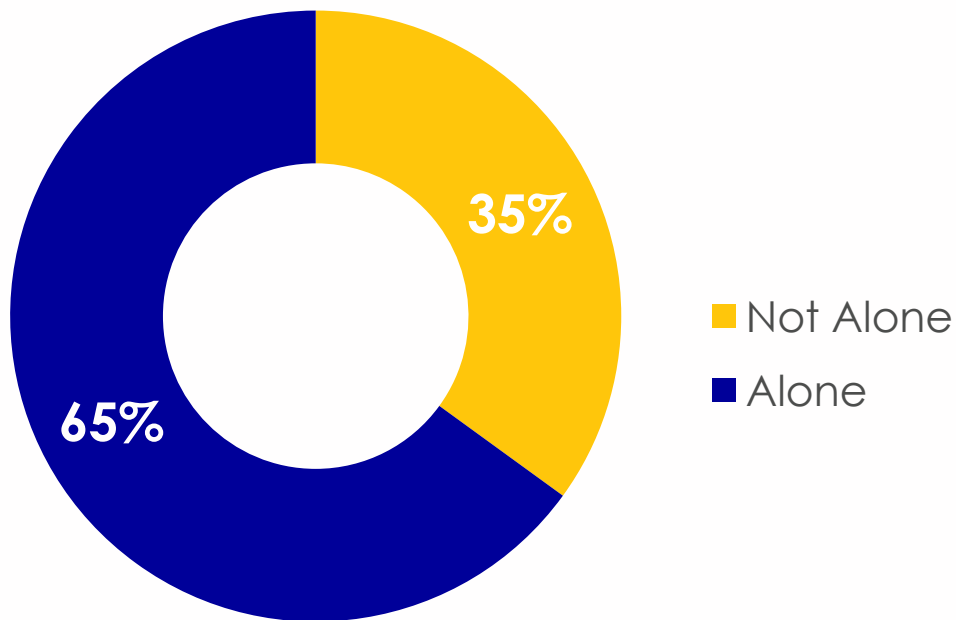
BLEISURE CAN HAPPEN ANYTIME

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

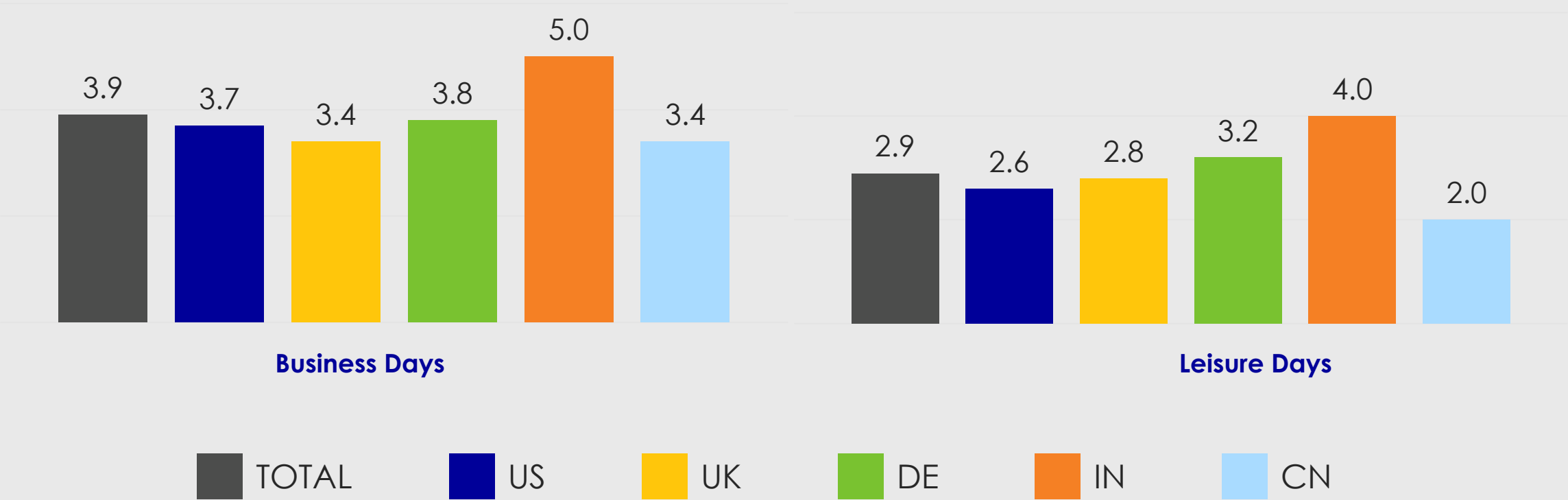
36% have friends/family in the destination



