

# Global Bleisure Tourism Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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## Abstracts

According to our (Global Info Research) latest study, the global Bleisure Tourism market size was valued at US\$ million in 2024 and is forecast to a readjusted size of USD million by 2031 with a CAGR of %during review period.

'Bleisure Tourism' is a term that combines 'business' and 'leisure' to describe a travel trend where individuals combine work-related trips with leisure or recreational activities. In other words, bleisure tourism refers to the practice of extending a business trip to include some leisure or vacation time, allowing travelers to enjoy both professional and personal experiences during their travels.

In 2022, the gradual relaxation of epidemic prevention and control measures around the world will have a positive impact on the rapid recovery of the tourism industry. According to data from the World Tourism Organization, the number of global travelers exceeded 900 million in 2022, a two-fold increase compared to 2021. In 2022, international tourism revenue returned to the US\$ 1 trillion, a real increase of 50% compared with 2021. According to data from the Ministry of Culture and Tourism of China, in 2022, the total number of domestic tourists was ? 2.53 billion, and the domestic tourism revenue (total tourism consumption) was ? 2 trillion.

This report is a detailed and comprehensive analysis for global Bleisure Tourism market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

## Key Features:

Global Bleisure Tourism market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Bleisure Tourism market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Bleisure Tourism market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Bleisure Tourism market shares of main players, in revenue (\$ Million), 2020-2025

## The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Bleisure Tourism

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Bleisure Tourism market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Airbnb. Inc, American Express Travel, Expedia Inc., BCD Travel, Carlson Wagonlit Travel, Flight Centre Travel Group, The Priceline Group, Fareportal, Inc. (travelong inc.), Wexas Travel, Travel Leaders, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

## Market segmentation

Bleisure Tourism market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for

Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

Domestic Trip

International Trip

#### Market segment by Application

Technology/IT/Software

Manufacturing

Finance

Healthcare

Education

Other

#### Market segment by players, this report covers

Airbnb. Inc

American Express Travel

Expedia Inc.

BCD Travel

Carlson Wagonlit Travel

Flight Centre Travel Group

The Priceline Group

Fareportal, Inc. (travelong inc.)

Wexas Travel

Travel Leaders

The Global Work & Travel Co.

JTB Business Travel

Prime Travels USA

GUNA Travel Germany

DER Touristik

CITS (China Business Travel & Fairs)

China Tour Guide

Tuniu Corporation

FROSCH Travel

CT Business Travel

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Bleisure Tourism product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Bleisure Tourism, with revenue, gross margin, and global market share of Bleisure Tourism from 2020 to 2025.

Chapter 3, the Bleisure Tourism competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2020 to 2025. and Bleisure Tourism market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Bleisure Tourism.

Chapter 13, to describe Bleisure Tourism research findings and conclusion.

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