

Bleisure Travel Market By Employee (Executives, Middle Management, Entry level Employee), By Age Group (Millennial, Generation X, Others), By Industries (Government, Corporate): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-05-01 | 410 pages | Allied Market Research

AVAILABLE LICENSES:

- Cloud Access License \$3110.40
- Business User License \$5157.00
- Enterprise License \$8640.00

Report description:

The bleisure travel market size was valued at \$315.3 billion in 2022 and is estimated to reach \$731.4 billion by 2032, registering a CAGR of 8.9% from 2023 to 2032.□□□

The boundaries between work and personal life are blending more as technological advancement is booming. This in turn is influencing how employees across the globe travel, and it's becoming more popular for business travellers to extend their trips so they may experience the local cuisine, culture, and attractions.□

Although the term bleisure travel was only established a decade ago, it is not entirely new. Many business travellers have traditionally included "play days" and other enjoyable activities in their travels for work, with or without their organizations' knowledge. Moreover, businesses are now increasingly supporting bleisure travel because they value the benefits of enhanced employee relations along with acknowledgment, official policies and procedures.□

Workcations, on the other hand, are typically personal vacations that also involve business. More specifically, flexible work schedules and rules that allow employees to work from home can allow them to take a vacation while still maintaining a full-time (or, in some situations, part-time) work schedule during their stay. On a week-long vacation, a worker might carry their laptop and set aside time to complete business tasks as well as explore the location.□

Business personnel often work longer hours to make the anticipated revenues when there is greater competition. Such fierce rivalry also causes employee stress and burnout. It can lead to physical health problems including chronic pain, heart problems, and hypertension as well as mental health problems like depression, anxiety, and insomnia. Additionally, a number of symptoms, including irritation, mood changes, fatigue, and decreased productivity, can be brought on by burnout. It could cause staff members to seek medical attention or take sick days, both of which can be expensive for a business. There is an increasing need

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

for work-life balance in order to maintain mental health among employees globally. Employers may also save money and keep a happier, more productive workforce by establishing a work environment that prioritizes work-life balance. Travelling for business is another new trend that helps people combine their job and wellness. Therefore, it is anticipated that the demand from significant employers worldwide will drive growth in the leisure travel industry.□

Digital transformation in the travel industry can be seen in the adoption of digital solutions for routine travel planning tasks like selecting a destination and building an itinerary, booking flights and other modes of transportation, hotels and other accommodations, or creating offers that are as specifically tailored to the needs of customers as possible. Another example is the ability to take virtual tours of potential destinations before making a decision. The travel sector is at the forefront of technological development and is constantly changing as a result of new technology. The travel, tourism, and aviation industry are expected to spend up to \$305 billion on digitization processes between 2016 and 2025, according to the World Economic Forum's Digital Transformation Initiative (DTI). Customers and society will gain \$700 billion from the digital transformation. It's also projected that this process will shift \$100 billion in value away from long-standing companies and towards their new digital rivals. As a result, incorporating technology into leisure travel often promotes growth.□

The bleisure travel market is segmented on the basis of employee, age group, industry and region. By employee, the bleisure travel market is classified into executive, middle management, and entry level employee. Depending on age group, the market is categorized into millennial, generation X and others. By industry, the market is categorized into government and corporate. By region, the market is analyzed in North America, Europe, Asia-Pacific, and LAMEA.□

Some of the major players analyzed in this report are Bleisure Travel Company, BCD Group, Booking Holdings, Fareportal, Expedia Group, Airbnb, Flight Centre Travel Group, Wexas Travel, TravelPerk, TravelBank and FCM Travel Solution.□

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the bleisure travel market analysis from 2022 to 2032 to identify the prevailing bleisure travel market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the bleisure travel market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global bleisure travel market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Age Group

- Millennial
- Generation X
- Others

By Industries

- Government
- Corporate
- Sub Type
- Technology
- Healthcare
- Public Administration
- Manufacturing
- Others

By Employee

- Executives

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Middle Management
- Entry level Employee

By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany
- UK
- France
- Italy
- Spain
- Switzerland
- Rest of Europe
- Asia-Pacific
- China
- India
- Japan
- South Korea
- Australia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- South Africa
- UAE
- Argentina
- Rest of LAMEA
- Key Market Players
- Airbnb, Inc.
- BCD Group
- Booking Holdings, Inc.
- Cvent Inc.
- Expedia Group Inc.
- Fareportal
- Flight Centre Travel Group Limited
- Travelator, Inc.
- TravelPerk S.L.U.
- Wexas Travel

Table of Contents:

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research Methodology
 - 1.4.1. Primary research

