THE BLEISURE REPORT
2014

THE BLEISURE REPORT 2014

BridgeStreet Global Hospitality's Bleisure Study, a recent survey of 640 international guests.

EXECUTIVE SUMMARY

Travel habits

- The majority of annual travel is for leisure, with business making up 30% or less

- 83% of respondents use time on business trips to explore the city they're visiting

- Six out of 10 travelers are away from home on business 10 or more days per year, with two of those travelers away for 60+ days

Rising bleisure trends

- The majority of respondents (60%) have taken bleisure trips, with most (30%) respondents adding two vacation days to business trips

- Nearly half of respondents (46%) add personal travel days to business travel "every trip" or to "most trips"

- The three most popular bleisure activities are:
    1. Sightseeing
    2. Dining
    3. Arts/Culture

- 96% of respondents believe they gain cultural experience/knowledge through bleisure trips

- The top reason for bleisure travel is a desire to see the world and gain cultural experiences

- More than half (54%) of travelers that take bleisure trips bring their family members or significant other with them

Bleisure sentiment

- 20% of travelers have not taken bleisure trips, but would like to

- 78% of respondents agree that adding leisure days to business travel adds value to work assignments

- Six out of 10 of respondents are more likely to take bleisure trips today than they were five years ago

- 73% of travelers feel bleisure opportunities benefit them as an employee

Younger business travelers

- The primary reason for bleisure travel among travelers under 35 is because they are in a city they've never been to

- 39% do not bring a significant other or family member with them, but would like to

- 94% of younger travelers are "more than" or "equally" likely to take a bleisure trip in the next five years – significantly higher than the worldwide average

ABOUT THE STUDY

"To meet both business and leisure customer needs, the industry needs to do a better job of educating their customers about their offering and tell guests what they should see when they get there. They need to provide additional local services and really bring their brand to life."

Kelly Murphy
VP Marketing
BridgeStreet Global Hospitality

ABOUT THE STUDY

STUDY PARTICIPANTS BY REGION, COUNTRY AND GENDER

AMERICAS

Argentina

Brazil

Canada

Costa Rica

Ecuador

Mexico

USA

AFRICA

Egypt

Ghana

Kenya

Mauritius

Nigeria

South Africa

Zambia

Zimbabwe

EUROPE

Austria

Belgium

Bulgaria

Channel Islands

Denmark

Estonia

Finland

France

Germany

Gibraltar

Greece

Ireland

Isle of Man

Italy

Luxembourg

Malta

Monaco

Netherlands

Norway

Poland

Portugal

Russia

Slovakia

Spain

Sweden

Switzerland

Turkey

UK

ASIA PACIFIC

Australia

China

Hong Kong

India

Indonesia

Japan

Malaysia

New Zealand

Phillippines

Singapore

South Korea

Sri Lanka

Taiwan

Female 47.7%

Male 52.3%

ABOUT THE STUDY

STUDY PARTICIPANTS BY AGE RANGE AND GENDER

The most dominant age range of our study group by far is 45-54 years olds. This is as expected, as the average age of business travelers is 47.5 (U.S. Travel Association).

But close attention should be paid to the fast-growing 25-34 age group – the Millennials. More dominant in this study than the 35-44 age range, this is a generation that are natural inhabitants of the digital, blurred lifestyle and are very open to bleisure travel.

Says cultural intelligence strategist Miriam Rayman, "The bleisure generation was a particularly entrepreneurial type who would turn an evening out over drinks into a networking opportunity, where Facebook could just as easily be a place to win clients."
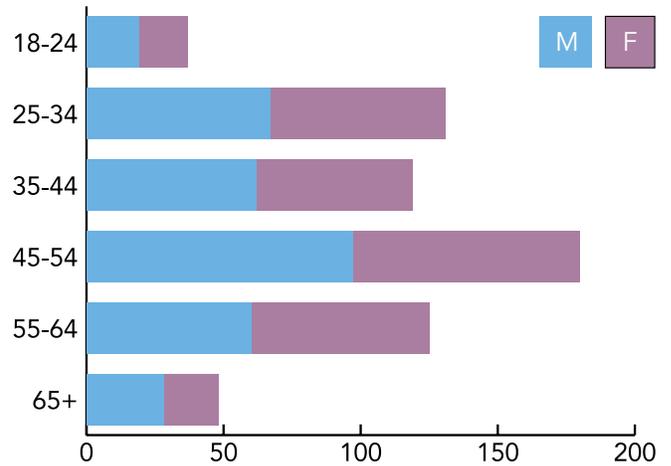
TRAVEL PROFILES

