Profile of The American BLEISURE TRAVELER
RESEARCH OBJECTIVES

1. What types of travelers are turning their business trips into bleisure trips?

2. What factors influence one’s decision to extend a trip for leisure?

3. What activities or destinations are most likely to entice and influence them?

4. How can we leverage this information to inform marketing strategies, especially for DMOs and hoteliers?
METHODOLOGY

SAMPLE
- Had a business trip coming up in the next 3 months
- Were at least somewhat likely to turn that trip into a bleisure trip
- Had booked very little of the leisure portion so far

EXTRACT
- Digital data across PC and mobile are extracted for the entire timeframe to explore the relevant metrics (i.e., frequency of visits, time spent, search, etc.)

SURVEY
- Business trip travelers complete a survey that includes metrics such as frequency and length of travel, usage of websites in planning, and motivations behind turning a business trip into a bleisure trip

INTEGRATE
- Integrate digital data and survey data to gain holistic insights into bleisure trip planning
WHO IS THE BLEISURE TRAVELER,
And what does a bleisure trip look like?
BLEISURE TRAVELER PROFILE

Bleisure travelers are frequent business travelers who work in a variety of different industries. Their business trips tend to last between two and three nights.

**BUSINESS TRIP FREQUENCY**
- Once or twice a month: 32%
- Once every 2-3 months: 38%
- Once every 4-6 months: 10%
- About once a year: 5%

**BUSINESS TRIP LENGTH**
- Usually one night: 12%
- Two nights: 42%
- Three nights: 17%
- Four or more nights: 29%

**OCCUPATION**
- Technology: 26%
- Healthcare: 10%
- Government/Public Admin: 7%
- Manufacturing: 7%
- Accounting: 5%
- Education: 5%
- Research: 5%

Base: Total Bleisure Travelers (n=128)

A1: How often do you typically have to travel for work, specifically trips that require you to stay one or more nights at a hotel?
A2: How many nights do you typically have to stay in a hotel when you travel for business?
E1: Which of the following best describes your current occupation?
BLEISURE IS MAINSTREAMING

Bleisure is a common practice with business travelers in the US.

43% OF BUSINESS TRIPS ARE BLEISURE

Base: Total Bleisure Travelers (n=128)
A3: Roughly what % of your business trips are domestic vs. international?
A4: What % of all your domestic business trips are bleisure trips (business trips you extend for leisure purposes)?
A5: What % of all your international business trips are bleisure trips (business trips you extend for leisure purposes)?
Despite mostly staying within the United States when traveling for business, bleisure travelers add leisure to nearly half of their business trips.

- **Domestic**: 87% of trips are domestic, with 42% being bleisure trips and 58% being business-only trips.
- **International**: 13% of trips are international, with 52% being bleisure trips and 48% being business-only trips.

In total, 43% of all trips are bleisure trips (among all trips).

*Base: Total Bleisure Travelers (n=128)*

A3: Roughly what % of your business trips are domestic vs. international?

Base: Take Domestic Business Trips (n=128)

A4: What % of all your domestic business trips are bleisure trips (business trips you extend for leisure purposes)?

Base: Take International Business Trips (n=67)

A5: What % of all your international business trips are bleisure trips (business trips you extend for leisure purposes)?
BLEISURE TRIP FREQUENCIES

Business trips to attend conferences/conventions are more likely to turn into bleisure trips than client meetings or team offsites.

PURPOSE OF BUSINESS PORTION OF LAST BLEISURE TRIP

- Conference/Convention: 43%
- Client Meeting/Presentation: 34%
- Team Building: 24%
- Sales Trip: 9%
- Other: 9%

Base: Total Bleisure Travelers (n=128)
Q5: What was the purpose of your business trip?
More days for business than leisure
More days for leisure than business
Equal number of days for leisure & business
BUSINESS TRIP VS. BLEISURE TRIP DURATION

The leisure portion of a bleisure trip can often equal or exceed the length of the business portion, making bleisure trips much longer than a typical business trip.

