

Bleisure Travel - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Bleisure Travel Market size is estimated at USD 611.72 billion in 2025, and is expected to reach USD 963.88 billion by 2030, at a CAGR of 9.52% during the forecast period (2025-2030).

The rise in popularity of leisure travel can be attributed to its ability to enhance business travel by including leisure activities, rendering the trip far more enjoyable and satisfying. It provides the chance to balance professional obligations with the chance to explore new places, cultures, and attractions. Due to this trend, travel agencies, lodging providers, and airlines are now compelled to provide customized packages, services, and facilities that meet the needs of both leisure as well as business travelers.

Since many businesses implemented remote work policies during the pandemic, the lines between work and personal time have become blurred. Some business travelers are turning their trips into vacations because of the flexibility that remote work arrangements provide. Business travelers intend to extend their business visits beyond the epidemic period to enhance their work-life equilibrium. This is anticipated to increase demand for leisure travel in the upcoming years, providing service providers with a chance to broaden their service offerings and increase their reach internationally.

Bleisure Travel Market Trends

Integration of Technology into the Travel Industry Boosts the Segment Growth

The bleisure tourism business has a lot of prospects due to technological improvements. Professionals may easily organize their plans and access a variety of leisure activities with the help of travel applications and booking platforms, which facilitate the seamless integration of travel and leisure planning. Digital transformation in the travel industry is exemplified by the use of digital

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

solutions for routine tasks like selecting a destination and making an itinerary, making reservations for hotels and other lodgings, booking flights and other forms of transportation, and creating offers that are as precisely customized to the needs of customers as possible. Other examples include taking virtual tours of potential destinations before making a decision.

Travelers can discover new places and attractions and have a better overall travel experience with personalized recommendations based on personal preferences. Remote work and virtual conferences are made possible by virtual meeting solutions, which lessen the requirement for in-person attendance and give business travelers the option to prolong their vacation time. Professionals can continue to engage in their professional responsibilities while taking part in leisure activities owing to improved connections. More professionals are embracing the bleisure travel trend as a result of technological advancements, which make travel more comfortable and appealing.

Europe Leading the Segment Growth

With its abundance of historical and cultural sites, Europe leads the bleisure travel market and is quite popular with business travelers. Cities like London, Paris, Rome, and Barcelona attract many bleisure travelers who combine business obligations with leisure activities such as visiting museums, exploring historical sites, and indulging in culinary experiences. Work-life balance is highly valued in many European nations, where vacation time is extended, and workweeks are shorter. This facilitates business travelers' ability to take time off for recreation. Businesses are forced to adopt creative strategies in this competitive industry due to the high penetration of bleisure travel in the European market. The business travel industry is expected to develop due to several factors, including low inflation, rising domestic demand, assistance from monetary policies, labor market expansion, and sustained economic growth.

The rise in internet penetration and the adoption of smart devices have contributed to the market's expansion. The industry's growth in Europe is further encouraged by the decline in airfares. Rising working-age populations, rising disposable income, an increase in billionaires on the continent, and an increase in Europeans who love to travel are all major reasons propelling the bleisure travel business in Europe.

Bleisure Travel Industry Overview

The bleisure travel market is moderately fragmented. A growing number of players are concentrating on creating specialized products and experiences for leisure travelers. To draw in and hold on to bleisure travelers, companies have initiated marketing, customer service, and technological investments. Some of the notable players in the market include Airbnb Inc., American Express Travel, Expedia Inc., BCD Travel, and Carlson Wagonlit Travel.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

4 MARKET DYNAMICS AND INSIGHTS

4.1 Market Overview

4.2 Market Drivers

4.2.1 Rise in Demand for Work-Life Balance

4.2.2 Cost Savings for Both Travelers and Employers

4.3 Market Restraints

4.3.1 Stringent Company Policies

4.3.2 Suitability of Business Travel Destinations

4.4 Market Opportunities

4.4.1 Partnerships Between Travel Service Providers and Corporation

4.4.2 Launch of Specialized Packages by Travel Agencies

4.5 Value Chain Analysis

4.6 Industry Attractiveness: Porter's Five Forces Analysis

4.6.1 Threat of New Entrants

4.6.2 Bargaining Power of Buyers

4.6.3 Bargaining Power of Suppliers

4.6.4 Threat of Substitutes

4.6.5 Intensity of Competitive Rivalry

4.7 Insights into Technological Advancements in the Industry

4.8 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

5.1 By Tour Type

5.1.1 Independent

5.1.2 Group

5.2 By Trip Type

5.2.1 Domestic

5.2.2 International

5.3 By Geography

5.3.1 North America

5.3.1.1 United States

5.3.1.2 Canada

5.3.1.3 Mexico

5.3.1.4 Rest of North America

5.3.2 Europe

5.3.2.1 United Kingdom

5.3.2.2 Germany

5.3.2.3 France

5.3.2.4 Russia

5.3.2.5 Italy

5.3.2.6 Spain

5.3.2.7 Rest of Europe

5.3.3 Asia-Pacific

5.3.3.1 India

5.3.3.2 China

5.3.3.3 Japan

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 5.3.3.4 Australia
- 5.3.3.5 Rest of Asia-Pacific
- 5.3.4 South America
 - 5.3.4.1 Brazil
 - 5.3.4.2 Argentina
 - 5.3.4.3 Rest of South America
- 5.3.5 Middle East and Africa
 - 5.3.5.1 United Arab Emirates
 - 5.3.5.2 South Africa
 - 5.3.5.3 Rest of Middle East and Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Airbnb Inc.
 - 6.2.2 American Express Travel
 - 6.2.3 Expedia Inc.
 - 6.2.4 BCD Travel
 - 6.2.5 Carlson Wagonlit Travel
 - 6.2.6 Flight Centre Travel Group
 - 6.2.7 The Priceline Group
 - 6.2.8 Fareportal Inc. (Traveling Inc.)
 - 6.2.9 Wexas Travel
 - 6.2.10 Travel Leaders*

7 FUTURE MARKET TRENDS

8 DISCLAIMER AND ABOUT US

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 Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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 |
|----------------|--------------------------|-----------|
| | Single User License | \$4750.00 |
| | Team License (1-7 Users) | \$5250.00 |
| | Site License | \$6500.00 |
| | Corporate License | \$8750.00 |
| | | 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"/> |
| | | Date | <input type="text" value="2025-05-05"/> |
| | | Signature | |

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

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