TRAVEL PROFILES

PERCENTAGE OF ANNUAL TRAVEL FOR LEISURE

Worldwide average
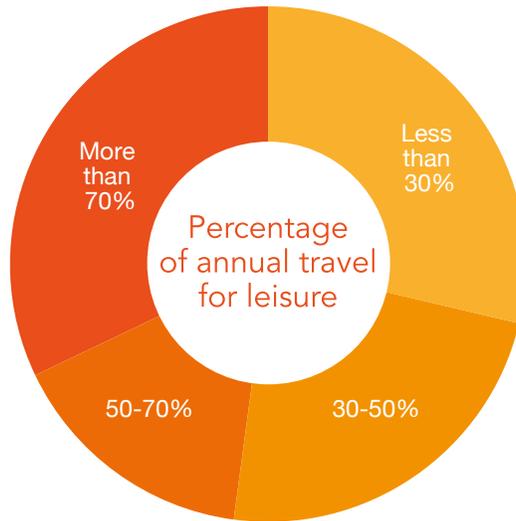
PERCENTAGE OF ANNUAL TRAVEL FOR LEISURE BY COUNTRY
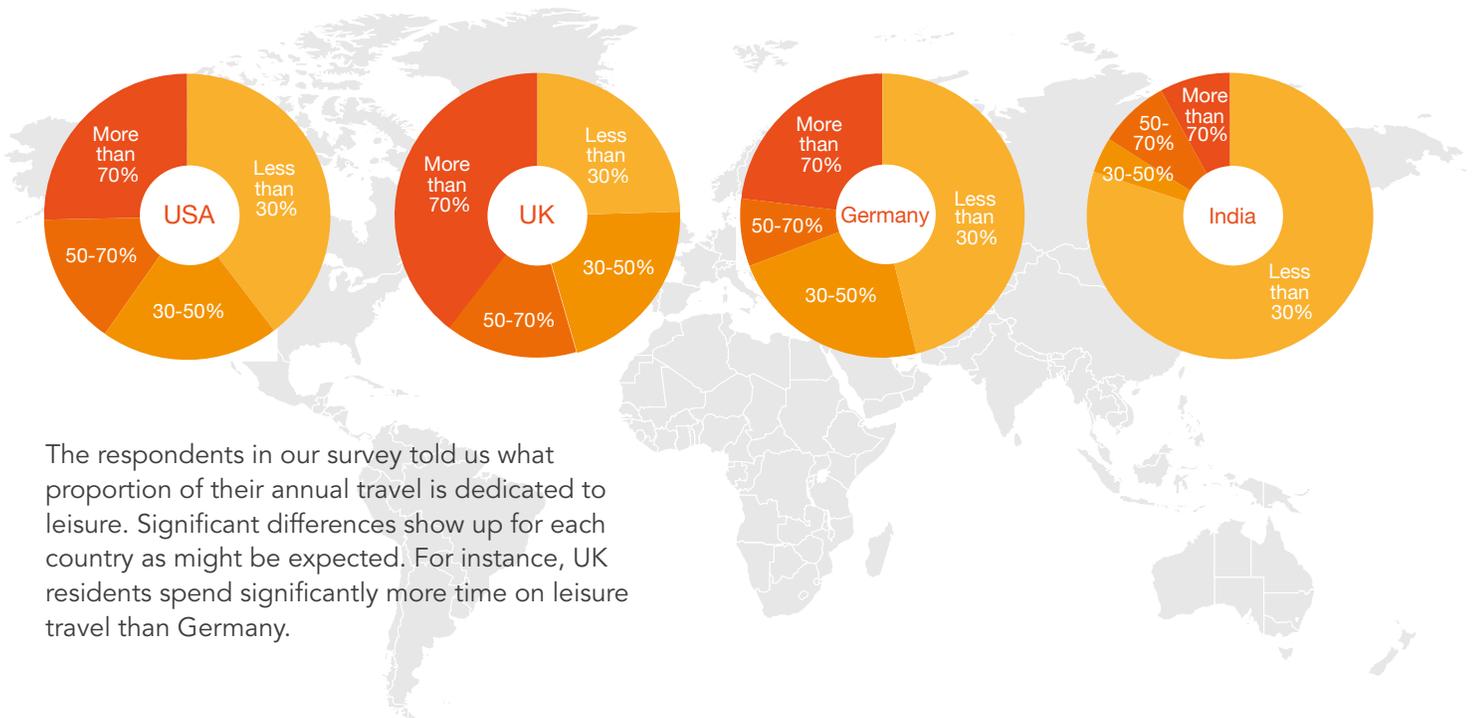
The respondents in our survey told us what proportion of their annual travel is dedicated to leisure. Significant differences show up for each country as might be expected. For instance, UK residents spend significantly more time on leisure travel than Germany.

TRAVEL PROFILES

PERCENTAGE OF ANNUAL TRAVEL FOR BUSINESS

When asked specifically what percentage of annual travel was dedicated to business, for more than half of the respondents the figure was less than 30%.


Percentage of annual travel for business

- More than 70%
- 50-70%
- 30-50%
- Less than 30%
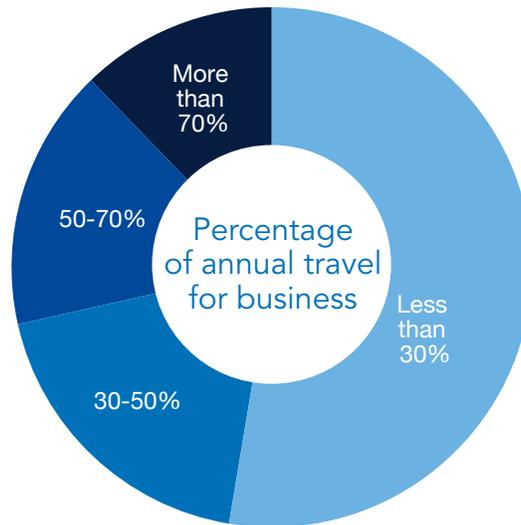
PERCENTAGE OF ANNUAL TRAVEL FOR BUSINESS BY COUNTRY