### Average Business Trip Length

- Usually one night: 17%
- Two nights: 42%
- Three nights: 29%
- Four or more nights: 12%

### Last Bleisure Trip Length

- 2 days: 16%
- 3 days: 18%
- 4 or 5 days: 32%
- 6 or more days: 34%

Base: Total Bleisure Travelers (n=128)

A2: How many nights do you typically have to stay in a hotel when you travel for business?

C1: What were the dates of your entire trip (including both the business and leisure portions)?

C2: And how many of those days were for business vs. leisure?
LONGER BUSINESS TRIPS, MORE LIKELY BLEISURE TRIPS

BUSINESS TRIPS WITH 3+ DAYS ARE 30% MORE LIKELY TO ADD LEISURE
ROLE OF TRIP LENGTH

Furthermore, a longer business trip can actually make a bleisure trip more likely.

**62%**

Indicate Length of Business Trip was a Factor in Extending to Bleisure Trip

**54%**

Length of Business Portion of Trip

1-2 days for business

**72%**

3+ days for business

Base: Total Bleisure Travelers (n=128); Last Bleisure Trip Had: 1-2 Days for Business (n=74); 3+ Days for Business (n=54)

C1: What were the dates of your entire trip (including both the business and leisure portions)?

C2: And how many of those days were for business vs. leisure?

C6: How big was each of the following factors when deciding whether to add a leisure element to your trip?
BLEISURE TRIP BENEFITS

Bleisure trips are a good opportunity to save on travel expenses, especially for those who don’t take a lot of vacations.

66%

I tend to spend more money on leisure activities because of the money I saved on travel

60%

I take bleisure trips because I don't take a lot of regular vacations

54%

I tend to plan my business trips around the leisure activities I intend on doing

Base: Total Bleisure Travelers (n=128)
A15: How much do you agree or disagree with the following when it comes to taking bleisure trips?
Most bleisure trips are spent in the same city/area. Those who spend at least three days for business are more likely to travel to other cities.

84% of past bleisure trips stayed in the same city/area.
Given how many stay in the same city for the leisure portion of their trip, it’s unsurprising that most will also opt to stay at the same hotel.

**TYPICAL BLEISURE TRIP ACCOMMODATIONS**

- **Same Hotel**: 84%
- **Different Hotel**: 34%
- **With Friends/family**: 32%
- **Vacation Rental**: 16%
- **Other**: 1%

**REASONS FOR NOT STAYING IN THE SAME HOTEL**

- **How expensive the hotel is**: 72%
- **Family or friends in the area**: 58%
- **How close is the hotel is to my leisure activities**: 54%
- **How fancy/nice the hotel is**: 32%

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Base: Total Bleisure Travelers (n=128)
A11: Where do you tend to stay during the extra days of your bleisure trips?
Base: Stayed at Different Location (n=69)
A12: What are the biggest factors that affect your willingness to stay somewhere other than your previous hotel?
HOW DO BLEISURE TRAVELERS DECIDE
To make a business trip a bleisure trip?
WHAT DRIVES DECISION

- Traveling to an exciting destination: 66%
- Additional costs to extend trip: 59%
- How close the trip is to the weekend: 51%
FACTORS FOR BOOKING BLEISURE TRIP

Destination is the top driving factor in deciding to make a trip a bleisure trip, followed by how much it's going to cost.

- Whether I’m traveling to an exciting city/location: 66%
- The additional costs required in order to extend the trip: 59%
- How close the trip is to the weekend: 51%
- How many nights I have to stay for business purposes: 48%
- How affordable my hotel is: 47%
- Whether I have friends/family in the area: 45%
- Whether I can bring my friends/family along with me: 44%
- Whether there is an event going on in that area: 33%
- How long it’s been since I’ve taken a vacation: 30%
- How nice my hotel is: 27%
- How far away from home I need to travel: 23%

Base: Total Bleisure Travelers (n=128)

A6: What are the biggest factors of a business trip that influence your decision to turn it into a bleisure trip?
Those who highly consider the destination they travel to are more likely to look for cities with great sightseeing locations.

