

Bleisure and the Future of Work and Travel

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Abstracts

The ability to add leisure to a work trip - bleisure - has traditionally been an important growth opportunity in hospitality. The pandemic, however, has transformed bleisure dramatically. While business trips in the classic sense are still below pre-pandemic levels, corporate working policies have become more flexible while the individual interest in traveling remains. New technologies are enabling new possibilities to blur the lines of business and leisure, and hospitality players are adapting.

Euromonitor International's Bleisure and the Future of Work and Travel global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

Product coverage: Booking, Car Rental (Destination), In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Building bleisure-friendly destinations
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