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



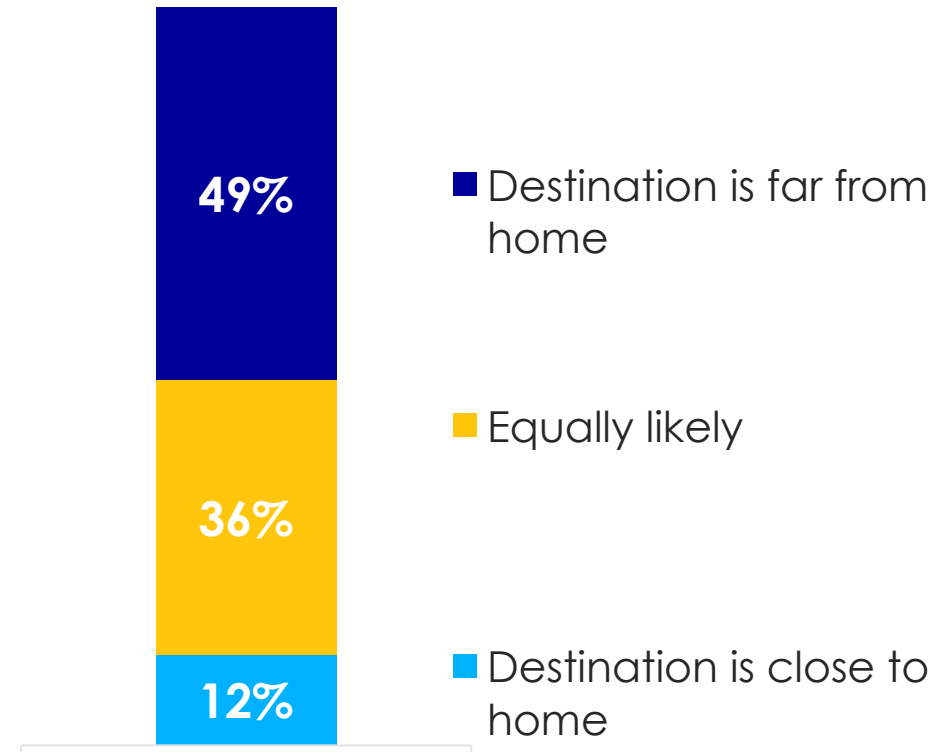
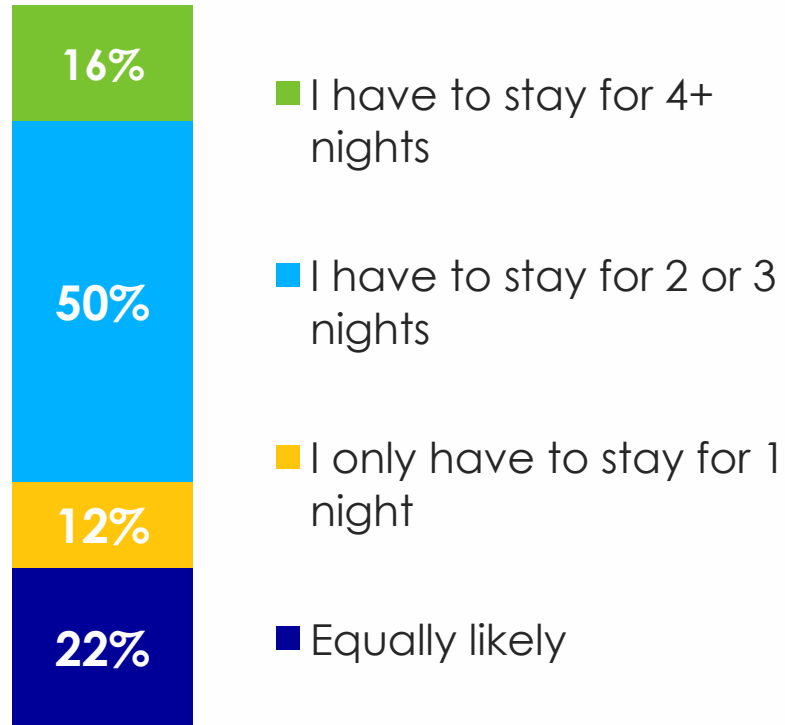


LEADING FACTORS IN **BLEISURE CONVERSION**

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

Great entertainment/activity city 48%

Bucket list/must visit location 43%

Easy to navigate city 38%

How many nights I stay 37%

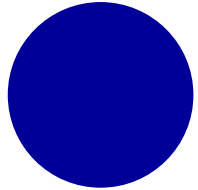
How close to weekend 37%

Additional personal costs 37%

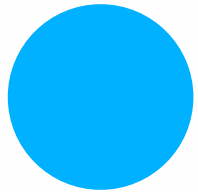
Great recreation city 34%

Friends can come 32%

WHAT MAKES A GREAT BLEISURE DESTINATION



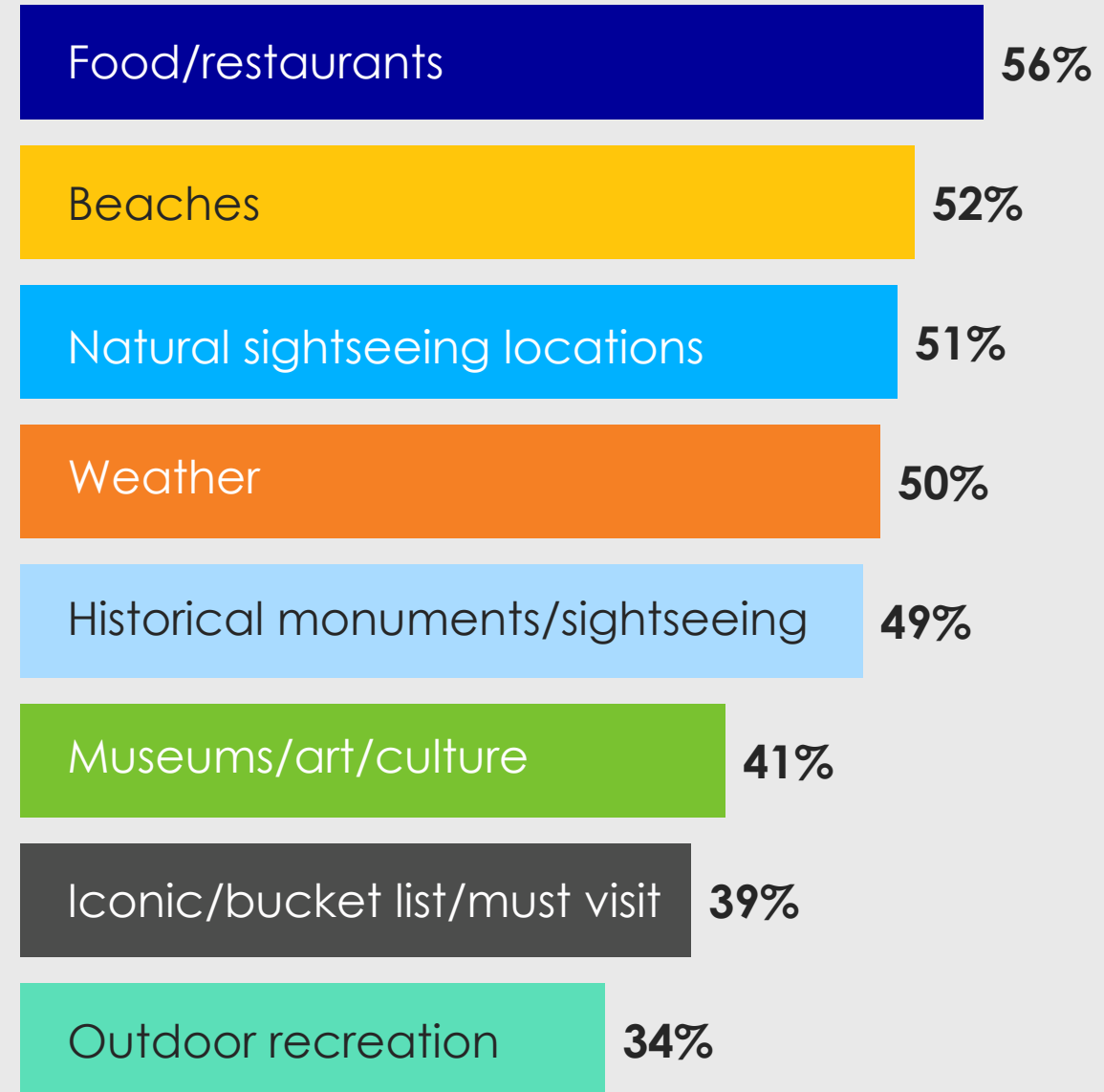
Every destination has great food; those with unique cuisine or a culinary scene can capitalize on the rise of culinary travel