USA — More than 70%, 50-70%, 30-50%, Less than 30%

UK — More than 70%, 50-70%, 30-50%, Less than 30%

Germany — Less than 30%, 30-50%, 50-70%, More than 70%

India — More than 70%, 50-70%, 30-50%, Less than 30%
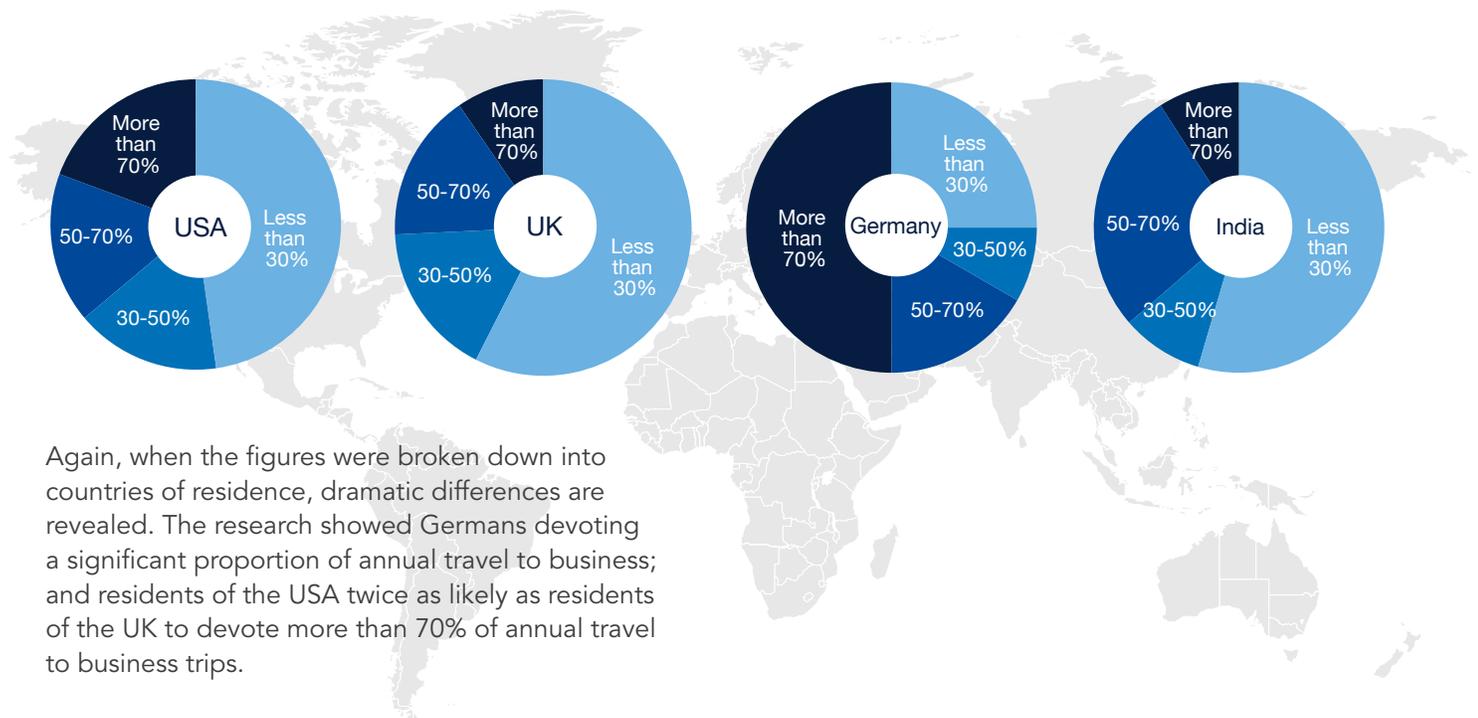
Again, when the figures were broken down into countries of residence, dramatic differences are revealed. The research showed Germans devoting a significant proportion of annual travel to business; and residents of the USA twice as likely as residents of the UK to devote more than 70% of annual travel to business trips.

TRAVEL PROFILES

DURATION OF TYPICAL BUSINESS TRIP – WORLDWIDE

Question
What is the duration of your typical business trip?

589 participants in the survey responded to this question. Taken as an overall average, the figures show most business trips (41.8%) have a duration of 1-2 days with 25.5% of respondents choosing 2-4 days. A significant 32.8% of business trips are more than five days, with 18.2% over one week.
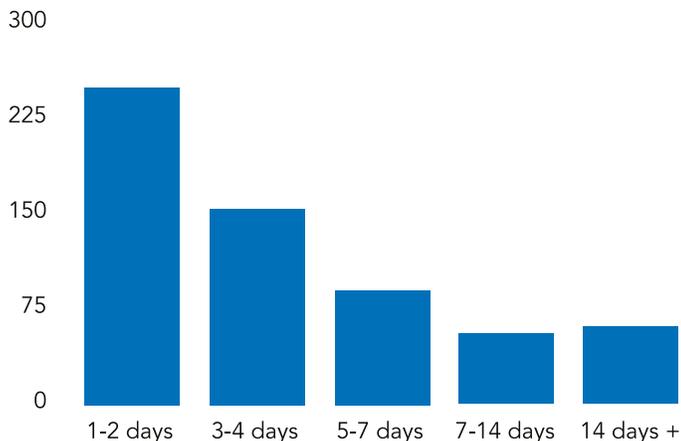
DURATION OF TYPICAL BUSINESS TRIP BY COUNTRY

Again, there are significant differences when the results are broken down by country.
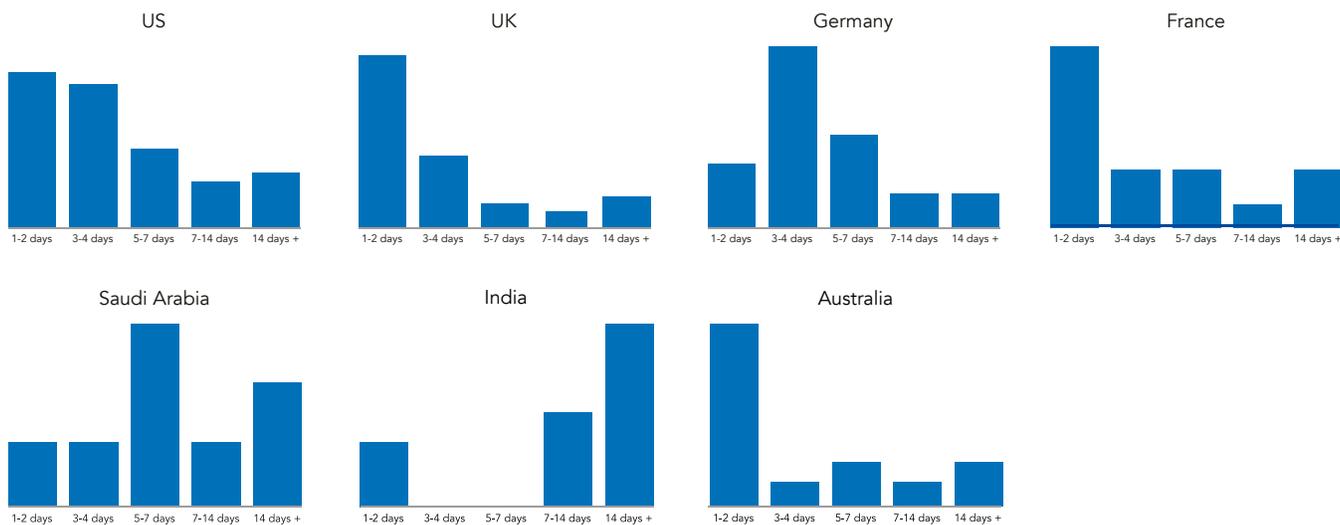
Notes
1. UK and France residents have very similar travel patterns for business – short stays rule for them.
2. US stronger on 3-4 and 5-7 days.
3. Germany strongest on 3-4 days.
3. Saudi Arabia significantly strongest on 5-7 day business trips.
4. India notable for strength of long stays with negligable activity around 3-7 days.
5. Australia shows high frequency of inter-state business trips.