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

1.4.2. Secondary research

1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

2.1. CXO Perspective

CHAPTER 3: MARKET OVERVIEW

3.1. Market definition and scope

3.2. Key findings

3.2.1. Top impacting factors

3.2.2. Top investment pockets

3.3. Porter's five forces analysis

3.3.1. Moderate bargaining power of suppliers

3.3.2. Moderate threat of new entrants

3.3.3. Moderate threat of substitutes

3.3.4. Moderate intensity of rivalry

3.3.5. Moderate bargaining power of buyers

3.4. Market dynamics

3.4.1. Drivers

3.4.1.1. Rise in demand for work-life balance

3.4.1.2. Digital Transformation in the travel industry

3.4.1.3. Increase in number of affordable hospitality services

3.4.2. Restraints

3.4.2.1. Additional expenditure in travel accommodation

3.4.2.2. No proper documentation and policies for bleisure travel

3.4.3. Opportunities

3.4.3.1. Collaboration with corporates

3.4.3.2. Growth in infrastructure

3.5. COVID-19 Impact Analysis on the market

CHAPTER 4: BLEISURE TRAVEL MARKET, BY EMPLOYEE

4.1. Overview

4.1.1. Market size and forecast

4.2. Executives

4.2.1. Key market trends, growth factors and opportunities

4.2.2. Market size and forecast, by region

4.2.3. Market share analysis by country

4.3. Middle Management

4.3.1. Key market trends, growth factors and opportunities

4.3.2. Market size and forecast, by region

4.3.3. Market share analysis by country

4.4. Entry level Employee

4.4.1. Key market trends, growth factors and opportunities

4.4.2. Market size and forecast, by region

4.4.3. Market share analysis by country

CHAPTER 5: BLEISURE TRAVEL MARKET, BY AGE GROUP

5.1. Overview

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.1.1. Market size and forecast
- 5.2. Millennial
 - 5.2.1. Key market trends, growth factors and opportunities
 - 5.2.2. Market size and forecast, by region
 - 5.2.3. Market share analysis by country
- 5.3. Generation X
 - 5.3.1. Key market trends, growth factors and opportunities
 - 5.3.2. Market size and forecast, by region
 - 5.3.3. Market share analysis by country
- 5.4. Others
 - 5.4.1. Key market trends, growth factors and opportunities
 - 5.4.2. Market size and forecast, by region
 - 5.4.3. Market share analysis by country
- CHAPTER 6: BLEISURE TRAVEL MARKET, BY INDUSTRIES
- 6.1. Overview
 - 6.1.1. Market size and forecast
- 6.2. Government
 - 6.2.1. Key market trends, growth factors and opportunities
 - 6.2.2. Market size and forecast, by region
 - 6.2.3. Market share analysis by country
- 6.3. Corporate
 - 6.3.1. Key market trends, growth factors and opportunities
 - 6.3.2. Market size and forecast, by region
 - 6.3.3. Market share analysis by country
 - 6.3.4. Corporate Bleisure Travel Market by Sub Type
 - 6.3.4.1. Technology Market size and forecast, by region
 - 6.3.4.2. Healthcare Market size and forecast, by region
 - 6.3.4.3. Public Administration Market size and forecast, by region
 - 6.3.4.4. Manufacturing Market size and forecast, by region
 - 6.3.4.5. Others Market size and forecast, by region
- CHAPTER 7: BLEISURE TRAVEL MARKET, BY REGION
- 7.1. Overview
 - 7.1.1. Market size and forecast By Region
- 7.2. North America
 - 7.2.1. Key trends and opportunities
 - 7.2.2. Market size and forecast, by Employee
 - 7.2.3. Market size and forecast, by Age Group
 - 7.2.4. Market size and forecast, by Industries
 - 7.2.4.1. North America Corporate Bleisure Travel Market by Sub Type
 - 7.2.5. Market size and forecast, by country
 - 7.2.5.1. U.S.
 - 7.2.5.1.1. Key market trends, growth factors and opportunities
 - 7.2.5.1.2. Market size and forecast, by Employee
 - 7.2.5.1.3. Market size and forecast, by Age Group
 - 7.2.5.1.4. Market size and forecast, by Industries
 - 7.2.5.2. Canada
 - 7.2.5.2.1. Key market trends, growth factors and opportunities