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



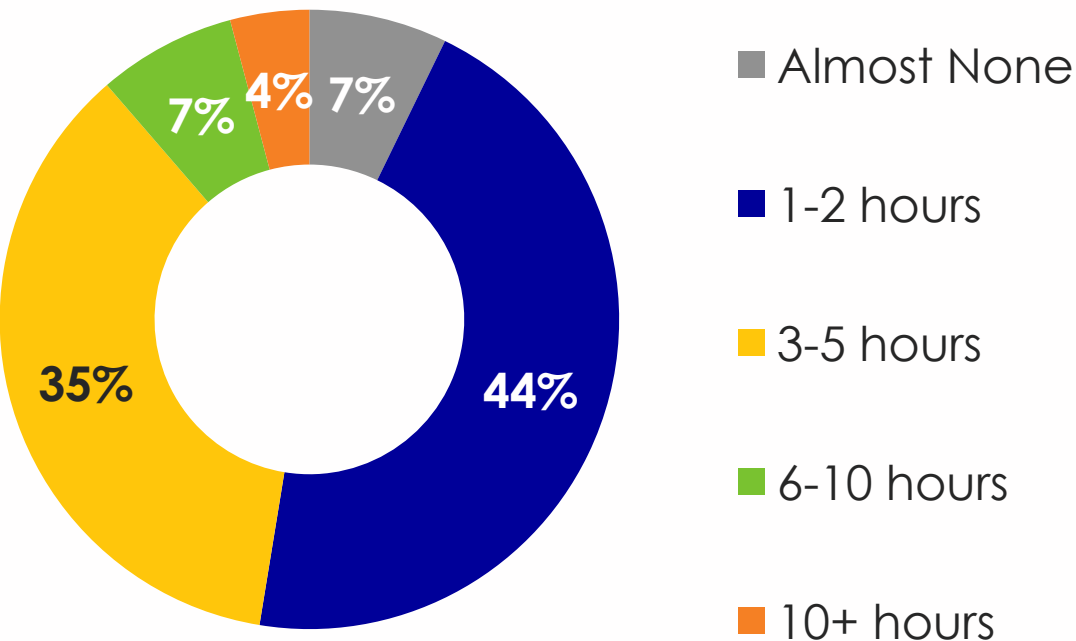


BLEISURE RESEARCH & BOOKING BEHAVIORS

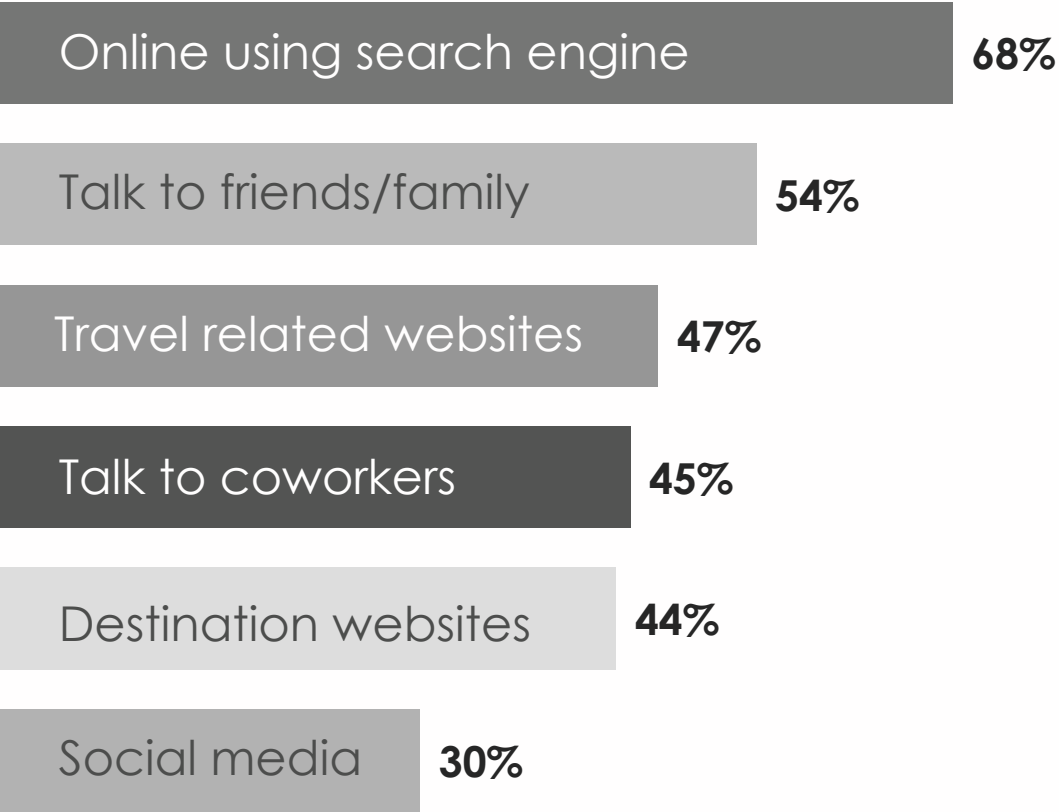
INSPIRATION & CONSIDERATION BEFORE DECIDING TO BLEISURE

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

Time Spent (Total)