TRAVEL PROFILES

DAYS PER YEAR AWAY ON BUSINESS

39.4%
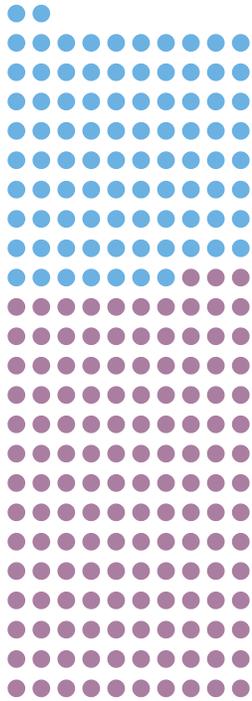
Six out of 10 travelers are away from home on business 10 or more days per year, with two of those travelers away for 60+ days

15.8%
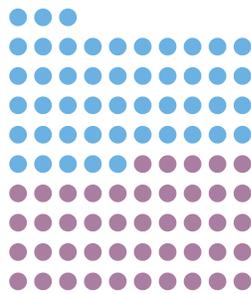
17.6%
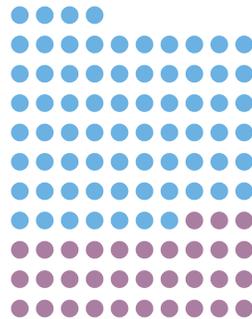
11.4%

15.8%

1-9 days   10-15 days   16-30 days   31-60 days   60+ days

1-9 days	10-15 days	16-30 days	31-60 days	60+ days
M 39% / F 61%	M 52% / F 48%	M 69% / F 31%	M 57% / F 43%	M 65% / F 35%

US

UK

Germany

India
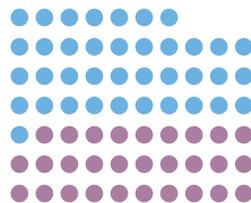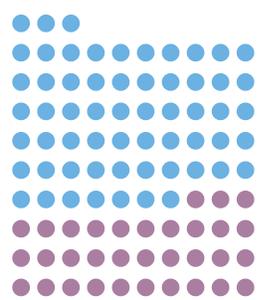
US					UK					Germany					India				
1-9 days	10-15 days	16-30 days	31-60 days	60+ days	1-9 days	10-15 days	16-30 days	31-60 days	60+ days	1-9 days	0-15 days	16-30 days	31-60 days	60+ days	1-9 days	0-15 days	16-30 days	1-60 days	60+ days
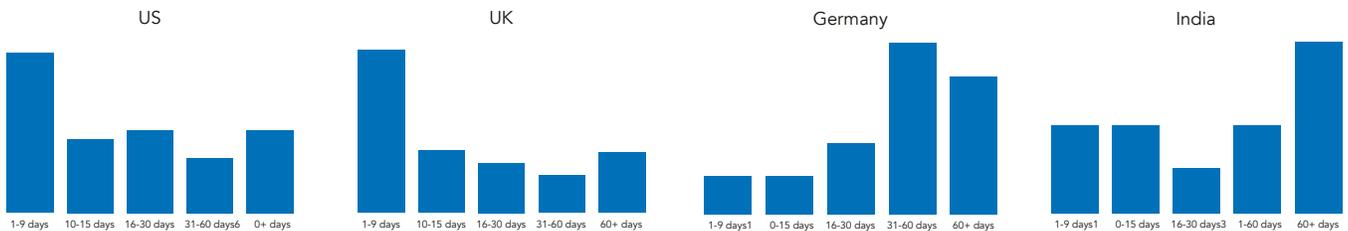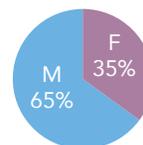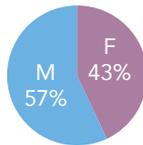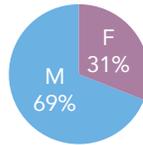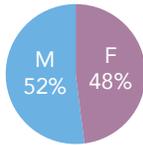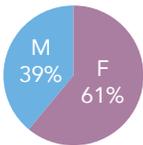
Significant national differences are revealed once the data is split into places of residence.

TRAVEL PROFILES

PERSONAL TRAVEL DAYS

Question
How often do you add personal travel days to your business trips?

Nearly half of respondents (46%) add personal travel days to business travel "every trip" or "most trips"

15.46% Never
16.39% Every trip
29.61% Most trips
38.55% Rarely
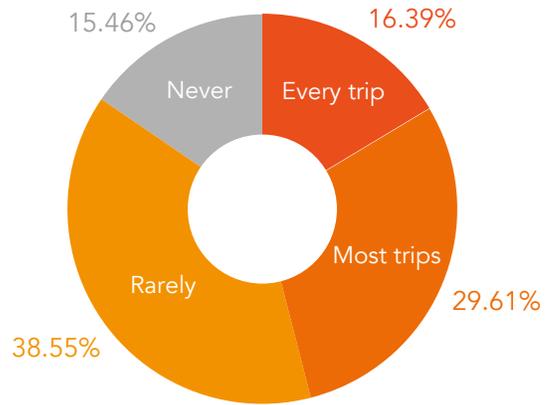
Question
When you add personal days onto business travel, how many days do you typically tack on?

Nearly 50% of respondents add on two or more leisure days to business trips.

25.70% 1
31.47% 2
11.36% 3
6.70% 4+
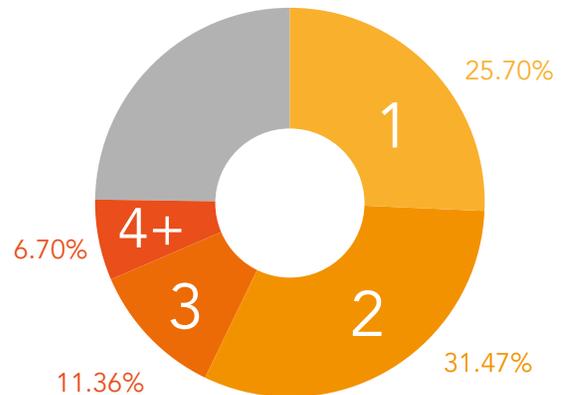
Question
Have you taken 'bleisure' trips while traveling, blending business travel with leisure?

Nearly 80% do add, or would like to add, 'bleisure' trips while traveling for business. 25% of those that answered 'No' cited lack of time.

