UNPACKING BLEISURE TRAVELER TRENDS
SMART DATA LEADS TO BETTER RESULTS

131M MONTHLY UNIQUE VISITORS

1.9B MONTHLY SITE PAGE VIEWS
DEFINITION: BLEISURE

bəˈ lēZHər

• the practice of combining business travel and leisure travel into one trip.
Data Collection Method
Online survey translated and tailored to bleisure travelers’ native languages inquired details of their bleisure travels in the past 12 months (since March 2017) and beyond

Sample Size
More than 2,500 bleisure travelers from China (511), Germany (515), India (510), the United Kingdom (511) and the United States (504)

Qualifying Criteria
Must have traveled for bleisure in the past 12 months since March 2017
WHO IS THE BURISURE TRAVELER?
**BLEISURE IS BOOMING**

Nearly 40% increase since 2016 study when 43% of US business trips were bleisure trips

On average across the five countries over the last year

*60%* of business trips turned into bleisure

<table>
<thead>
<tr>
<th></th>
<th>US</th>
<th>UK</th>
<th>DE</th>
<th>IN</th>
<th>CN</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>60%</td>
<td>60%</td>
<td>56%</td>
<td>58%</td>
<td>62%</td>
</tr>
</tbody>
</table>

Expedia Group Media Solutions – Bleisure Traveler Trends

S4: Among the number of business trips you have taken in the past 12 months, how many of them have you added additional days/night for leisure purposes?
Most bleisure travelers take a business trip at least every 2-3 months, with those trips tending to last between 2-3 nights.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology/IT/Software</td>
<td>24%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>13%</td>
</tr>
<tr>
<td>Finance</td>
<td>12%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>8%</td>
</tr>
<tr>
<td>Education</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Business Trip Frequency**
- Once a week: 36%
- Once or twice a month: 20%
- Once every 4-6 months: 7%
- Once every 2-3 months: 5%
- Less than once a year: 9%
- 3+ times a month: 23%

**Business Trip Length**
- 2 Nights: 31%
- 3 Nights: 39%
- 4+ Nights: 12%
- 1 Night: 17%
- Less than once a year: 6%
BLEISURE BASICS
BUSINESS TRIP FREQUENCY & LOCATION

More than six business trips a year on average across the countries, and largely domestic

Number of Business Trips on Average in the Last 12 Months

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>6.4</td>
</tr>
<tr>
<td>US</td>
<td>6.4</td>
</tr>
<tr>
<td>UK</td>
<td>6.5</td>
</tr>
<tr>
<td>DE</td>
<td>6.0</td>
</tr>
<tr>
<td>IN</td>
<td>7.4</td>
</tr>
<tr>
<td>CN</td>
<td>6.0</td>
</tr>
</tbody>
</table>

Domestic vs. International Business Trips on Average in the Last 12 Months

- Domestic Trips: 29%
- International Trips: 71%

Expedia Group Media Solutions – Bleisure Traveler Trends
S2: How many business trip(s) did you take in total in the past 12 months?
A2: Roughly what percentage of your business trips are domestic vs. international?
Most business trips are domestic on average – though that can vary by country.

<table>
<thead>
<tr>
<th>Country</th>
<th>Domestic Trips</th>
<th>International Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>88%</td>
<td>12%</td>
</tr>
<tr>
<td>UK</td>
<td>64%</td>
<td>36%</td>
</tr>
<tr>
<td>Germany</td>
<td>64%</td>
<td>36%</td>
</tr>
<tr>
<td>India</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>China</td>
<td>77%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Expedia Group Media Solutions – Bleisure Traveler Trends
A2: Roughly what percentage of your business trips are domestic vs. international?
S5c: Please tell us a little bit more about the business trip(s) you took in the past 12 months that included additional days/night for leisure.
Although most travel domestically for business, on average there is nearly equal likelihood domestic and international business trips will turn into bleisure.

51% of domestic business trips are bleisure trips.