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.2.5.2.2. Market size and forecast, by Employee
- 7.2.5.2.3. Market size and forecast, by Age Group
- 7.2.5.2.4. Market size and forecast, by Industries
- 7.2.5.3. Mexico
 - 7.2.5.3.1. Key market trends, growth factors and opportunities
 - 7.2.5.3.2. Market size and forecast, by Employee
 - 7.2.5.3.3. Market size and forecast, by Age Group
 - 7.2.5.3.4. Market size and forecast, by Industries
- 7.3. Europe
 - 7.3.1. Key trends and opportunities
 - 7.3.2. Market size and forecast, by Employee
 - 7.3.3. Market size and forecast, by Age Group
 - 7.3.4. Market size and forecast, by Industries
 - 7.3.4.1. Europe Corporate Bleisure Travel Market by Sub Type
 - 7.3.5. Market size and forecast, by country
 - 7.3.5.1. Germany
 - 7.3.5.1.1. Key market trends, growth factors and opportunities
 - 7.3.5.1.2. Market size and forecast, by Employee
 - 7.3.5.1.3. Market size and forecast, by Age Group
 - 7.3.5.1.4. Market size and forecast, by Industries
 - 7.3.5.2. UK
 - 7.3.5.2.1. Key market trends, growth factors and opportunities
 - 7.3.5.2.2. Market size and forecast, by Employee
 - 7.3.5.2.3. Market size and forecast, by Age Group
 - 7.3.5.2.4. Market size and forecast, by Industries
 - 7.3.5.3. France
 - 7.3.5.3.1. Key market trends, growth factors and opportunities
 - 7.3.5.3.2. Market size and forecast, by Employee
 - 7.3.5.3.3. Market size and forecast, by Age Group
 - 7.3.5.3.4. Market size and forecast, by Industries
 - 7.3.5.4. Italy
 - 7.3.5.4.1. Key market trends, growth factors and opportunities
 - 7.3.5.4.2. Market size and forecast, by Employee
 - 7.3.5.4.3. Market size and forecast, by Age Group
 - 7.3.5.4.4. Market size and forecast, by Industries
 - 7.3.5.5. Spain
 - 7.3.5.5.1. Key market trends, growth factors and opportunities
 - 7.3.5.5.2. Market size and forecast, by Employee
 - 7.3.5.5.3. Market size and forecast, by Age Group
 - 7.3.5.5.4. Market size and forecast, by Industries
 - 7.3.5.6. Switzerland
 - 7.3.5.6.1. Key market trends, growth factors and opportunities
 - 7.3.5.6.2. Market size and forecast, by Employee
 - 7.3.5.6.3. Market size and forecast, by Age Group
 - 7.3.5.6.4. Market size and forecast, by Industries
 - 7.3.5.7. Rest of Europe
 - 7.3.5.7.1. Key market trends, growth factors and opportunities

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.3.5.7.2. Market size and forecast, by Employee
- 7.3.5.7.3. Market size and forecast, by Age Group
- 7.3.5.7.4. Market size and forecast, by Industries
- 7.4. Asia-Pacific
 - 7.4.1. Key trends and opportunities
 - 7.4.2. Market size and forecast, by Employee
 - 7.4.3. Market size and forecast, by Age Group
 - 7.4.4. Market size and forecast, by Industries
 - 7.4.4.1. Asia-Pacific Corporate Bleisure Travel Market by Sub Type
 - 7.4.5. Market size and forecast, by country
 - 7.4.5.1. China
 - 7.4.5.1.1. Key market trends, growth factors and opportunities
 - 7.4.5.1.2. Market size and forecast, by Employee
 - 7.4.5.1.3. Market size and forecast, by Age Group
 - 7.4.5.1.4. Market size and forecast, by Industries
 - 7.4.5.2. India
 - 7.4.5.2.1. Key market trends, growth factors and opportunities
 - 7.4.5.2.2. Market size and forecast, by Employee
 - 7.4.5.2.3. Market size and forecast, by Age Group
 - 7.4.5.2.4. Market size and forecast, by Industries
 - 7.4.5.3. Japan
 - 7.4.5.3.1. Key market trends, growth factors and opportunities
 - 7.4.5.3.2. Market size and forecast, by Employee
 - 7.4.5.3.3. Market size and forecast, by Age Group
 - 7.4.5.3.4. Market size and forecast, by Industries
 - 7.4.5.4. South Korea
 - 7.4.5.4.1. Key market trends, growth factors and opportunities
 - 7.4.5.4.2. Market size and forecast, by Employee
 - 7.4.5.4.3. Market size and forecast, by Age Group
 - 7.4.5.4.4. Market size and forecast, by Industries
 - 7.4.5.5. Australia
 - 7.4.5.5.1. Key market trends, growth factors and opportunities
 - 7.4.5.5.2. Market size and forecast, by Employee
 - 7.4.5.5.3. Market size and forecast, by Age Group
 - 7.4.5.5.4. Market size and forecast, by Industries
 - 7.4.5.6. Rest of Asia-Pacific
 - 7.4.5.6.1. Key market trends, growth factors and opportunities
 - 7.4.5.6.2. Market size and forecast, by Employee
 - 7.4.5.6.3. Market size and forecast, by Age Group
 - 7.4.5.6.4. Market size and forecast, by Industries
- 7.5. LAMEA
 - 7.5.1. Key trends and opportunities
 - 7.5.2. Market size and forecast, by Employee
 - 7.5.3. Market size and forecast, by Age Group
 - 7.5.4. Market size and forecast, by Industries
 - 7.5.4.1. LAMEA Corporate Bleisure Travel Market by Sub Type
 - 7.5.5. Market size and forecast, by country