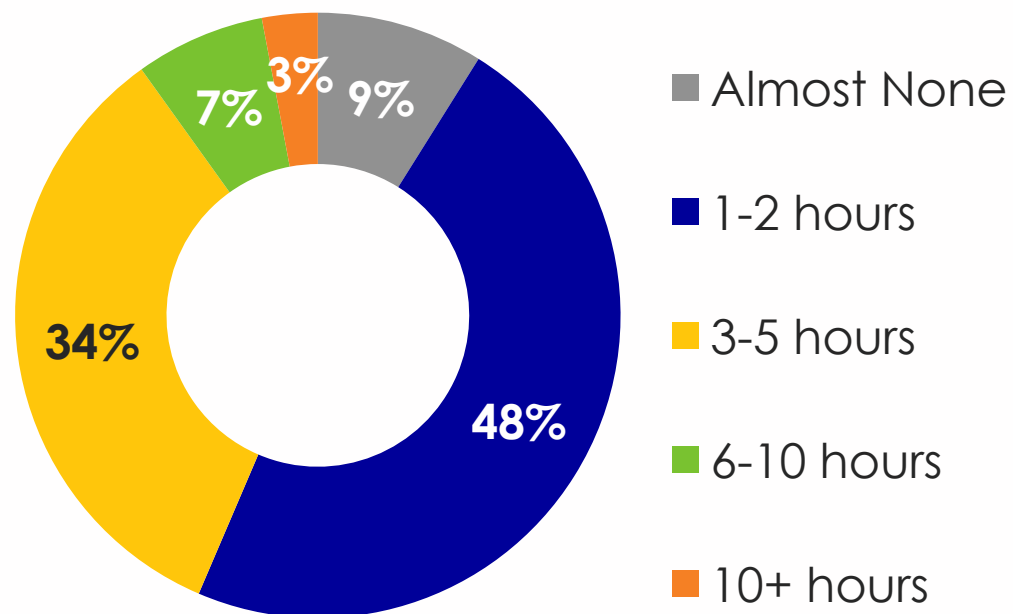
Resources Used (Total)



