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**ORIGINAL**

## **“BLEisure”: Trending term to balance Work & Life**

### **"BLEisure": El término de moda para equilibrar trabajo y vida**

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#### **ABSTRACT**

Business travel is expected to increase, while "bleisure" travel has taken off, according to the Global Rescue Spring 2023 Travelers Sentiment and Safety Survey. Seventy percent of business travelers polled expect their work-related travel to match or exceed pre-pandemic levels by 2023. Most study respondents (65%) plan to incorporate bleisure travel, which involves adding extra days to their work trip for personal or leisure activities. More than half of responding business travelers (55%) expect to travel both domestically and internationally for work, up from almost three-quarters (72%) a year earlier who had not been overseas for business or had no intentions to do so. The mindset of business travelers has evolved, as have employer views. Face-to-face meetings are more effective in building and maintaining connections than virtual ones. It's no surprise that local and international business travel is increasing alongside recreational travel. The most difficult management task in this changing environment will be determining how duty of care should be used to safeguard a location-independent workforce. They must question themselves whether a set of laws or policies meant to safeguard their health, safety, and well-being while working in the place. In this paper we will explore what exactly the term 'BLEisure' mean and why is it trending nowadays.

**Keywords:** Business travel, BLEisure, mindset, business travelers.

#### **RESUMEN**

**Palabras clave:** Viajes de negocios, BLEisure, mentalidad, viajeros de negocios.

#### **INTRODUCTION**

Many business travelers questioned (72%) said they do not have or are unsure if they have a duty of care policy in place. The bulk of the 28% of business travelers who claim to have duty of care measures in place have difficulty describing what the plan contains. More than half report that their policy involves pre-trip destination planning and health notifications. However, fewer than half report that security, travel monitoring, and notifications were accessible during their trip. Corporate leaders have a duty of care to their employees, which includes taking care of them and avoiding exposing them to needless or unreasonable risks. As more employees become location-independent and include bleisure into their business travel itineraries, the firm's role of care policies must evolve.



Source: Hilton hotel chain

Source: <https://riskline.com/forecast/y2024/travel/bleisure-travel-is-meant-to-last/>

In recent years, a new trend in the travel industry has evolved, gaining popularity among businesspeople looking for a healthy work-life balance and a more rewarding travel experience. This is known as bleisure travel, which combines business and leisure time. From prolonged professional trips to staycations and domestic adventures, bleisure travel has various advantages for both individuals and enterprises. Bleisure travel is defined as extending one's stay beyond the contractual responsibilities of a business trip to immerse oneself in local culture, explore the area, and participate in leisure activities. While the concept was initially created in 2009, its usage skyrocketed in 2016, demonstrating the growing desire for this sort of travel experience.

There are two types of bleisure travelers. The first category includes business travelers who bring along friends or family members to enjoy leisure activities together. The second type comprises corporate, group, or conference attendees who take advantage of the chance to incorporate a few days of vacation into their work visits. In many circumstances, leisure travelers use their employer-paid flights or accommodations to relax or see local attractions before or after their professional duties. Bleisure travel has grown in popularity among people of all ages, with millennials leading the way. According to an SAP Concur survey, travelers of all ages engage in bleisure travel, but 78 percent of millennials intentionally schedule personal time into their work travels. This number has risen dramatically from a 2017 GBTA research study done prior to the COVID-19 pandemic, which indicated a value of 48 percent.



Source: <https://www.forbes.com/sites/blakemorgan/2022/06/27/what-is-bleisure-travel-and-how-is-it-transforming-the-hospitality-industry/>

According to AMEX Global Business Travel research, 57 percent of organizations have rules that allow young employees to extend their business travels by using vacation time.

According to 2023 Expedia research on bleisure travel trends, American bleisure travelers make an average of 6.4 business trips each year, with 88 percent domestic and 12 percent foreign. The rise of bleisure travel is a driver for good transformation in the hotel business. It enables hotels and other lodging providers to respond to the changing demands and tastes of business travelers. Hotels that embrace this trend and provide specialized services may position themselves as more than simply a place to stay during business trips—they can become a portal to exceptional experiences, increasing client loyalty and income. Bleisure travel is expected to grow even more as the globe adapts to a post-pandemic reality. Its capacity to effortlessly integrate work and pleasure, promote well-being, and generate unforgettable travel experiences makes it an appealing choice for both individuals and enterprises.

Remote and hybrid work have had an impact on a wide range of businesses, including commercial real estate and downtown eateries. It has also had an influence on how many employees organize their excursions when they are not bound by workplace attendance rules. Some call it "bleisure travel," "laptop lugging," "workations," or just "blended travel." The gist is the same: remote and hybrid personnel incorporate leisure activities into business travels or work while on vacation. Whatever it is named, it has the potential to disrupt the conventional split between leisure and business travel.



