

The Mice Traveller: Is Bleisure Still A Trend?

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Marcel Forns

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Bleisure, what Bleisure?

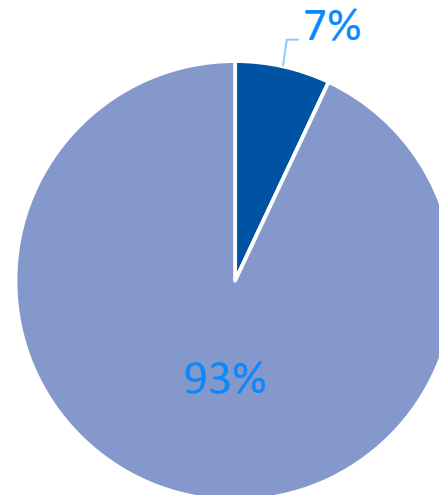


43%

Of business trips
are bleisure

Source: Expedia

Amount of bleisure trips on total



Source: CWT

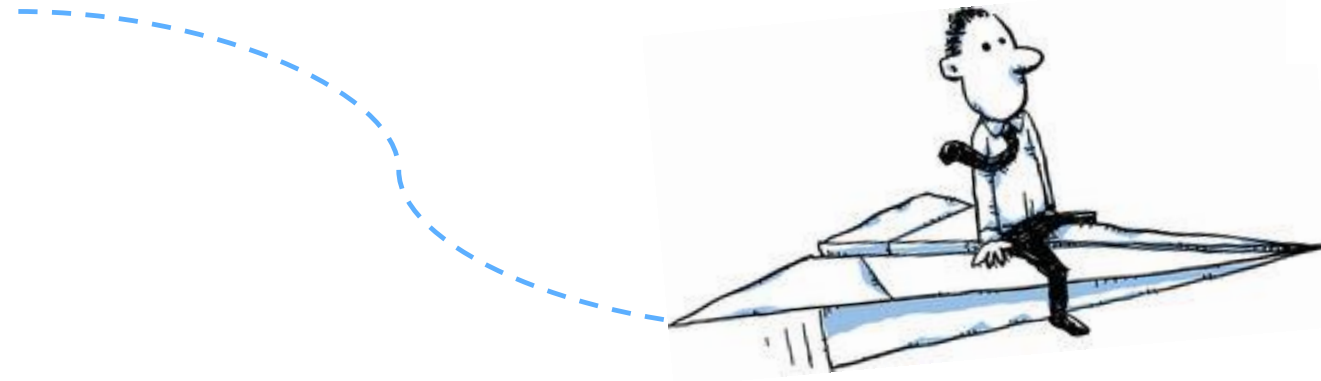
■ Bleisure trips ■ Pure BT trips



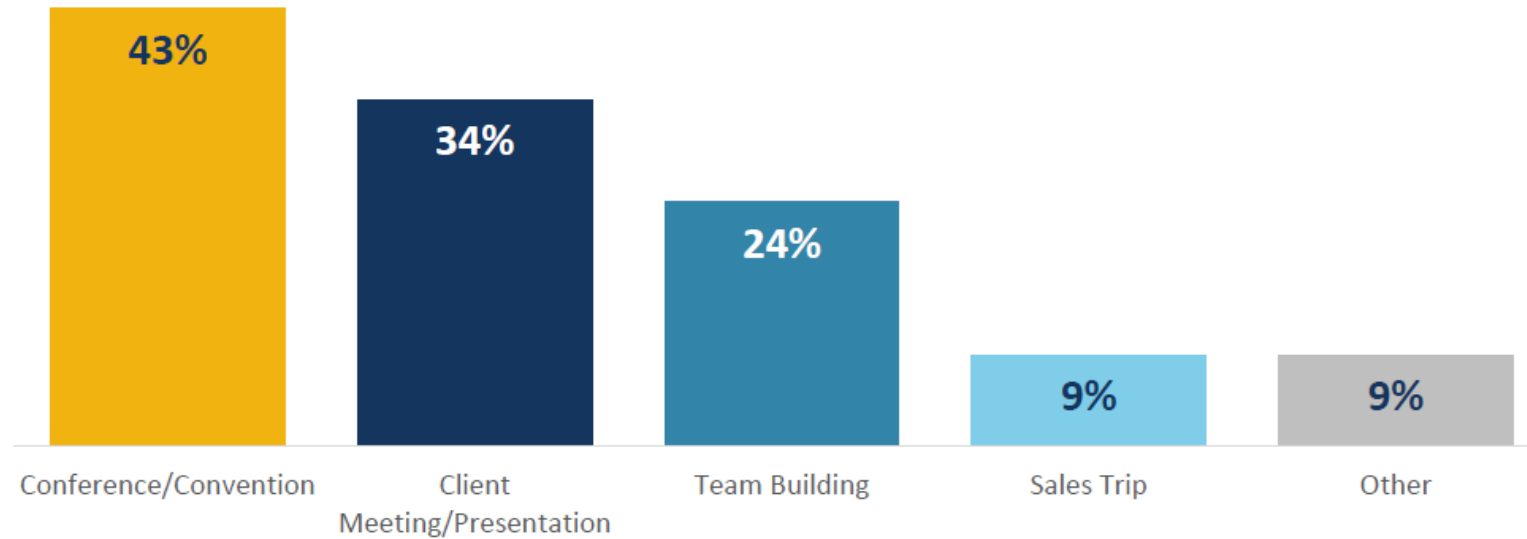
20% of business travelers take bleisure trips every year. This values have remained largely unchanged since 2011 (CWT research)

36% of the surveyed business travelers extended their business trips with leisure add-ons within the previous three months (Business Traveler Sentiment Index 2015).

The percentage of leisure trips that have a business component jumped to 17% this year, compared with 11% in 2012 and 14% last year (Travel Weekly Research 2016).