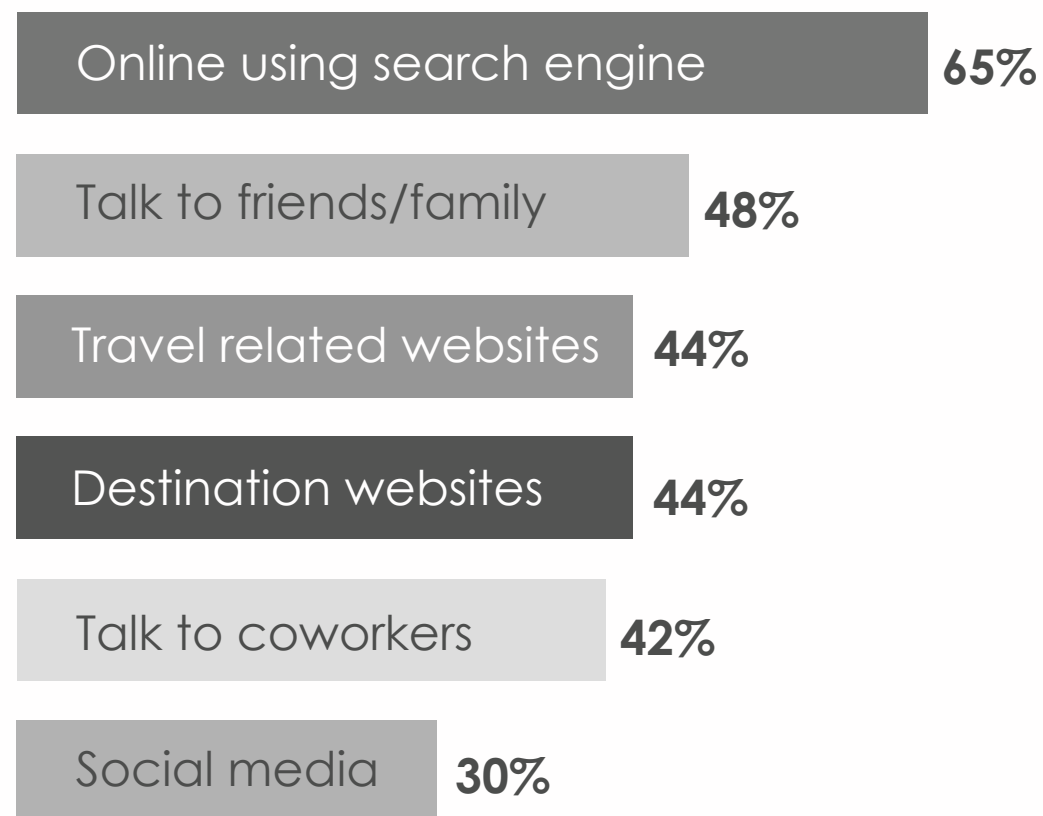
RESEARCH & CONSIDERATION AFTER DECIDING TO BLEISURE

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

42%
Airfare

38%
Dining

33%
Ground Transport

27%
Car Rental

24%
Recreation

23%
Museums

21%
Plays/Concerts

20%
Guided Tour

19%
Sporting Events



GOING THE DISTANCE
WILLINGNESS TO TRAVEL FOR BLEISURE

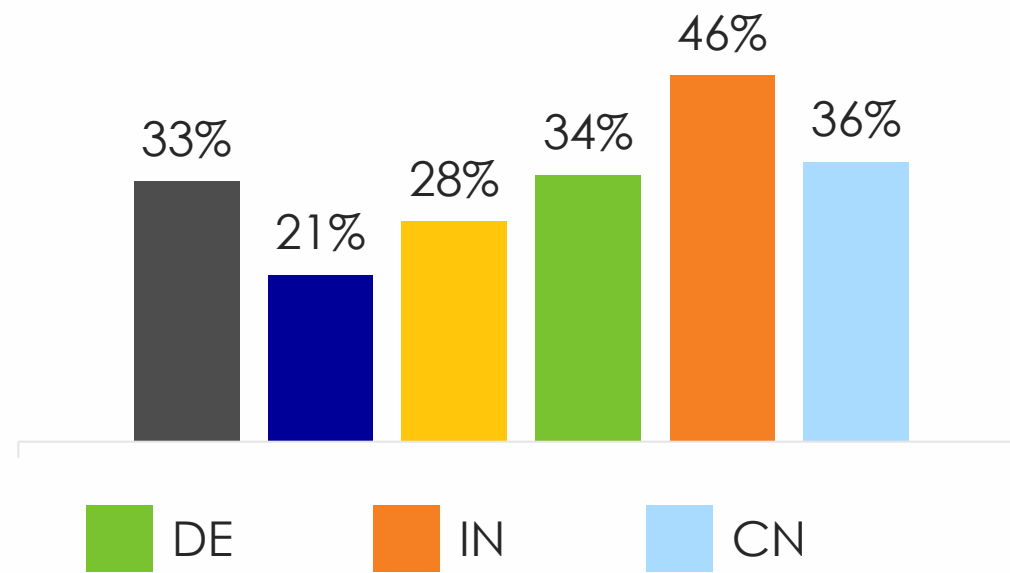
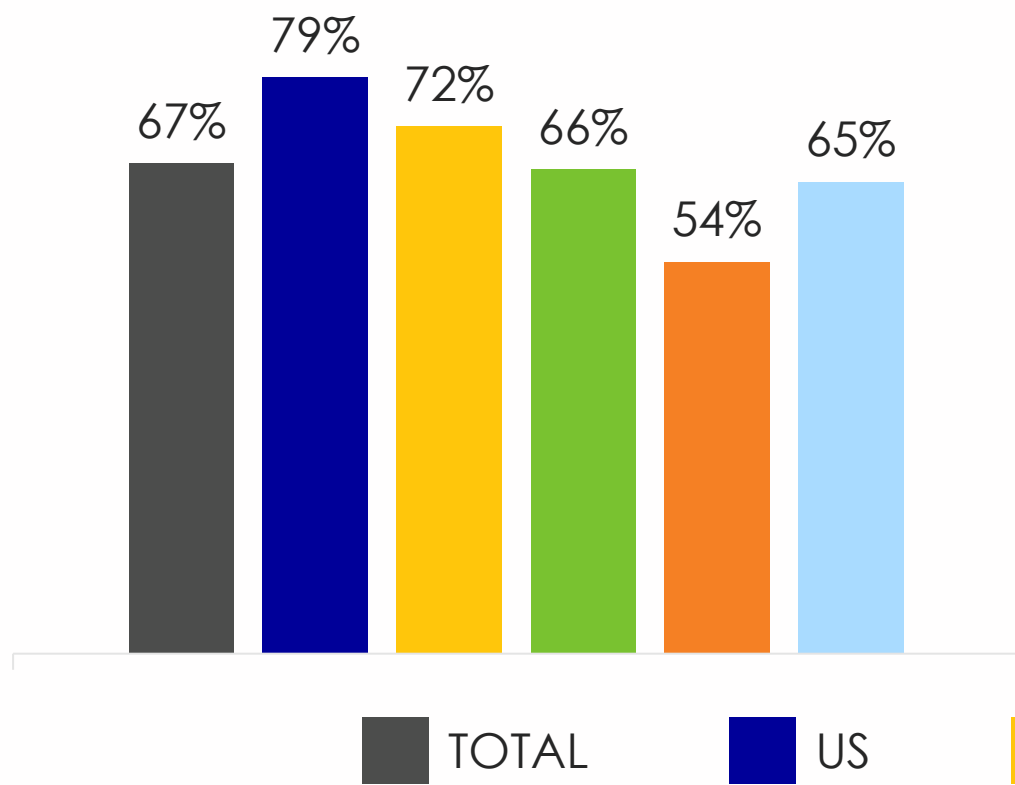
STAYING PUT VERSUS VENTURING OUT

67%

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

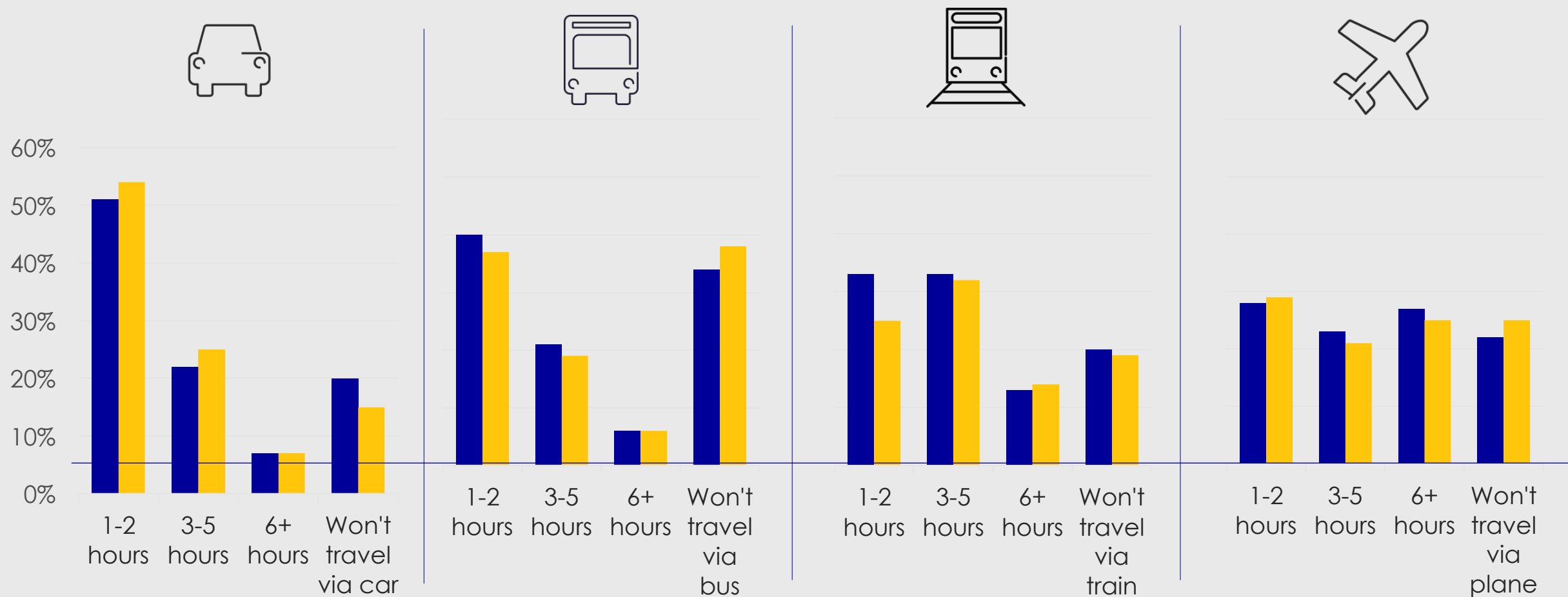
33%

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 AMERICAN BLEISURE TRAVELERS