52% of international business trips are bleisure trips.
BLEISURE CAN HAPPEN ANYTIME

Bleisure travel takes place throughout the year, but there are popular months by country

Expedia Group Media Solutions – Bleisure Traveler Trends
S5: Please tell us a little bit more about the business trip(s) you took in the past 12 months that included additional days/nights for leisure
Bleisure travelers tend to go it alone, and aren’t typically going to see family and friends.

- 65% do not have friends/family in the destination
- 36% have friends/family in the destination

Expedia Group Media Solutions – Bleisure Traveler Trends
AAP: What % of your past bleisure trips have you traveled alone vs. traveling with friends/family (e.g., you bring your spouse/children with you, traveling with friends/colleagues who don’t live in the destination city/location, etc.)?
BLEISURE BREAKDOWN – BUSINESS VERSUS LEISURE

When leisure is added to business travel the length of trip can almost double

Average Length of Each Portion of Most Recent Bleisure Trip

<table>
<thead>
<tr>
<th></th>
<th>BUSINESS DAYS</th>
<th>LEISURE DAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Business Days</td>
<td>Leisure Days</td>
</tr>
<tr>
<td>US</td>
<td>2.9</td>
<td>2.6</td>
</tr>
<tr>
<td>UK</td>
<td>2.8</td>
<td>3.2</td>
</tr>
<tr>
<td>DE</td>
<td>3.2</td>
<td>4.0</td>
</tr>
<tr>
<td>IN</td>
<td>3.4</td>
<td>2.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>3.9</td>
<td>3.7</td>
</tr>
<tr>
<td></td>
<td>3.4</td>
<td>3.8</td>
</tr>
<tr>
<td></td>
<td>5.0</td>
<td></td>
</tr>
</tbody>
</table>

Expedia Group Media Solutions – Bleisure Traveler Trends
C2: How many of those days were for business, how many of those days were for leisure?
LEADING FACTORS IN BLEISURE CONVERSION
TRIP DURATION & PROXIMITY

Business trips that are two nights or more, and far away from home, are most likely to convert to bleisure.

When are you more likely to turn a business trip into a bleisure trip?

- **I have to stay for 4+ nights**: 16%
- **I have to stay for 2 or 3 nights**: 50%
- **I only have to stay for 1 night**: 12%
- **Equally likely**: 22%

- **Destination is far from home**: 49%
- **Destination is close to home**: 12%
- **Equally likely**: 36%
### LEADING FACTORS IN EXTENDING FOR BLEISURE

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great entertainment/activity city</td>
<td>48%</td>
</tr>
<tr>
<td>Bucket list/must visit location</td>
<td>43%</td>
</tr>
<tr>
<td>Easy to navigate city</td>
<td>38%</td>
</tr>
<tr>
<td>How many nights I stay</td>
<td>37%</td>
</tr>
<tr>
<td>How close to weekend</td>
<td>37%</td>
</tr>
<tr>
<td>Additional personal costs</td>
<td>37%</td>
</tr>
<tr>
<td>Great recreation city</td>
<td>34%</td>
</tr>
<tr>
<td>Friends can come</td>
<td>32%</td>
</tr>
</tbody>
</table>
WHAT MAKES A GREAT BLEISURE DESTINATION

Every destination has great food; those with unique cuisine or a culinary scene can capitalize on the rise of culinary travel.

Sightseeing, both natural and historical, is appealing to bleisure travelers, and can also be promoted in connection with other activities or experiences.

Museums, art and culture play a role in drawing travelers to a destination for bleisure.

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A15: What types of locations are ones that are more likely to make you consider making a business trip a bleisure trip?
BLEISURE RESEARCH & BOOKING BEHAVIORS
INSPIRATION & CONSIDERATION
BEFORE DECIDING TO BLEISURE

Most spend 1-5 hours researching before deciding to add leisure to a business trip

Time Spent (Total)
- Almost None: 7%
- 1-2 hours: 44%
- 3-5 hours: 35%
- 6-10 hours: 7%
- 10+ hours: 4%

Resources Used (Total)
- Online using search engine: 68%
- Talk to friends/family: 54%
- Travel related websites: 47%
- Talk to coworkers: 45%
- Destination websites: 44%
- Social media: 30%
RESEARCH & CONSIDERATION
AFTER DECIDING TO BLEISURE

Even after deciding to extend for leisure, the time spent researching and planning is relatively short.