19.55% No, but I would like to
59.59% Yes
20.86% No
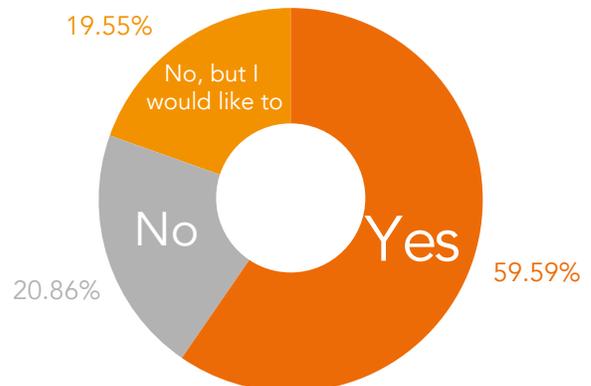
THE BLEISURE EXPERIENCE
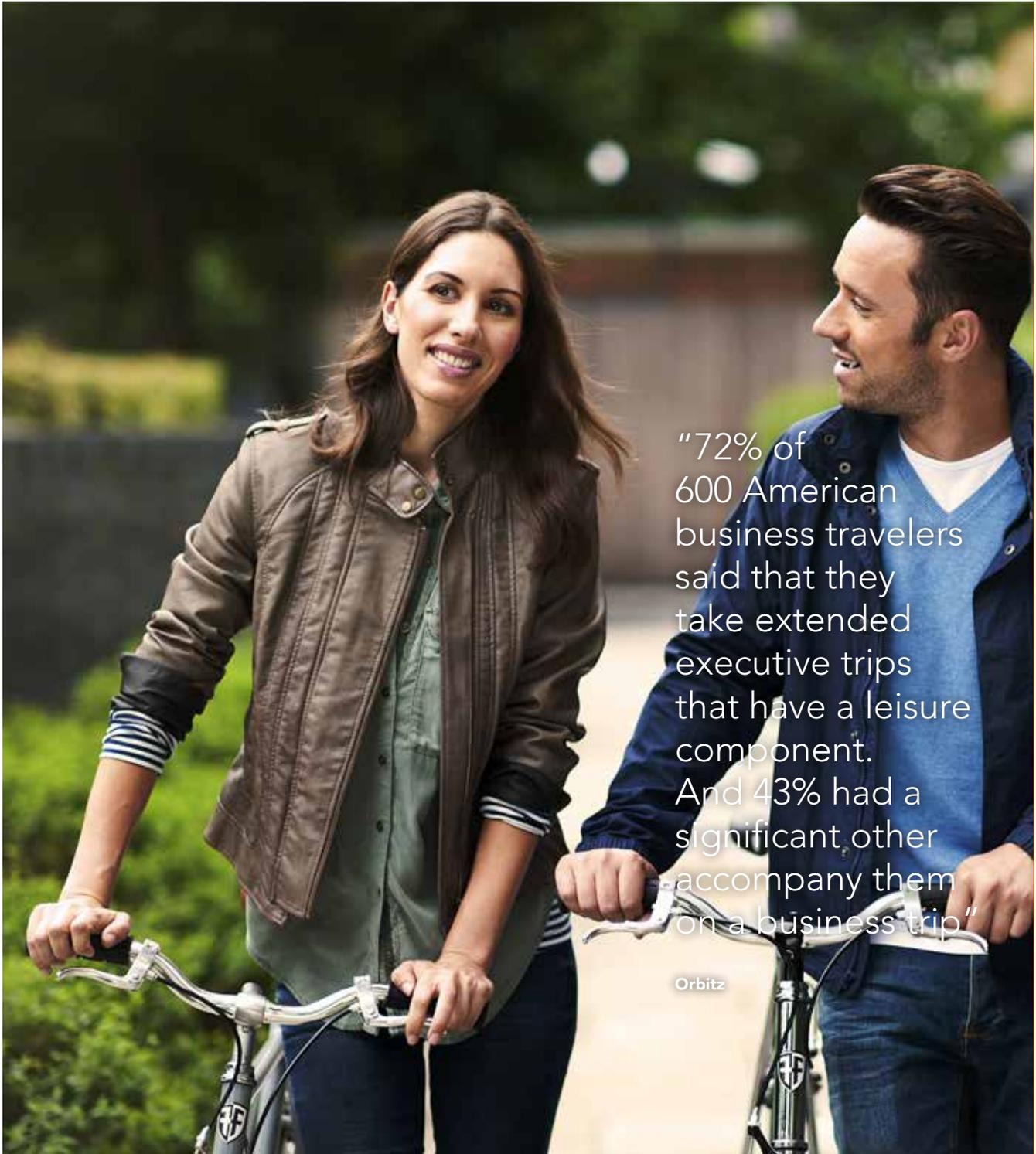
"72% of 600 American business travelers said that they take extended executive trips that have a leisure component. And 43% had a significant other accompany them on a business trip"

Orbitz

THE BLEISURE EXPERIENCE

EXPLORING THE CITY

Question
During business travel, do you use free time to explore/experience the city you are in?

No
17.7%

Yes
82.3%
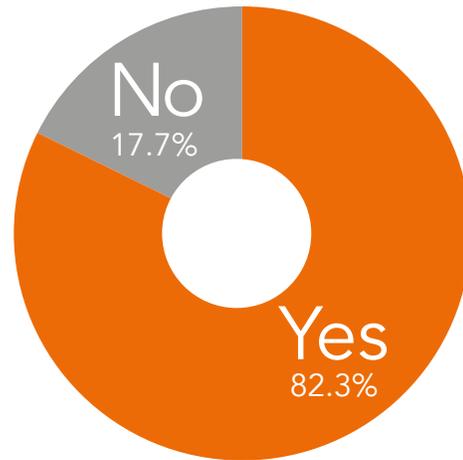
ACTIVITIES

Question
If yes, which of the following activities have you experienced?

By far the three most popular leisure activities are: sightseeing, dining and art/culture.

Sightseeing
77.2%

Dining
66.3%

Art/Culture
66.0%

Outdoor Activities
33.9%

Nightlife
34.8%

Other
8.3%

Question
If not, why not?