TOP DESTINATIONS FOR BRITISH BLEISURE TRAVELERS





TOP DESTINATIONS FOR GERMAN BLEISURE TRAVELERS





TOP DESTINATIONS FOR INDIAN BLEISURE TRAVELERS





TOP DESTINATIONS FOR CHINESE BLEISURE TRAVELERS

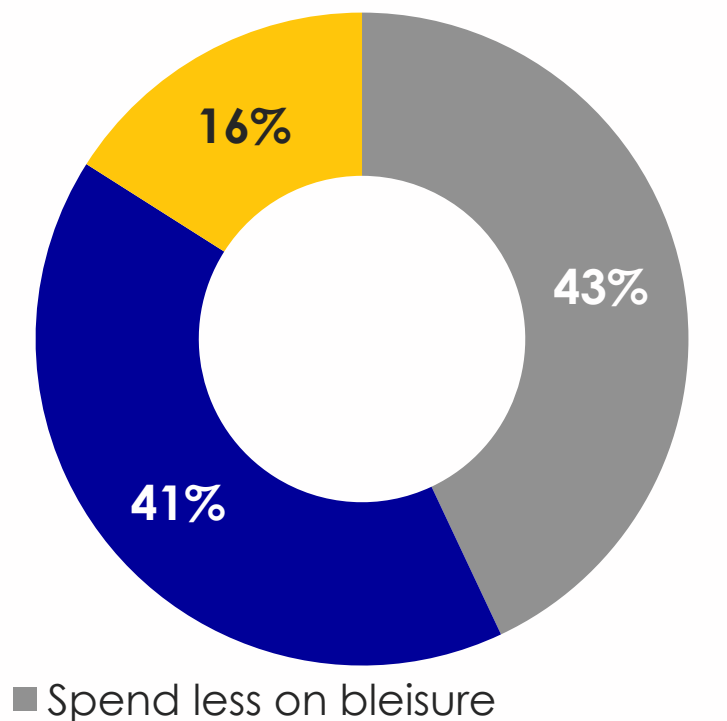




BUDGET BASICS & PAYMENT PREFERENCES

SAVVY SPENDERS OR SAVERS?

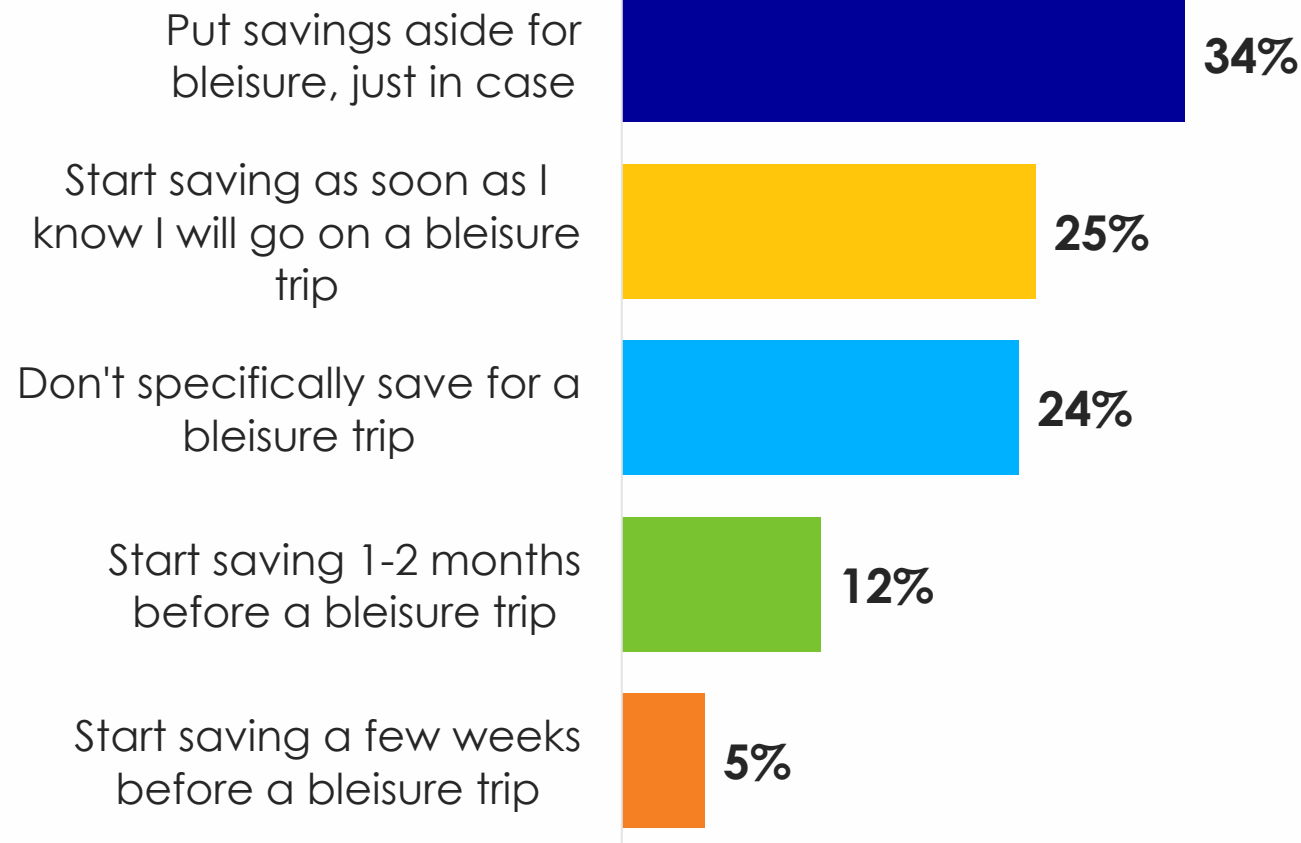
More than half of bleisure travelers spend the same amount or more on a bleisure trip versus solely leisure, and most save for bleisure travel