### Time Spent (Total)
- **Almost None:** 7%
- **1-2 hours:** 34%
- **3-5 hours:** 3%
- **6-10 hours:** 9%
- **10+ hours:** 48%

### Resources Used (Total)
- **Online using search engine:** 65%
- **Talk to friends/family:** 48%
- **Travel related websites:** 44%
- **Destination websites:** 44%
- **Talk to coworkers:** 42%
- **Social media:** 30%
RESEARCHING AND/OR BOOKING BLEISURE TRAVEL

Bleisure travelers are investing time in planning the leisure portion of their trip, but not everything is booked in advance, creating an opportunity to reach and convert in-market.

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C3: Researched & booked: Which of the following items did you personally research and/or book for the leisure portion of your bleisure trip.

- Hotel: 61%
- Recreation: 24%
- Airfare: 42%
- Museums: 23%
- Dining: 38%
- Plays/Concerts: 21%
- Ground Transport: 33%
- Guided Tour: 20%
- Car Rental: 27%
- Sporting Events: 19%
GOING THE DISTANCE
WILLINGNESS TO TRAVEL FOR BLEISURE
STAYING PUT VERSUS VENTURING OUT

67% of bleisure trips were in the same city as business trip on average

33% of bleisure trips were in a different city as business trip on average

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– Bleisure Traveler Trends

A6: What percent of all your past bleisure trips have you stayed in the same city vs. staying in a different city for both the business and leisure portions of your trip?
HOW FAR I’LL GO – INTERNATIONAL VS. DOMESTIC

How far travelers on average are willing to go for bleisure depends on the mode of transportation.
TOP DESTINATIONS FOR BLEISURE
TOP DESTINATIONS FOR AMERICAN BLEISURE TRAVELERS

NEW YORK
WASHINGTON, DC
SAN FRANCISCO
LAS VEGAS
SAN DIEGO
SAN ANTONIO
BOSTON
SAN DIEGO
SAN FRANCISCO
LAS VEGAS
MIAMI
DALLAS
AUSTIN
ORLANDO
SILICON VALLEY
NASHVILLE
CHICAGO
ATLANTA
SEATTLE
PHILADELPHIA
DALLAS
ORANGE COUNTY
HOUSTON
NEW ORLEANS
PORTLAND
CANCUN

Expedia Group Media Solutions – Bleisure Traveler Trends
D4: How would you classify the following place as it relates to bleisure travel?
Better for bleisure
TOP DESTINATIONS FOR GERMAN BLEISURE TRAVELERS

BERLIN
AMSTERDAM
MUNICH
PARIS
STOCKHOLM
DRESDEN
LISBON
STUTTGART
ISTANBUL
PHUKET
BALTIC SEA
BARCELONA
FRANKFURT
LAKE GARDA
MALLORCA ISLAND
LOS ANGELES
DUBAI
SAN FRANCISCO
PRAHAG
HAMBURG
VIENNA
LONDON
ROME
MIAMI
STUTTGART
NEW YORK
COLOGNE
BANGKOK
DUESSELDORF

D4: How would you classify the following place as it relates to bleisure travel?

Better for bleisure
Expedia Group Media Solutions – Bleisure Traveler Trends
D4: How would you classify the following place as it relates to bleisure travel? - Better for bleisure
TOP DESTINATIONS FOR CHINESE BLEISURE TRAVELERS

BANGKOK
SHANGHAI
HONG KONG
PARIS
GUANGZHOU
FUKUOKA
NEW YORK
LONDON
LAS VEGAS
KUALA LUMPUR
SAN FRANCISCO
PHUKET
TOKYO
TAIPEI
LOS ANGELES
SINGAPORE
MACAU
GUAM
DUBAI
OSAKA
BEIJING
NEW YORK
SOUTH KOREA
SEOUL
SHENZHEN
SYDNEY
OKINAWA
HAWAII

Expedia Group Media Solutions – Bleisure Traveler Trends

D4: How would you classify the following place as it relates to bleisure travel? - Better for bleisure
BUDGET BASICS & PAYMENT PREFERENCES
SAVVY SPENDERS OR SAVERS?