PURPOSE OF BUSINESS PORTION OF LAST BLEISURE TRIP



LONGER BUSINESS TRIPS, MORE LIKELY BLEISURE TRIPS

Business trips with **3+ days** are **30% more** likely to add leisure

62%

Indicate Length of Business Trip was a Factor in Extending to Bleisure Trip

Length of Business Portion of Trip

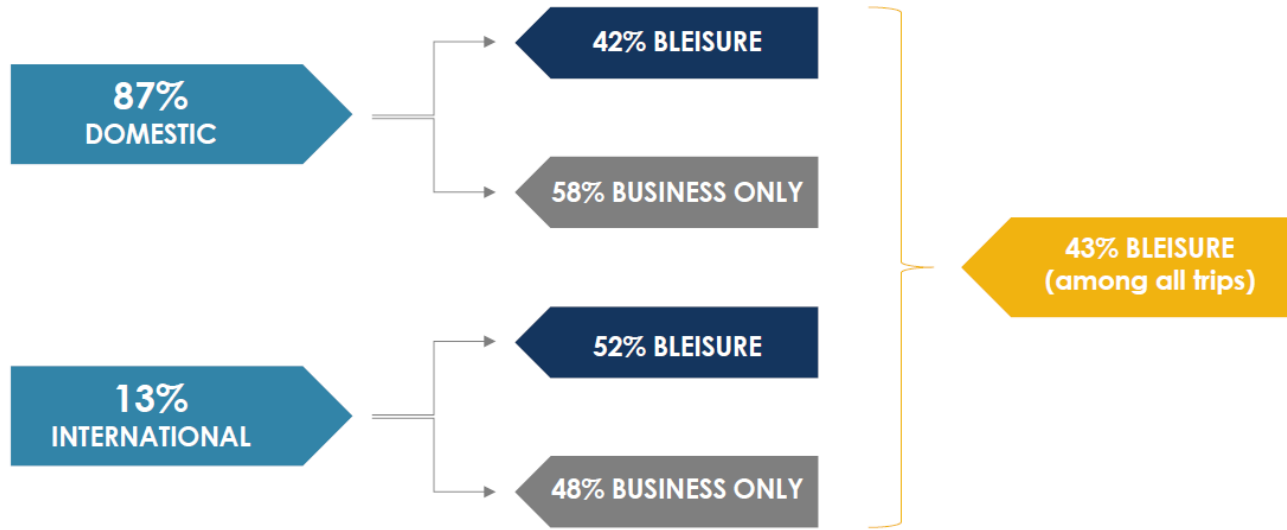
54%

1-2 days for business

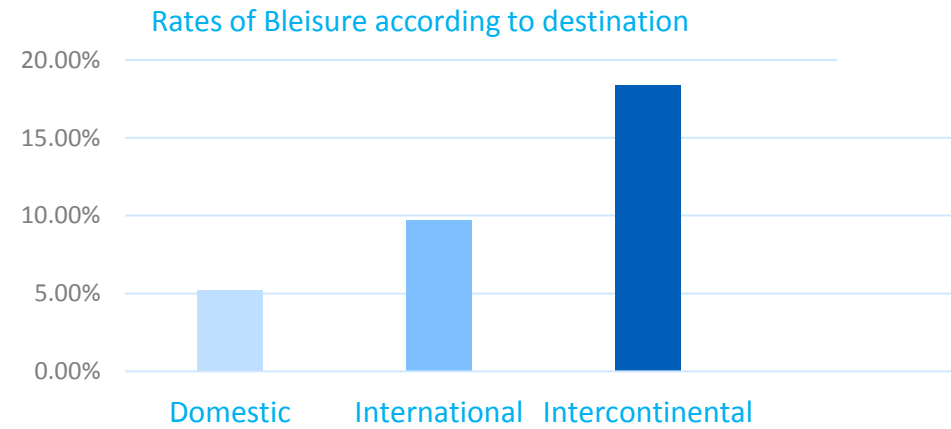
72%

3+ days for business

Source: Expedia



Source: Expedia



Source: CWT

Destination and cost related to trip extension matters!