Source: <https://navan.com/blog/insights-trends/bleisure-travel-statistics>

The impact of the trend is already being felt in the travel and accommodation business. Because bleisure travelers have different demands than regular vacationers or business travelers, existing lodging alternatives, notably hotels, may fall short. This has provided an opportunity and looks to be driving a surge in short-term holiday rentals like Airbnb. Quarterly demand growth for short-term rentals has surpassed that of hotels since the first quarter of 2022, when travel began to completely recover from the pandemic, according to a 2023 study from AirDNA and STR/CoStar, hospitality sector analytic services. This movement reflects shifting visitor tastes and the short-term rental owners' ability to respond quickly to these changes.



Source: <https://www.firstpost.com/explainers/bleisure-travel-is-on-the-rise-is-combining-business-and-leisure-a-good-idea-12757932.html>

Employees used to fit vacations in between extended periods of labour. That is no longer the norm for many office workers who have more flexible schedules. Bleisure travel is becoming more popular, and it is not just due to the epidemic. According to a fall 2023 poll by consulting company Deloitte, more than a third of workers expect to work on vacation trips this year (up from 26% in 2022).

Bleisure travel combines business and leisure travel. Bleisure travel is typically defined as doing a work trip but staying for leisure. This longer length of your journey is viewed as a vacation, allowing you to explore major tourist attractions and sample the local food. This is a crucial aspect of establishing a healthy work-life balance, since it allows employees/businessmen to decompress.

There are several variables that contribute to the growth of bleisure travel. One of the most noticeable trends is an increase in worldwide connectedness. The internet and social media make it simpler than ever to stay connected with business while on vacation.

One of the advantages of bleisure travel is that it reduces travel expenditures for both the employer and the employee, such as traveling mid-week rather than on a Friday and spending those days as vacation. This can reduce transportation and lodging expenditures. It may also lower the overall number of work travels. It's a win-win for many organizations, which is why it's becoming so popular.

#### Benefits of Bleisure Travel for Hoteliers:

Bleisure travel is significant since business travelers' budgets are growing year after year. This means that they will spend a portion of it on the final few days of their work trip, which means business for the hospitality industry. Many bleisure travelers bring their families with them, which allows you to serve and accommodate more visitors.

The bleisure travel market is vast and rising. In fact, research estimates that the bleisure travel sector will be valued \$497 billion by 2022. A variety of causes are driving this expansion, including an increase in the number of business passengers, the emergence of the millennial traveller, and corporate internationalization.

#### **BLEisure on Boom now:**

- It is more difficult to take holidays and organize trips with family. This is why individuals are increasingly taking their family and partners along on their work travels to spend quality time.
- In many circumstances, the firm funds the business trip. This implies that the tourist can indulge a little bit more without worrying about paying out of pocket. In fact, many business owners add it to their business expenses to save money on taxes. This permits them to take a family trip using corporate finances.
- People are exhausted and stressed out at work due to the present hustling mentality. However, the inflation rate and the status of the labor market make them leery about slacking off.

The present surge of bleisure travelers is the consequence of two developments in particular: corporate globalization and a preference for personal life over professional life. Bleisure travel is being driven by the present trend of globalized enterprises. Globalisation in business means that international growth is currently one of the most popular business trends. People desire to bring their business to the world; thus, meetings are generally held in areas that require travel. This increases the number of business travellers.

Because most bleisure travelers bring their families with them, the hotel must provide a designated children's area.

If one of the couples needs go for work or meetings, the children and the other spouse/partner must have a pleasant place to remain. You may do a variety of things to make it more child-friendly, such as provide free kids cable channels or a hotel iPad that can play cartoons and games. It can be difficult to care for a child all day while a spouse is gone, especially in a new location. So, if you can discover unique methods to make your guests' stay more comfortable, they will be more inclined to return.

In the fast-changing environment of travel, the merger of business and leisure, often known as bleisure travel, has matured into a lifestyle choice rather than a passing fad. As professionals seek a harmonic balance between business duties and personal refreshment, the popularity and refinement of bleisure travel will skyrocket by 2024. This essay delves into the disruptive trends that are influencing how people approach business travels, balancing work with the delights of discovery.

#### **Hybrid Work Revolution:**

One of the key drivers of the thriving bleisure travel culture in 2024 is growing acceptance of hybrid job types.

With the line between work and home becoming increasingly blurred, professionals are grabbing the chance to turn business visits into recreational excursions. This combination of work and leisure gives people the opportunity to visit new places without jeopardizing their professional obligations.

#### **Technology is a key enabler**

For improving the bleisure travel experience in the digital era (2024). Innovative travel applications and platforms effectively connect business and leisure activities, providing advanced itinerary planning, real-time spending tracking, and other features that simplify the logistics of travel. Therefore, professionals may plan their leisure excursions with unprecedented simplicity and efficiency.

