

# Bleisure Travel - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Bleisure Travel Market size is estimated at USD 558.55 billion in 2024, and is expected to reach USD 880.43 billion by 2029, growing at a CAGR of 9.52% during the forecast period (2024-2029).

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 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

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