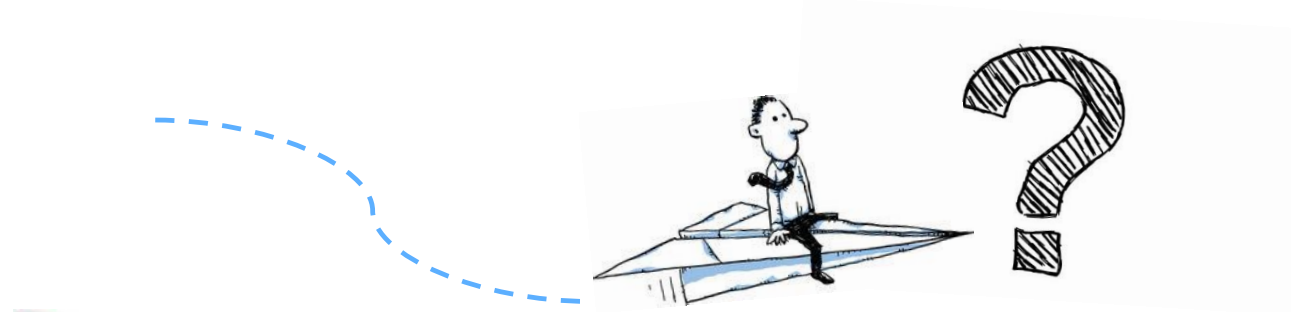
Source: Expedia



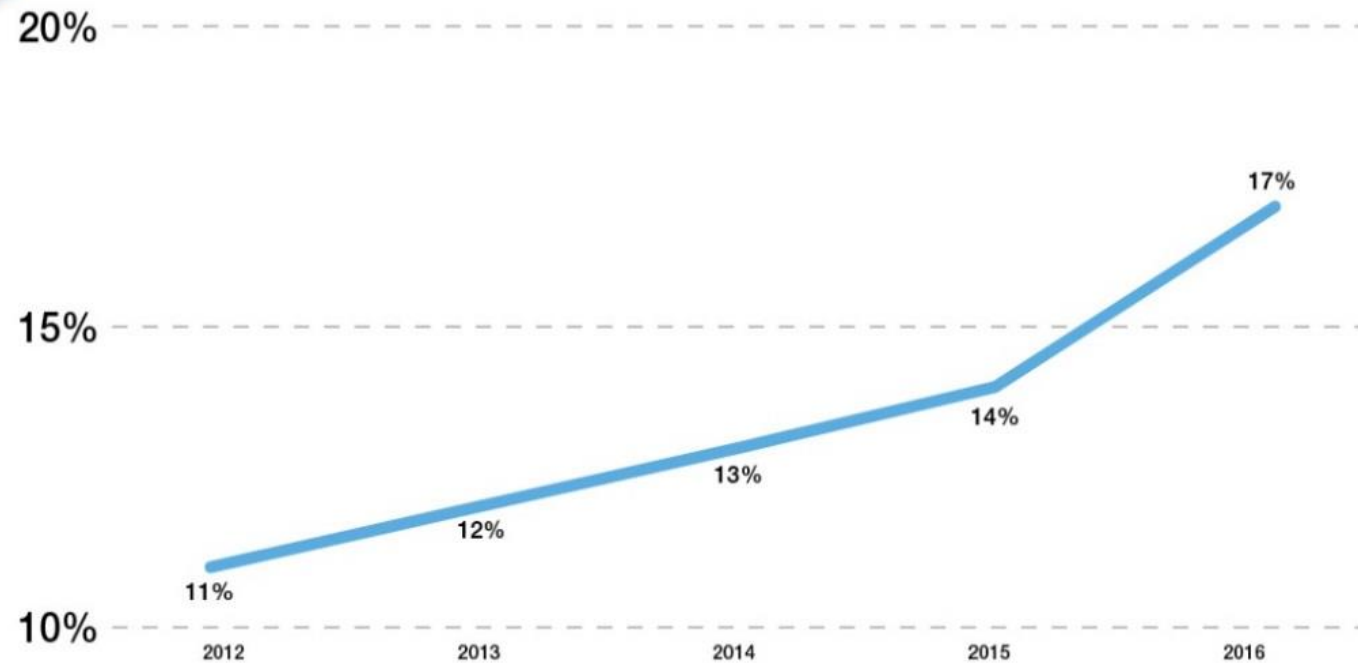
Source: Expedia



