

# **Bleisure Travel Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Tour Type (Solo, Group), By Travel Type (Domestic, International), By Booking Channel (Online, Offline), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Bleisure Travel Market is projected to experience significant growth, rising from USD 1,105.47 Million in 2025 to USD 2,192.54 Million by 2031, reflecting a compound annual growth rate of 12.09%. This market, characterized by the combination of professional obligations and personal leisure within a single trip, is expanding rapidly due to shifting corporate structures. Primary drivers fueling this expansion include the widespread adoption of flexible remote work policies, which allow employees to extend business trips for leisure without interrupting operations, and a growing organizational emphasis on employee well-being to enhance retention. This positive momentum is further supported by the resurgence of the broader corporate travel sector, with the 'World Travel & Tourism Council' projecting that global business travel spending would hit a record high of \$1.5 trillion in 2024.

Despite these favorable trends, the market contends with substantial obstacles stemming from economic instability and inflationary pressures that weigh heavily on corporate travel budgets. Escalating costs for accommodation and transportation often force companies to enforce stricter expense regulations, which can unintentionally restrict the flexibility needed for blended itineraries. Nevertheless, workforce enthusiasm for this travel style remains strong. As per the 'Global Business Travel Association', 46% of travel buyers in 2024 reported that employees were taking more bleisure trips compared to the previous year, demonstrating the sector's enduring appeal even amidst financial challenges.

## Market Driver

The widespread adoption of remote and hybrid work models has become a major catalyst for the Global Bleisure Travel Market, fundamentally changing how employees view business trips. As organizations increasingly formalize 'work from anywhere' policies, professionals are no longer bound to their offices immediately following corporate engagements, allowing them to easily extend their stays for personal exploration. This flexibility has converted business travel from a logistical necessity into a desirable lifestyle benefit, significantly impacting employee willingness to travel. The importance of this shift is highlighted by workforce sentiment; according to the August 2025 'Bleisure Travel Trends' report by SAP Concur, 22% of travelers stated they would decline a business trip if denied the option to extend the itinerary for personal leisure, proving that such flexibility is now non-negotiable for the modern employee.

Concurrently, the market is being propelled by the specific preferences of Millennial and Gen Z workers, who prioritize experiential value and cultural immersion over traditional perks. These demographics are the most enthusiastic adopters of blended travel, treating professional mobility as an opportunity for personal adventure rather than a disruption to their lives. This generational inclination is reshaping corporate hiring and retention strategies; the Navan 'Bleisure Travel Statistics and Trends' report from January 2025 notes that 59% of Gen Z and 65% of Millennial respondents specifically choose employers that provide flexibility for blended travel. This broader trend is evident in general market intent, with Expedia Group reporting that in 2025, 42% of global consumers planned to engage in bleisure travel by attaching a vacation to the start or end of their business obligations.

## Market Challenge

Economic volatility and inflationary pressures represent a major impediment to the sustained growth of the Global Bleisure Travel Market. As corporations navigate uncertain financial landscapes, their immediate strategic response is frequently to impose tight limits on travel budgets. This fiscal tightening compels organizations to enforce rigorous expense compliance measures, thereby reducing the itinerary flexibility essential for combining business and leisure. When companies scrutinize accommodation and transportation costs to mitigate inflation, the discretionary latitude employees need to extend stays is often curtailed, rendering blended travel logistically difficult or financially impractical.

This cost-driven rigidity directly counters the organic expansion of the bleisure segment.

Even if employee demand exists, the practical inability to absorb incremental costs or justify extended bookings under strict corporate oversight limits market volume. The severity of this economic impact is underscored by recent industry metrics. According to the 'Global Business Travel Association', in 2025, real inflation-adjusted business travel spending remained 14% below pre-pandemic levels, indicating that persistent high costs continue to suppress the actual volume of corporate travel activities required to facilitate bleisure opportunities.

## **Market Trends**

The shift toward sustainable and carbon-efficient travel itineraries is transforming market dynamics as corporate policies increasingly align with Environmental, Social, and Governance (ESG) mandates. Organizations are actively favoring suppliers that demonstrate measurable carbon reduction, compelling hospitality providers to adopt green certifications and eco-friendly operations to remain competitive. This transition is driven by both regulatory compliance and rising traveler demand for responsible mobility options, ranging from lower-emission transport to locally sourced dining. The intensity of this preference is clear in consumer behavior; according to the '2026 Ticket to Travel Report' by Marriott Bonvoy from October 2025, 73% of travelers stated that they factor environmental impact into their booking decisions, marking a significant rise in eco-conscious decision-making.

Simultaneously, the surge in wellness-focused business trip extensions is emerging as a critical response to employee burnout and the desire for work-life balance. Modern business travelers are moving beyond standard amenities, seeking accommodations that offer comprehensive health facilities, mindfulness programming, and nutritional support to maintain their physical and mental resilience while on the road. This demand is particularly acute among younger workforce demographics who view travel health as integral to their professional performance. Highlighting this challenge, the 'Amex Trendex: Business Travel Edition' from July 2025 reported that 50% of Gen Z and Millennial business travelers struggle to maintain their wellness and personal health routines during work trips, directly fueling the demand for restorative leisure extensions.

## **Key Market Players**

American Express Company

Expedia, Inc.

BCD Travel Services B.V.

Travel Leaders Group Holdings, LLC

JTB Corp.

CT Travel Group Ltd

Satguru Travel And Tourism Private Limited

AVIAREPS AG

CWT Global B.V.

World Travel Holding UK

## **Report Scope**

In this report, the Global Bleisure Travel Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Bleisure Travel Market, By Tour Type

Solo

Group

Bleisure Travel Market, By Travel Type

Domestic

International

Bleisure Travel Market, By Booking Channel

Online

Offline

## Bleisure Travel Market, By Region

### North America

United States

Canada

Mexico

### Europe

France

United Kingdom

Italy

Germany

Spain

### Asia Pacific

China

India

Japan

Australia

South Korea

### South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Bleisure Travel Market.

### **Available Customizations:**

Global Bleisure Travel Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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