

Global Bleisure Travel 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 Travel market size was valued at US\$ 385460 million in 2024 and is forecast to a readjusted size of USD 686440 million by 2031 with a CAGR of 8.7% during review period.

Bleisure travel is a portmanteau of "business" and "leisure," referring to a style of travel that combines business and leisure activities during a single trip. It involves professionals who extend their business trips to include leisure or recreational aspects. This may include sightseeing, cultural experiences, or personal travel extensions beyond the work-related commitments. Bleisure travel reflects a blending of work and personal life, allowing individuals to make the most of their time in different locations. 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 Travel 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 Travel market size and forecasts, in consumption value (\$ Million), 2020-2031

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

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

Global Bleisure Travel 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 Travel

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 Travel 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 Travel 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
- FROSCHE 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 Travel product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Bleisure Travel 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 Travel 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 Travel.

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

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