Is Bleisure still a trend?



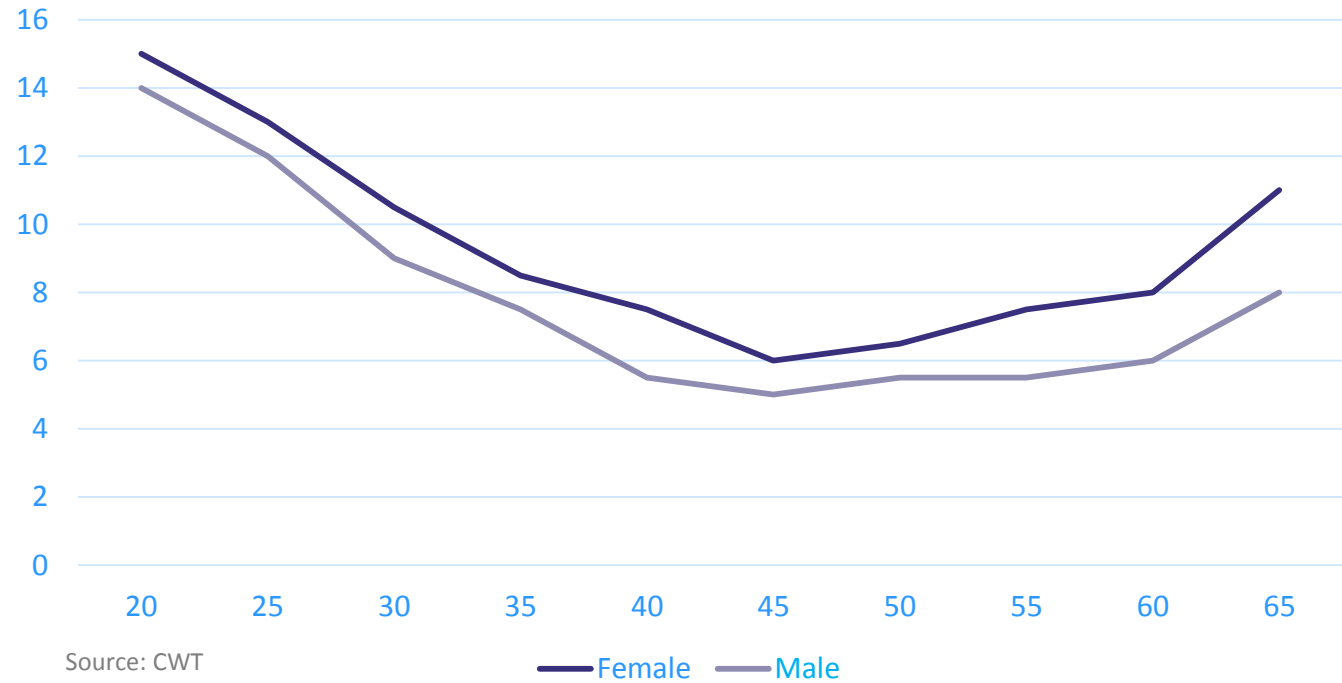
 **Travelers who have booked leisure trips with a business component**