- Sightseeing locations: 85%
- Beaches: 63%
- Food/Restaurants: 57%
- Weather: 52%
- Museums/Art scene: 49%
- Sports teams/venues: 45%
- Outdoor exploration: 42%
- Bars/Nightclubs: 27%
- Theater scene: 25%
- Other: 4%

Base: Traveling to an Exciting City/Destination is a Factor (n=84)
A9: What types of locations are ones that are more likely to make you consider making a business trip a bleisure trip?
# Top Bleisure Destinations

While major cities are stated by most as being best for bleisure trips, the list is varied and broad in geography.

## Destination is Best For:

<table>
<thead>
<tr>
<th>Destination</th>
<th>Bleisure</th>
<th>Vacation</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York City</td>
<td>67%</td>
<td>22%</td>
<td>11%</td>
</tr>
<tr>
<td>Seattle</td>
<td>65%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>64%</td>
<td>19%</td>
<td>17%</td>
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<tr>
<td>San Francisco</td>
<td>63%</td>
<td>26%</td>
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<td>Chicago</td>
<td>62%</td>
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<td>Washington DC</td>
<td>61%</td>
<td>16%</td>
<td>23%</td>
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<td>San Diego</td>
<td>60%</td>
<td>27%</td>
<td>13%</td>
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<tr>
<td>Austin</td>
<td>59%</td>
<td>12%</td>
<td>29%</td>
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<tr>
<td>Denver</td>
<td>59%</td>
<td>24%</td>
<td>16%</td>
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<tr>
<td>Atlanta</td>
<td>58%</td>
<td>9%</td>
<td>33%</td>
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<tr>
<td>Philadelphia</td>
<td>57%</td>
<td>10%</td>
<td>33%</td>
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<tr>
<td>Boston</td>
<td>55%</td>
<td>18%</td>
<td>27%</td>
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<tr>
<td>Dallas</td>
<td>54%</td>
<td>9%</td>
<td>38%</td>
</tr>
<tr>
<td>Nashville</td>
<td>53%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>San Antonio</td>
<td>52%</td>
<td>18%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Base: Total Bleisure Travelers (n=128)

D4: How would you classify the following places as they relate to bleisure travel?
Major events across categories are big draws for adding leisure time to a business trip.

33% of respondents indicated “whether there is an event going on in that area (a convention, concert, show, etc.)” as a big factor for adding leisure time to a business trip.

- **Festival/Cultural Event**: 86%
- **Sporting Event - Observe**: 76%
- **Music Concert**: 64%
- **Play or Musical**: 57%
- **Convention**: 48%
- **Sporting Event - Participate**: 29%

Base: Total Bleisure Travelers (n=128)
A6: What are the biggest factors of a business trip that influence your decision to turn it into a bleisure trip?
Base: Event in Area is a Factor (n=42)
A8: You mentioned that an event going on in the area you’re traveling to can influence you to turn it into a bleisure trip. What types of events have you attended while on a bleisure trip?
RESEARCHING AND Booking bleisure
PATH TO BOOKING
(1 TO 4 WEEKS)
Most people with a bleisure trip coming up skip right past the “Dreaming” and “Actively Researching” phases into the “Near Booking” phase.

**AMOUNT OF RESEARCH ALREADY DONE**
- 37% Done a lot of research
- 21% Done a fair amount of research
- 41% Done a little bit of research
- 1% Haven’t really thought of much

**WILL BOOK ALL/MOST OF LEISURE ACTIVITIES**
- 43% Within the next 1-2 weeks
- 41% Within the next 3-4 weeks
- 11% Within the next 2 months
- 5% Within the next 3 months

Base: Bleisure Travelers Who Qualified Before Q5 (n=1,722); …Who Qualified Before Q7 (n=503)
Q4: How much have you researched/thought about extending your trip for leisure purposes?
Q7: And how close are you to booking all or most of your intended leisure activities and/or your extended hotel stay?
BLEISURE TRAVEL RESEARCH

Hotels/accommodations are most often researched first, but sightseeing locations, and food and restaurants in the area also looked into.