■ Spend less on bleisure

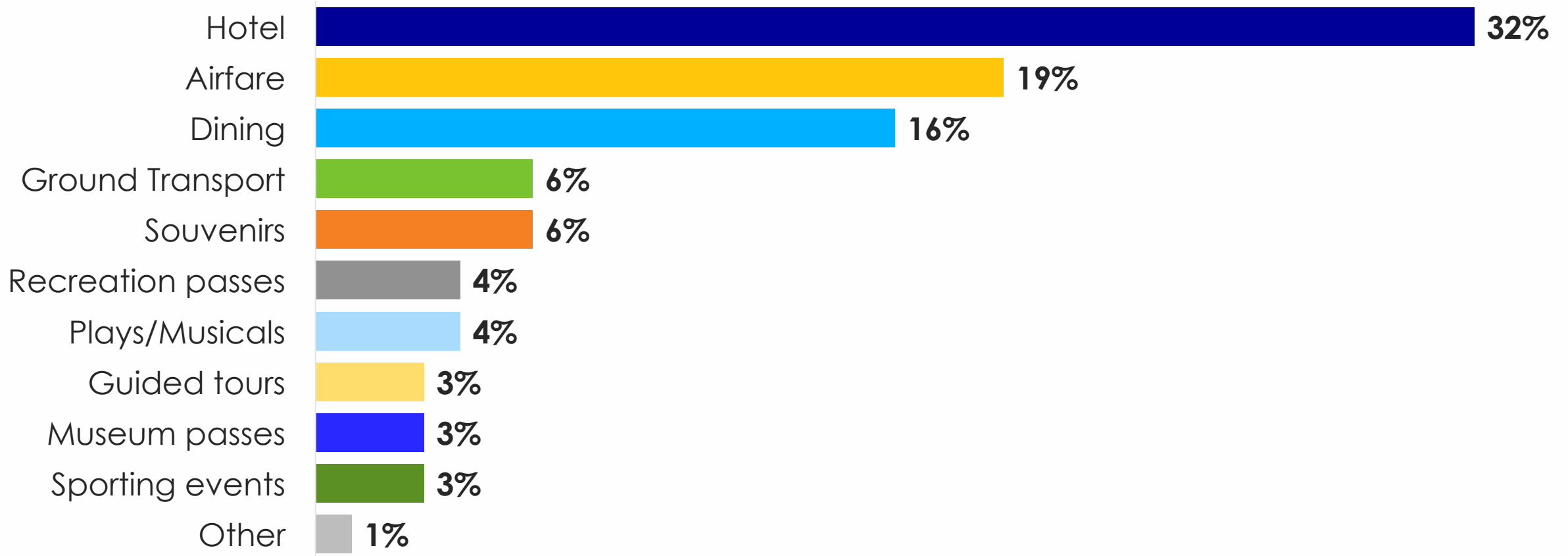
■ Same amount

■ Willing to spend more on bleisure



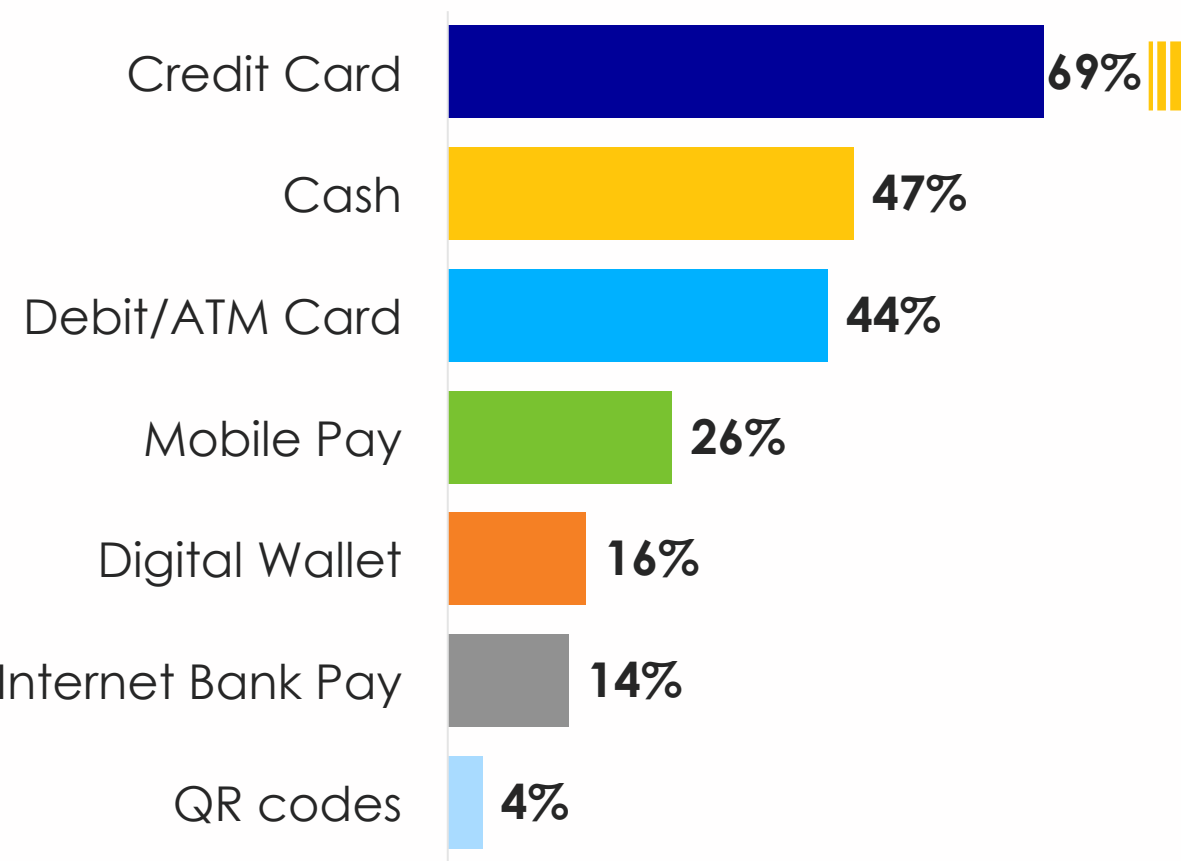
BLEISURE BUDGET ALLOCATION

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

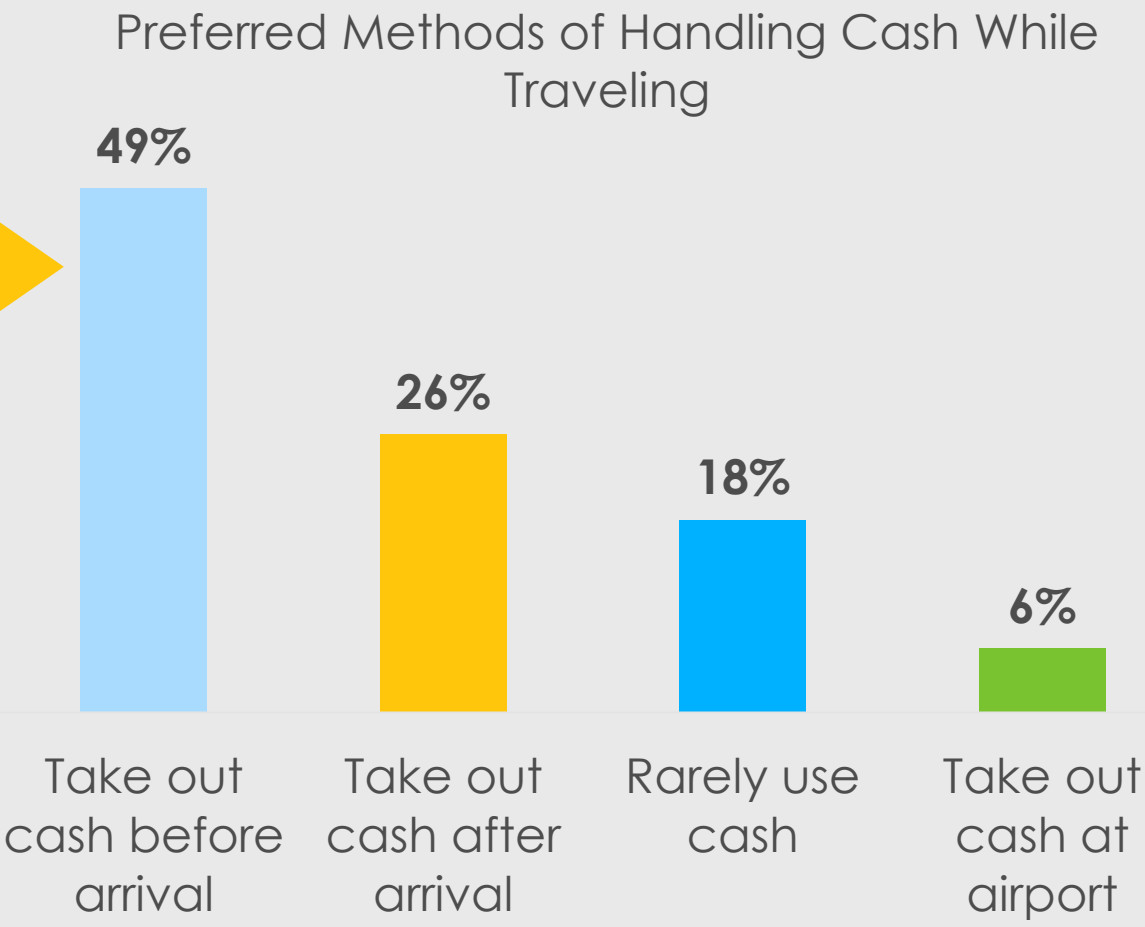