This year's bleisure travel trend emphasizes wellness.

Professionals are no longer satisfied with just ticking off sites; they want experiences that promote their physical and emotional health. From wellness retreats to outdoor activities, people are adding health-focused experiences into their vacation plans, recognizing the need of balance in their hectic lives.

### **Cultural immersion and authentic experiences:**

In 2024, bleisure tourists will be more drawn to the genuineness of local experiences. Beyond the boardroom, professionals want to immerse themselves in their destinations' unique cultures. Whether attending local events, sampling regional food, or seeing historical sites, the goal is to form true ties with the areas visited.

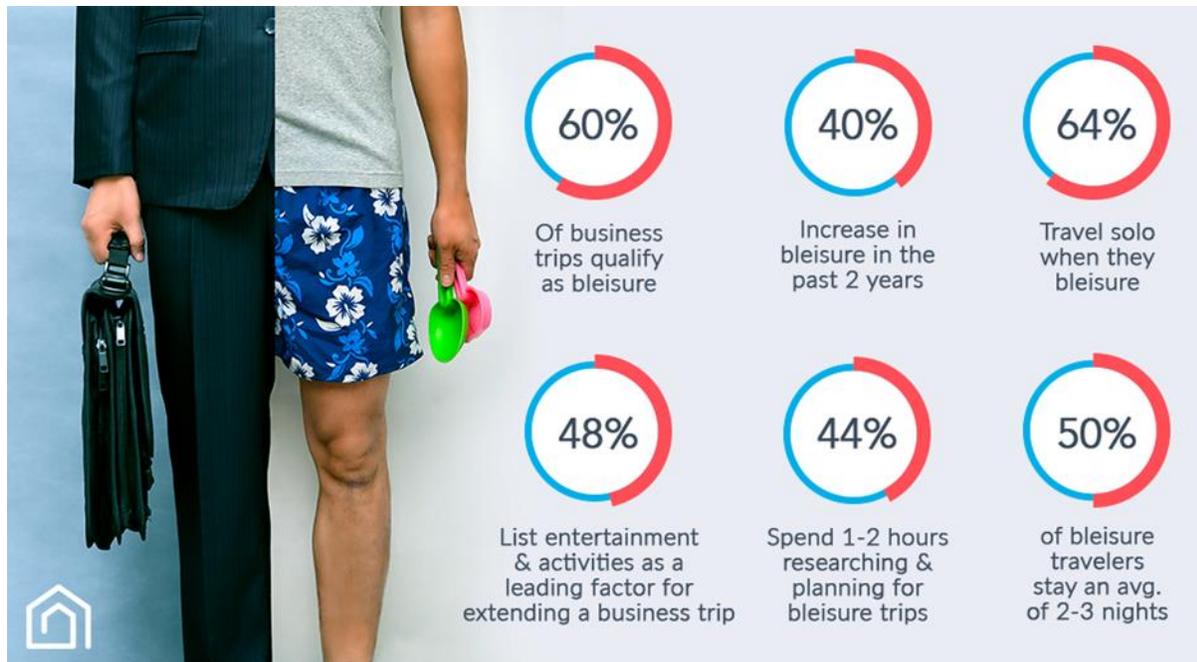
Sustainable practices are becoming increasingly important for bleisure travelers, as global environmental concerns rise. Conscious decisions, such as choosing eco-friendly hotels, supporting local businesses, and reducing their environmental imprint, demonstrate an increasing dedication to responsible tourism in 2024.

Bleisure travel in 2024 is more than simply a combination of business and leisure; it is a deliberate decision to reinvent how we experience both. As professionals increasingly seek a holistic approach to their life, the trends of hybrid work, digital integration, health emphasis, cultural immersion, and sustainability reshaping.

### **CONCLUSION:**

In conclusion, bleisure travel is a growing trend that combines work and leisure, benefiting employees, businesses, and the hotel sector. As travelers seek a better work-life balance and meaningful experiences, the demand for bleisure travel is increasing. Businesses and hotels may stand out in an increasingly competitive market by embracing this trend and responding to the changing demands of bleisure tourists.

Bleisure travel is a developing trend that hotels must be aware of. These travelers seek for one-of-a-kind experiences that meet their special demands. They are prepared to pay extra for superior service and are a reliable source of repeat business. To attract bleisure tourists, hotels must be inventive with their packages and offerings. They should also make advantage of social media and create loyalty programs with hybrid rewards. Keep these suggestions in mind, and you'll be able to effectively enter this developing sector.



Source: <https://routespring.com/the-rise-of-bleisure-travel-2024-guide/>

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**FINANCIACIÓN**

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**CONFLICTO DE INTERÉS**

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