



**Euromonitor
International**

Bleisure and the Future of Work and Travel

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INTRODUCTION

Scope

Key findings

POST-PANDEMIC BLEISURE

With business travel reduced, working consumers seek out options

Bleisure - what is it now, what are the opportunities?

A spectrum of emerging options for leisure seekers, defined

New digital tools revolutionise the workplace, and events

Sweeping changes to company working policies since 2020

Shiseido funds overseas workcations as a benefit for employees in Hong Kong

What does all this mean for destinations?

Bleisure seekers are high-value spenders, experience-driven and digitally savvy

Selina expands rapidly on the promise of experience-driven leisure

Measuring the size of the opportunity

BUSINESS MODEL REIMAGINATION

Business models adapt to a new category of travel

Hotels turn empty rooms into flexible office packages

Hotels adjust foodservice priorities to attract leisure travellers

Short-term rentals target remote workers

Airbnb helps destinations become remote working hubs

Corporate retreats drive growth for group leisure travel

TUI connects leisure travel with wellness

BUILDING LEISURE-FRIENDLY DESTINATIONS

Travellers stay local as global tourism recovers from pandemic

Collaboration critical between industry and government

Busan, South Korea brands itself the "Best Leisure City"

B leisure travellers are an opportunity for local bars and restaurants in-destination

Airlines will need to factor in leisure travellers as they reconfigure their operations

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airasia super-app combines all leisure travellers' needs in one super-app

Travel suppliers need to meet the demands of the "leisure family"

THE ROLE OF BOOKING PLATFORMS

Competition sharpens the focus on smart booking platforms and super-apps

Travelin.ai a corporate booking platform accommodating leisure

Digital as the vehicle for growth and engagement of leisure travellers

Seamless booking process is essential

Lufthansa and TripActions - tapping into the managed travel for SMEs

Mobile check-in and customer service most sought-after attributes for business travellers

Evolving business models help support leisure service offerings

Growing domestic travel must be a key focus for booking platforms

Western Europe - ahead of the curve for MICE travel

Mytaverse : Changing business travel interactions with brands and destinations

Financial players join forces with travel operators which can appeal to leisure consumers

Revolut - disrupting the disruptors in travel

Sustainability - pivoting towards new consumer needs

A NEW WAY TO TRAVEL

Key drivers form a foundation for future growth

Total global leisure spend expected to more than double by 2027

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