More than half of bleisure travelers spend the same amount or more on a bleisure trip versus solely leisure, and most save for bleisure travel.

- Spend less on bleisure: 41%
- Same amount: 43%
- Willing to spend more on bleisure: 16%

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A20: Think about the total amount of money you may spend on a typical vacation vs. a bleisure trip (excluding business expenses), which of the following statements best describes you?

A21: Which of the following statements best describes you?

- Put savings aside for bleisure, just in case: 34%
- Start saving as soon as I know I will go on a bleisure trip: 25%
- Don’t specifically save for a bleisure trip: 24%
- Start saving 1-2 months before a bleisure trip: 12%
- Start saving a few weeks before a bleisure trip: 5%
BLEISURE BUDGET ALLOCATION

More than 2/3 of bleisure spending is allocated to hotel, airfare and dining

- **Hotel**: 32%
- **Airfare**: 19%
- **Dining**: 16%
- **Ground Transport**: 6%
- **Souvenirs**: 6%
- **Recreation passes**: 4%
- **Plays/Musicals**: 4%
- **Guided tours**: 3%
- **Museum passes**: 3%
- **Sporting events**: 3%
- **Other**: 1%

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C7: How much did you spend on the following items on your bleisure trip to ____ (only counting the leisure part of your trip, excluding any business expenses)?
PAYMENT PREFERENCES

Majority of bleisure travelers use plastic and cash, though alternative forms of payment are up and coming.

- Credit Card: 69%
- Cash: 47%
- Debit/ATM Card: 44%
- Mobile Pay: 26%
- Digital Wallet: 16%
- Internet Bank Pay: 14%
- QR codes: 4%

Top Preferred Credit Cards by Country:

- VISA
- Mastercard
- UnionPay

Expedia Group Media Solutions – Bleisure Traveler Trends

A17: What is your preferred payment method(s) while on bleisure trips?
A18a: What is your preferred credit card when traveling?
PAYMENT PREFERENCES

Majority of bleisure travelers use plastic and cash, though alternative forms of payment are up and coming

- Credit Card: 69%
- Cash: 47%
- Debit/ATM Card: 44%
- Mobile Pay: 26%
- Digital Wallet: 16%
- Internet Bank Pay: 14%
- QR codes: 4%

Preferred Methods of Handling Cash While Traveling

- Take out cash before arrival: 49%
- Take out cash after arrival: 26%
- Rarely use cash: 18%
- Take out cash at airport: 6%

Expedia Group Media Solutions – Bleisure Traveler Trends
A17: What is your preferred payment method(s) while on bleisure trips?
A19: Which of the followings best describes how you handle cash when traveling?
KEY TAKEAWAYS

Bleisure Travel is Booming
60% of business trips convert to bleisure, and with travelers taking more than six business trips per year, on average, there’s a profound opportunity to reach and entice this valuable audience.

Bleisure Knows No Boundaries
There is nearly equal likelihood of bleisure travel for both domestic and international business trips, and travelers are willing to travel away from the business destination for leisure.

Destination To-Do’s
With nearly 70% of business trips being for conferences, there is an opportunity for destinations to encourage extending for leisure by highlighting activities and experiences to drive repeat visitation.

Condensed Path to Purchase
Most bleisure travelers spend less time on research than they would on a leisure trip, so marketers have a shorter window to strategically target and influence behavior and purchases with call to action messaging.

In Market Targeting
Bleisure travelers may not book everything in advance, highlighting opportunities for marketers to reach and convert travelers in-trip – especially for ancillary products like dining, tours and activities, entertainment and transportation.
THANK YOU

TO LEARN MORE

bit.ly/bleisure-trends

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