Source: Travel Weekly's 2016 Consumer Trends Report

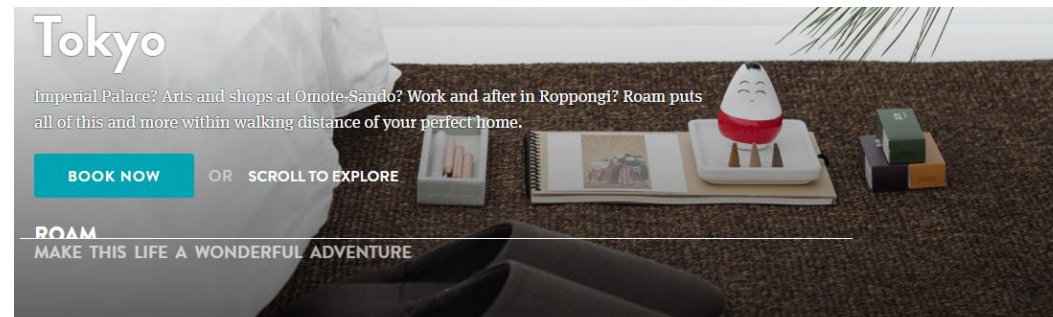
1. Travelers under 25 are 3 times more likely to add a week-end to their trips than those aged 45-50

Bleisure rate by age segment



2. By 2020, 'millennials' will be half of business travelers

- By 2020, millennials will comprise half of the global workforce
- They are tech-savvy, socially minded and according to the 2015 GBTA Business Traveler Sentiment Index™ nearly twice as likely to want to travel more for business than Baby Boomers
- By 2020 millennials will account for close to 50% of all business travel spending
- Keep in mind the digital nomads: co-working – co-living concepts (<https://www.roam.co/places>)