ORDER OF RESEARCH

PERSONALLY RESEARCHED OR BOOKED AS PART OF THE TRIP

- **Hotel**: 70%
- **Airfare**: 52%
- **Restaurant**: 50%

- **Museum**: 10%
- **Sporting Tickets**: 19%
- **Musical Tickets**: 15%
- **Tour Tickets**: 15%

Base: Total Bleisure Travelers (n=128)

B6: In general, what's the first thing you tend to research for your bleisure trips?

C7: Which of the following items did you personally research and/or book as it related to the "leisure" part of your trip?
I have one go-to website that I rely on to do my research

I have a few go-to websites, but on occasion I’ll also use a search engine to do my research

I’ll check some of my preferred websites first and then use a search engine

I’ll use a search engine first but then go to some of my preferred websites just in case I missed anything

I rely almost exclusively on a search engine for my Internet research
Satisfaction with the researching and booking process is nearly universally positive across all categories.

### Satisfaction with Researching/Booking

- **Tickets to a sporting event**
  - Very satisfied: 69%
  - Somewhat satisfied: 27%
  - Not very satisfied: 2%
  - Not at all satisfied: 2%

- **Tickets for a guided tour**
  - Very satisfied: 61%
  - Somewhat satisfied: 32%
  - Not very satisfied: 7%
  - Not at all satisfied: 2%

- **Play/musical tickets**
  - Very satisfied: 57%
  - Somewhat satisfied: 36%
  - Not very satisfied: 5%
  - Not at all satisfied: 2%

- **Museum passes**
  - Very satisfied: 45%
  - Somewhat satisfied: 50%
  - Not very satisfied: 2%
  - Not at all satisfied: 2%

- **Restaurant reservations**
  - Very satisfied: 63%
  - Somewhat satisfied: 37%
  - Not very satisfied: 2%
  - Not at all satisfied: 1%

- **Airfare/travel reservations**
  - Very satisfied: 70%
  - Somewhat satisfied: 30%
  - Not very satisfied: 2%
  - Not at all satisfied: 1%

- **Hotel/accommodations**
  - Very satisfied: 74%
  - Somewhat satisfied: 25%
  - Not very satisfied: 1%
  - Not at all satisfied: 1%

Base: Researched or Booked Item: Hotel/Accommodations (n=114); Airfare/Travel (n=88); Restaurants (n=90); Museum Passes (n=44); Play/Musical Tickets (n=42); Guided Tour Tickets (n=41); Sports Tickets (n=48)

C10: How satisfied are you with the overall researching and booking process for [INSERT ITEM]?
DIGITAL BEHAVIOR
SITES VISITED PRIOR TO TRIP

Bleisure travelers visit event sites prior to the trip the most, closely followed by OTA sites.

**% VISITED SITE CATEGORIES**

- **Events**: 47%
- **OTA**: 41%
- **Travel Media/info**: 33%
- **Meta**: 24%
- **Hotel chain**: 24%
- **Airline**: 24%
- **Home rental**: 18%
- **Car rental**: 3%

Base: Total Bleisure Travelers (n=128)
Of bleisure travelers who visit an OTA site, more than half visit multiple OTA sites.

41% OF BLEISURE TRAVELERS VISITED AN OTA SITE

51%
49%

Only 1 site
2 or more sites

Base: Total Bleisure Travelers (n=128)
BLEISURE ONLINE RESEARCH DEVICE USAGE

Depending on the site category, PC and Mobile battle it out for device of choice during research.

### DEVICE USAGE

<table>
<thead>
<tr>
<th>Category</th>
<th>PC only</th>
<th>Mobile only</th>
<th>Both</th>
</tr>
</thead>
<tbody>
<tr>
<td>OTA</td>
<td>32%</td>
<td>42%</td>
<td>28%</td>
</tr>
<tr>
<td>Meta</td>
<td>68%</td>
<td>29%</td>
<td>3%</td>
</tr>
<tr>
<td>Hotel chain</td>
<td>61%</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>Home rental</td>
<td>22%</td>
<td>61%</td>
<td>17%</td>
</tr>
<tr>
<td>Airline</td>
<td>61%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Events/deals</td>
<td>45%</td>
<td>22%</td>
<td>33%</td>
</tr>
<tr>
<td>Car rental</td>
<td>75%</td>
<td>31%</td>
<td>25%</td>
</tr>
<tr>
<td>Travel media/info</td>
<td>52%</td>
<td>31%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Base: Visitors to Site Categories: Expedia sites, n=45; Priceline sites, n=43; OTA, n=53; Meta, n=31; Hotel chain, n=31; Home rental, n=23; Airline, n=31;Events, n=60; Car rental, n=4; Travel media/info, n=42;
SITES VISITED ON PC

Event/deal sites are the leading visited categories on PC by bleisure travelers, followed by OTA sites.