I don't have free time on business trips	48.8%
I work during free time	17.5%
I have no desire to	16.3%
Other	17.5%

0   25   50   75   100%
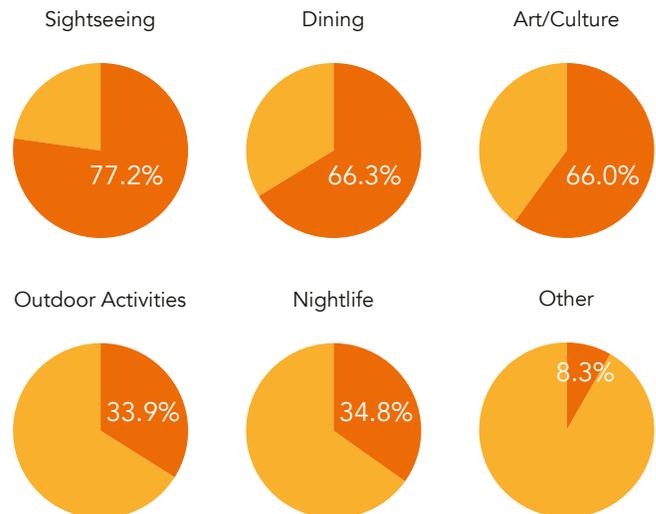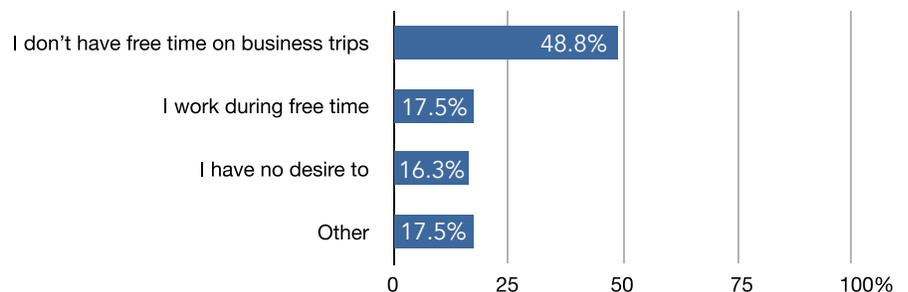
THE BLEISURE EXPERIENCE

EXPLORING THE CITY

Question
What is the primary reason you add (or would add) personal travel days to your business trips?

62.0%
I want to see more of the world/seek cultural experiences

54.4%
I'm in a city I've never been to

46.9%
I need to refresh and unwind

33.2%
I enjoy experiencing difference cuisines

20.3%
It saves money

17.9%
I have relatives or friends in this city
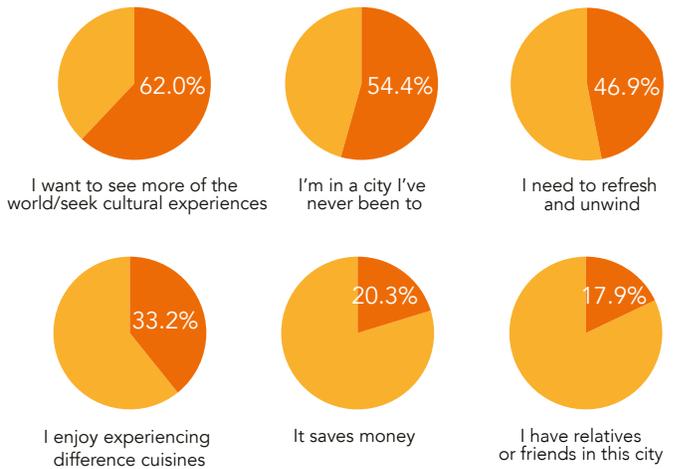
FAMILY

Question
When you add personal travel on to your business trips, do you bring your significant other and/or family members with you?

No
16.9%

No, but I would like to
28.7%

Yes
54.4%
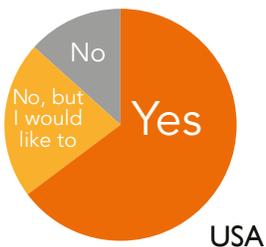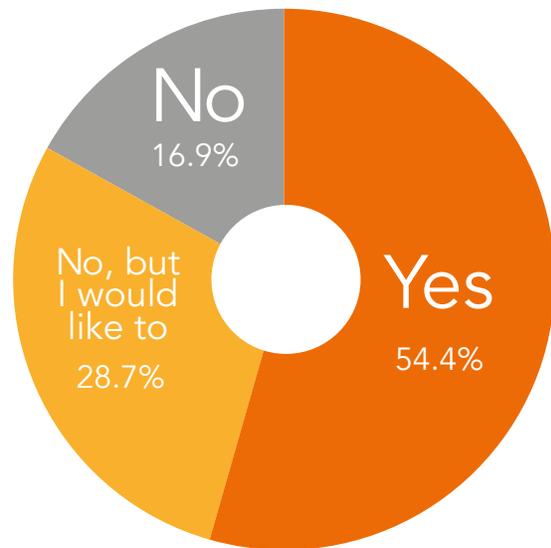
USA
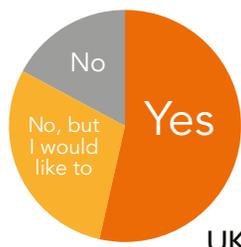
UK
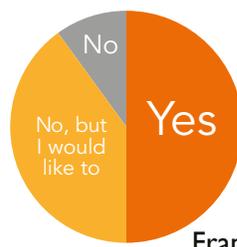
France
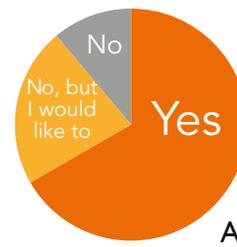
Australia

THE BLEISURE EXPERIENCE

ADDING ANOTHER CITY

Question
**How often do you add an extra city to your
business travel for leisure purposes?**