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.5.5.1. Brazil
 - 7.5.5.1.1. Key market trends, growth factors and opportunities
 - 7.5.5.1.2. Market size and forecast, by Employee
 - 7.5.5.1.3. Market size and forecast, by Age Group
 - 7.5.5.1.4. Market size and forecast, by Industries
- 7.5.5.2. South Africa
 - 7.5.5.2.1. Key market trends, growth factors and opportunities
 - 7.5.5.2.2. Market size and forecast, by Employee
 - 7.5.5.2.3. Market size and forecast, by Age Group
 - 7.5.5.2.4. Market size and forecast, by Industries
- 7.5.5.3. UAE
 - 7.5.5.3.1. Key market trends, growth factors and opportunities
 - 7.5.5.3.2. Market size and forecast, by Employee
 - 7.5.5.3.3. Market size and forecast, by Age Group
 - 7.5.5.3.4. Market size and forecast, by Industries
- 7.5.5.4. Argentina
 - 7.5.5.4.1. Key market trends, growth factors and opportunities
 - 7.5.5.4.2. Market size and forecast, by Employee
 - 7.5.5.4.3. Market size and forecast, by Age Group
 - 7.5.5.4.4. Market size and forecast, by Industries
- 7.5.5.5. Rest of LAMEA
 - 7.5.5.5.1. Key market trends, growth factors and opportunities
 - 7.5.5.5.2. Market size and forecast, by Employee
 - 7.5.5.5.3. Market size and forecast, by Age Group
 - 7.5.5.5.4. Market size and forecast, by Industries

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top winning strategies
- 8.3. Product Mapping of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top player positioning, 2022

CHAPTER 9: COMPANY PROFILES

- 9.1. BCD Group
 - 9.1.1. Company overview
 - 9.1.2. Key Executives
 - 9.1.3. Company snapshot
 - 9.1.4. Operating business segments
 - 9.1.5. Product portfolio
 - 9.1.6. Key strategic moves and developments
- 9.2. Booking Holdings, Inc.
 - 9.2.1. Company overview
 - 9.2.2. Key Executives
 - 9.2.3. Company snapshot
 - 9.2.4. Operating business segments
 - 9.2.5. Product portfolio
 - 9.2.6. Business performance

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 9.3. Fareportal
 - 9.3.1. Company overview
 - 9.3.2. Key Executives
 - 9.3.3. Company snapshot
 - 9.3.4. Operating business segments
 - 9.3.5. Product portfolio
- 9.4. Expedia Group Inc.
 - 9.4.1. Company overview
 - 9.4.2. Key Executives
 - 9.4.3. Company snapshot
 - 9.4.4. Operating business segments
 - 9.4.5. Product portfolio
 - 9.4.6. Business performance
- 9.5. Airbnb, Inc.
 - 9.5.1. Company overview
 - 9.5.2. Key Executives
 - 9.5.3. Company snapshot
 - 9.5.4. Operating business segments
 - 9.5.5. Product portfolio
 - 9.5.6. Business performance
- 9.6. Wexas Travel
 - 9.6.1. Company overview
 - 9.6.2. Key Executives
 - 9.6.3. Company snapshot
 - 9.6.4. Operating business segments
 - 9.6.5. Product portfolio
- 9.7. Travelator, Inc.
 - 9.7.1. Company overview
 - 9.7.2. Key Executives
 - 9.7.3. Company snapshot
 - 9.7.4. Operating business segments
 - 9.7.5. Product portfolio
- 9.8. Flight Centre Travel Group Limited
 - 9.8.1. Company overview
 - 9.8.2. Key Executives
 - 9.8.3. Company snapshot
 - 9.8.4. Operating business segments
 - 9.8.5. Product portfolio
 - 9.8.6. Business performance
 - 9.8.7. Key strategic moves and developments
- 9.9. TravelPerk S.L.U.
 - 9.9.1. Company overview
 - 9.9.2. Key Executives
 - 9.9.3. Company snapshot
 - 9.9.4. Operating business segments
 - 9.9.5. Product portfolio
- 9.10. Cvent Inc.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 9.10.1. Company overview
- 9.10.2. Key Executives
- 9.10.3. Company snapshot
- 9.10.4. Operating business segments
- 9.10.5. Product portfolio
- 9.10.6. Business performance

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Bleisure Travel Market By Employee (Executives, Middle Management, Entry level Employee), By Age Group (Millennial, Generation X, Others), By Industries (Government, Corporate): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-05-01 | 410 pages | Allied Market Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Cloud Access License	\$3110.40
	Business User License	\$5157.00
	Enterprise License	\$8640.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Date

2025-05-04

Signature



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com