WSJ

BBC

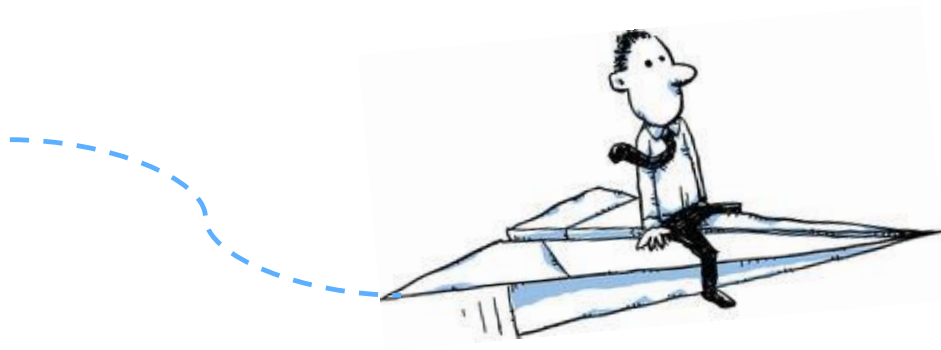
VOGUE

GQ

STYLIST

The Tokyo Coliving Experience

3. TMCs and Corporations embrace the change in Travel Policies



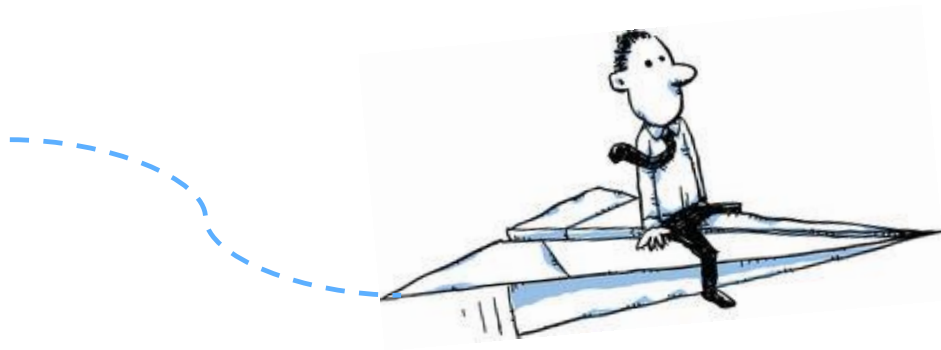
The Gamechanger

“A contemporary managed travel policy and program can only really be effective if traveler emotions, desires and habits are understood and appreciated.

Only by adapting to the modern business traveller can businesses attract and retain top talent, while increasing productivity.”

Philip Haxne, Regional Director EMEA de Global Business Consulting en American Express GBT

3. TMCs and Corporations embrace the change in Travel Policies

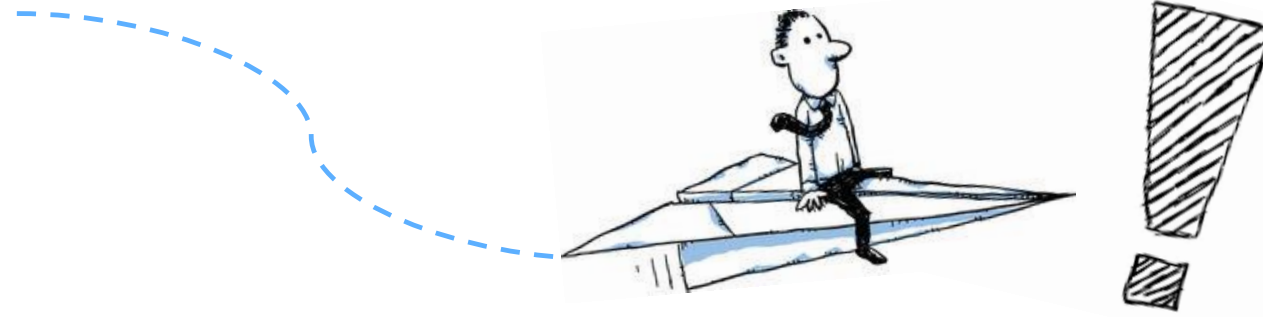


The Gamechanger

“[...] Business travellers have changed... they travel for two reasons: to meet their corporate objectives and to support their life’s objectives. For a growing number of them, the first is meaningless if it doesn’t contribute to the second.”

Modern business travel managers know that updated travel policy is the key to talent retention. Traveller centricity is the link connecting work/life balance, increased traveller performance, and accomplished corporate objectives without the loss of savings.”

Greeley Koch, Executive Director de ACTE

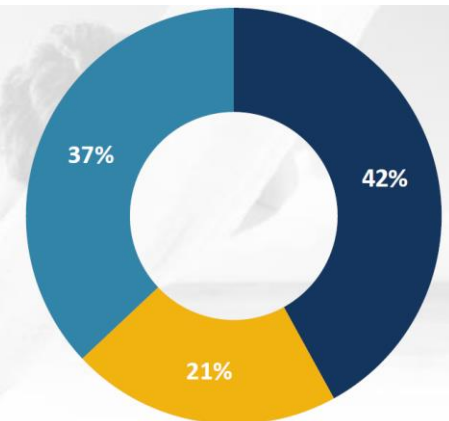


Opportunities for rail



LEISURE DAYS EQUAL OR EXCEED BUSINESS DAYS

- More days for business than leisure
- More days for leisure than business
- Equal number of days for leisure & business





Thanks!
#RailForum17

Mirja SICKEL on behalf of Marcel
Forns