Category	Percentage
Every trip	7.5%
Most trips	19.3%
Rarely	42.4%
Never	17.9%
Never, but would like to	12.9%
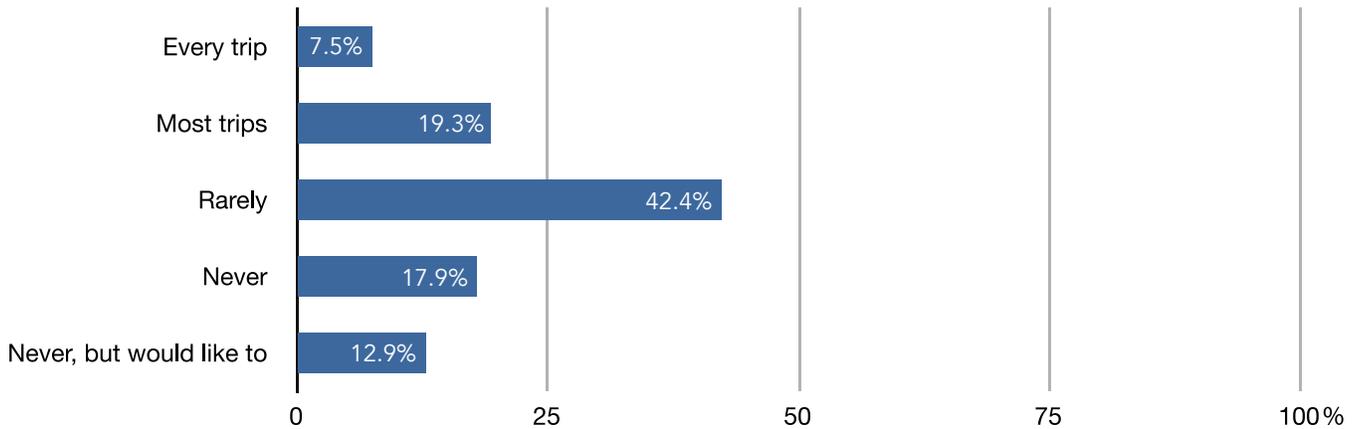
MAKING A HABIT OF BLEISURE

Question
**Compared to five years ago, are you more or less
likely to take a bleisure trip?**

Less likely 12%

Equally likely 28%

More likely 60%
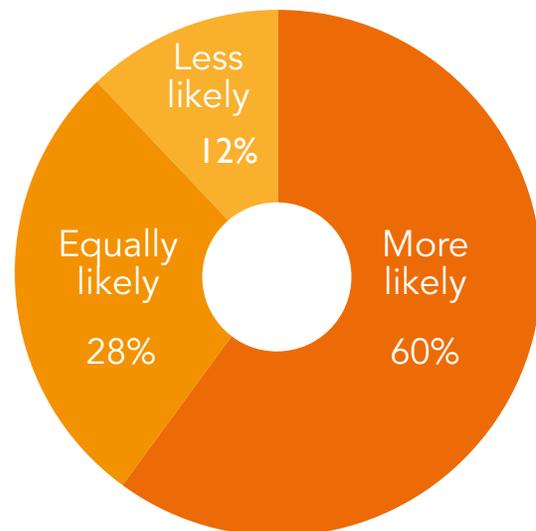
THE BENEFITS OF BLEISURE

"The smart brands are those that can design products and services for our blurred lifestyles and also help us to compartmentalise when needed."

Miriam Rayman
Cultural Intelligence Strategist
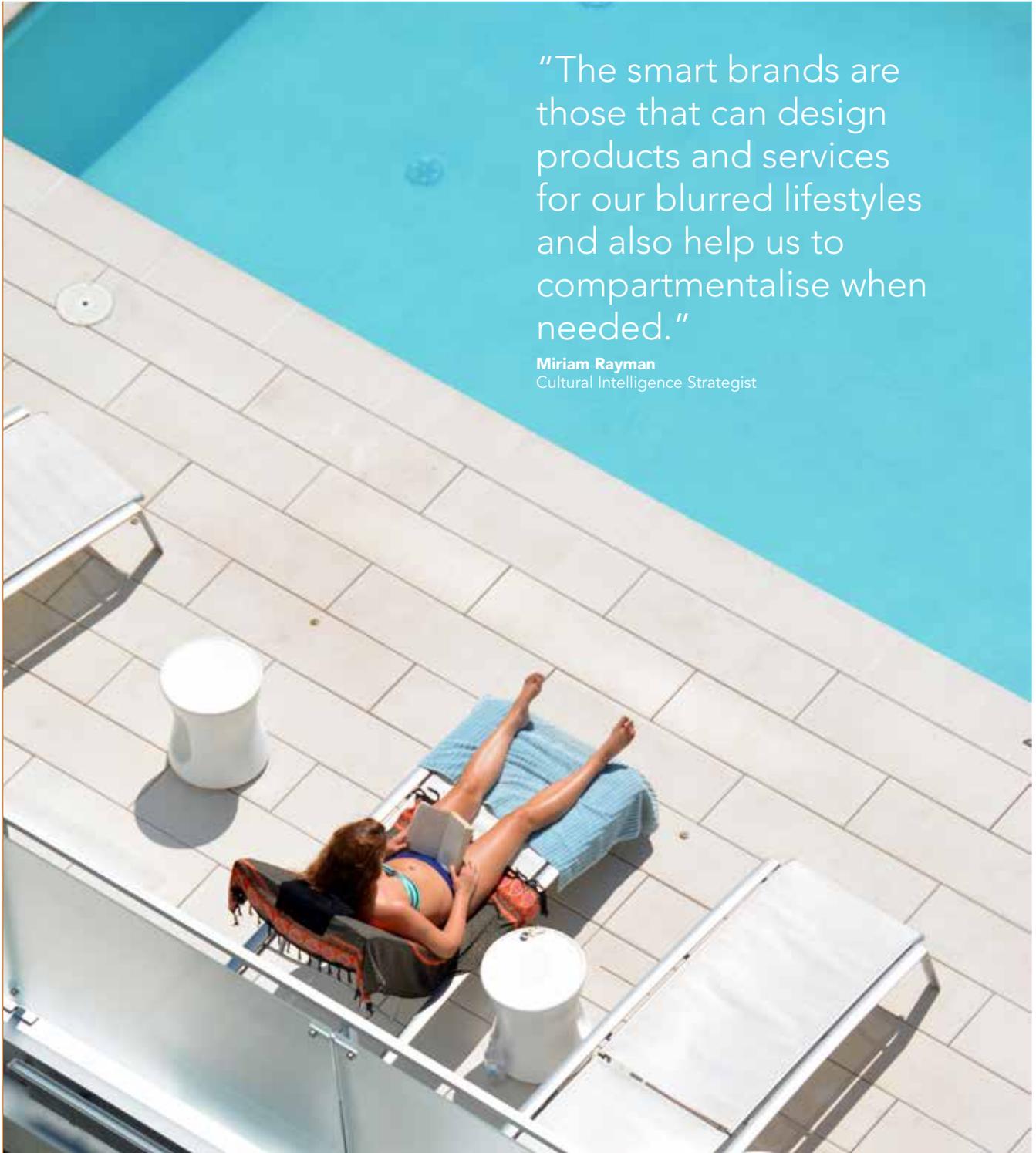
THE BENEFITS OF BLEISURE

ADDING VALUE

Question
Do you believe you gain cultural experience and knowledge by adding leisure days to your business travel?