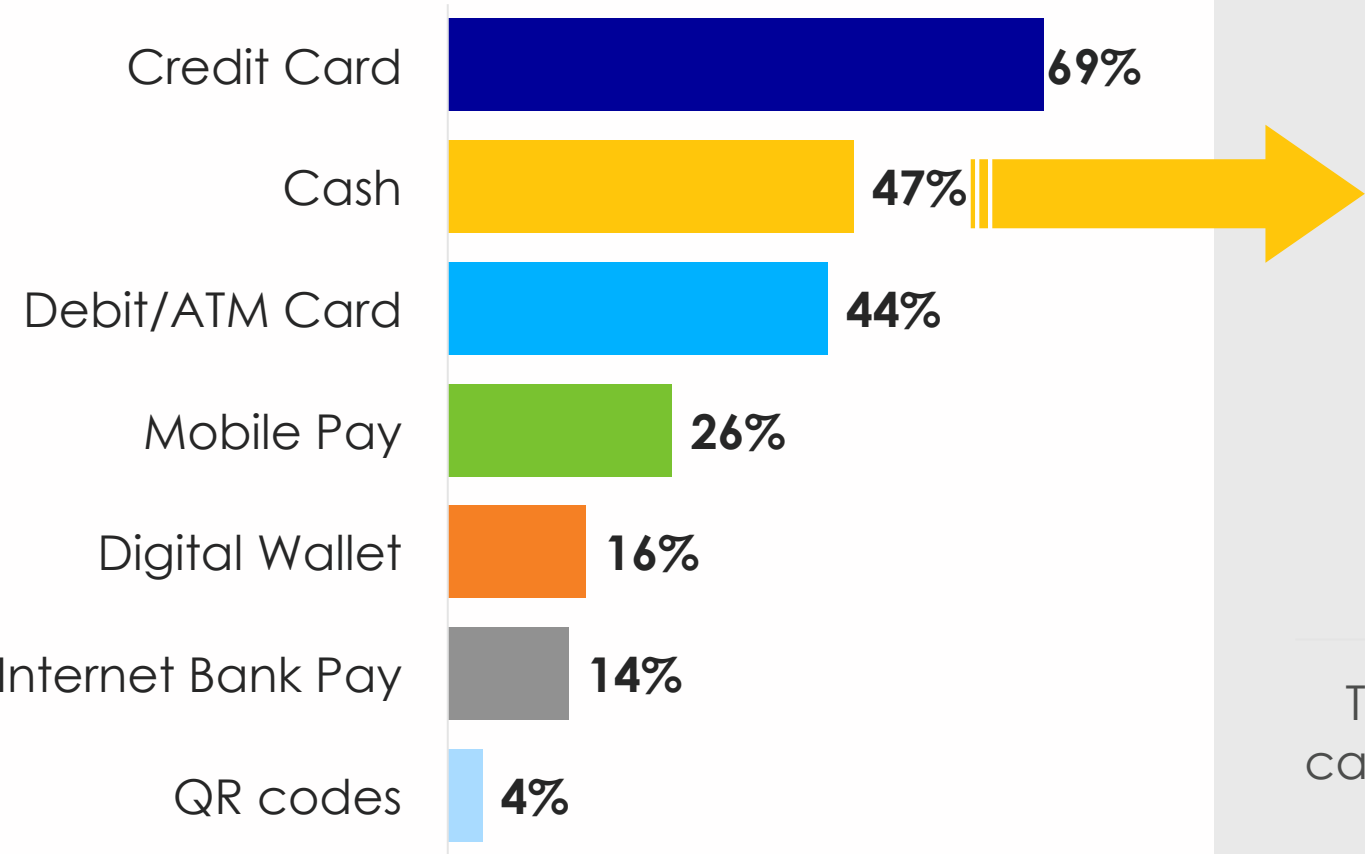


Top Preferred Credit Cards by Country



PAYMENT PREFERENCES

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



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



<http://advertising.expedia.com>

THANK YOU
TO LEARN MORE
bit.ly/bleisure-trends