TOP TRAVEL SITE CATEGORIES VISITED ON PC

- Events/deals: 37%
- OTA: 24%
- Travel media/info: 23%
- Hotel chain: 20%
- Airline: 20%
- Meta: 17%
- Home rental: 7%
- Car rental: 2%

Base: Total Bleisure Travelers (n=128)
SITES VISITED ON MOBILE DEVICES (SMARTPHONES AND TABLETS)

Bleisure travelers visit OTA sites the most on mobile devices, closely followed by Events.

**TOP TRAVEL SITE CATEGORIES VISITED ON MOBILE**

- **OTA**: 28%
- **Events/Travel media/info**: 26%
- **Home rental**: 16%
- **Hotel chain**: 14%
- **Airline**: 9%
- **Meta**: 9%
- **Car rental**: 8%
- **Travel media/info**: 1%
SITES VISITED ON SMARTPHONES

OTA sites are the top visited category when bleisure travelers are on the go.

TOP TRAVEL SITE CATEGORIES VISITED ON SMARTPHONE

- OTA: 27%
- Events/deals: 25%
- Travel media/info: 13%
- Home rental: 11%
- Hotel chain: 9%
- Airline: 8%
- Meta: 6%
- Car rental: 1%

Base: Total Bleisure Travelers (n=128)
SITES VISITED ON TABLET

Bleisure travelers use their tablets primarily for visiting event/deal and travel information sites.

### TOP TRAVEL SITE CATEGORIES VISITED ON TABLET

- **Events/deals**: 10%
- **Travel media/info**: 10%
- **OTA**: 8%
- **Home rental**: 7%
- **Hotel chain**: 5%
- **Meta**: 5%
- **Airline**: 3%
- **Car rental**: 0%

Base for Tablet, n = 59.
Travel sites are visited most often on Mondays on all devices, with visitation trailing throughout the rest of the week.

% VISITED TOP 11 SITES OF INTEREST
Monday are the peak days for visiting OTA and Home share sites, and activity starts to rise as the weekend nears.

Base: Total Bleisure Travelers (n=128)
TIME PATTERN (TIME OF DAY)

Travel sites are most often visited during normal work hours, with a slight uptick after 8pm.

% VISITED TOP 11 SITES OF INTEREST

Base: Total Bleisure Travelers (n=128); Base for Tablet, n = 59.
SEARCH PRIOR TO VISITING SITES OF INTERESTS

The most common search category is related to destinations.

**SEARCH TYPES**

- Destination search: 27%
- Hotel (specific to area): 16%
- Hotel (specific to hotel or chain): 15%
- Flights (airline specific): 9%
- Tickets/Events: 9%
- Flights (destination specific): 5%
- Transportation/rental car (non-flight): 5%

**BROADER SEARCH CATEGORIES**

- Destination: 27%
- Hotel (net): 18%
- Flights (net): 16%
- Travel sites: 13%
- Tickets: 9%
- Transportation/rental cars: 5%

Base: Total Bleisure Travelers (n=128)
KEY TAKEAWAYS

43% of business trips turn into bleisure, and many trips last four or more days

Destinations are the first research topic and lead decisions, with sightseeing and the restaurant scene being key influences

84% of bleisure trips are spent in the same city or area as the business trip

Path to booking is short (1-4 weeks), especially the inspiration and research stage

Most visit several websites, and with Event (47%) and OTA (41%) sites leading the categories

Prioritize featuring attractions and events in marketing campaigns

With a short path to purchase, provide clear calls to action

Consider strategic OTA partnership to capture bleisure researchers
THANK YOU

For more insights, visit:
https://blog.advertising.expedia.com/