No
3.1%

Yes
96.9%
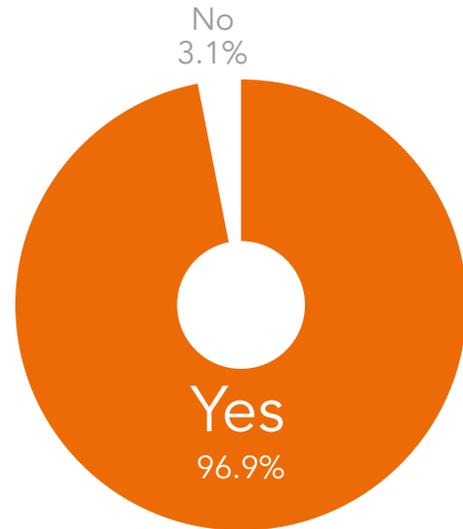
Question
Do you feel the opportunity for bleisure travel benefits you as an employee?

No
8.6%

I'm indifferent
18.7%

Yes
72.7%
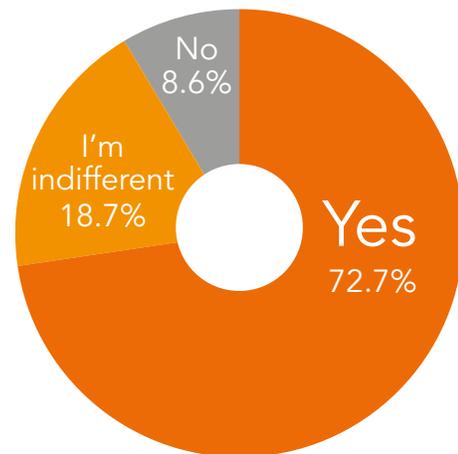
Question
Does adding leisure trips to extended business travel (3+ weeks) bring added value to an assignment?

No
21.2%

Yes
78.8%
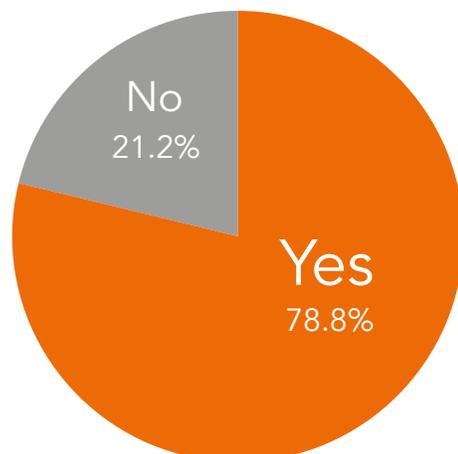
THE BENEFITS OF BLEISURE

COMPANY POLICY

Question
Does your company have a policy on bleisure travel?

Yes
13.7%

Unsure
27.3%

No
59.0%
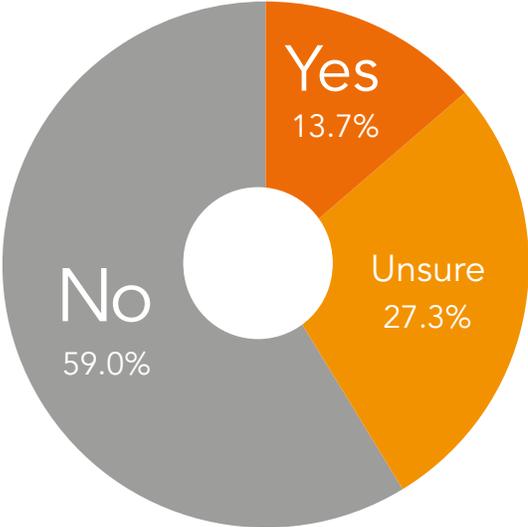
THE BLEISURE REPORT 2014

BridgeStreet Global Hospitality

SUMMARY

- 83% of respondents use time on business trips to explore the city they're visiting

- The majority of respondents (60%) have taken bleisure trips, with most (30%) respondents adding two vacation days to business trips

- Nearly half of respondents (46%) add personal travel days to business travel "every trip" or "most trips"

- More than half (54%) of travelers that take bleisure trips bring their family members or significant other with them

- 96% of respondents believe they gain cultural experience/knowledge through bleisure trips

- The top reason for bleisure travel is a desire to see the world and gain cultural experiences

- 73% of travelers feel bleisure opportunities benefit them as an employee

- 78% of respondents agree that adding leisure days to business travel adds value to work assignments

- Six out of 10 of respondents are more likely to take bleisure trips today than they were five years ago

- 94% of younger travelers are "more than" or "equally" likely to take a bleisure trip in the next five years – significantly higher than the worldwide average

- Less than 14% of respondents said "yes" when asked if their company had a policy on bleisure travel

For many business travelers the world over 'bleisure' is already a way of life.

Just as leisure travelers are always working (43% of international travelers always take their professional mobile devices with them on holiday or weekend trips[1]), business travelers are now often extending their stays to include a leisure component.

This is about more than rest and relaxation. Bleisure can benefit business. Almost all the business travelers that took part in this survey believed 'bleisure' helped them gain cultural experience and knowledge of the cities they were doing business in. Nearly four out of five respondees agreed that adding leisure days to business trips added value to work assignments.

While a desire for 'bleisure' is growing amongst employees, the majority of businesses have yet to embrace the concept. Very few have a formal policy in place that addresses bleisure.

Clear and fair guidance around 'bleisure' trips will, we believe, help foster trust between companies and their employees as well as motivate them, make them more productive and create a positive attitude to work/life balance. Who knows, 'bleisure' may even have a positive effect on a company's bottom line.

1. Orbitz trend report of 600 travelers (2013).

LOCAL KNOWLEDGE
REGIONAL EXPERTISE
GLOBAL FOOTPRINT

BRIDGESTREET.COM