

BLEISURE TOURISM IS THE FUTURE OF BUSINESS TRAVEL



Bleisure tourism is an emerging concept that has a place in the travel industry and whose expansion has occurred in recent years as the needs of MICE tourism or business tourism have increased. It focuses on the corporate traveler who wants to enjoy some leisure time while on a business trip.

To explain the meaning of bleisure we must take into account the union of concepts that are part of this term. On the one hand, there is the so-called "business travel" or business travel, and on the other hand, the so-called "leisure travel" or recreational travel.

New Concept of Bleisure Tourism?

It is a trend that has been increasing in recent years and **whose purpose is to extend the stay of the traveler who is working outside their usual residence to also enjoy those days as if it were another tourist.** This way, they can visit the place at their leisure and enjoy a more complete experience.

Bleisure tourism is a new concept that aims to break down the barriers of business-only travel. The idea is to turn it into leisure travel as well, so that employees can perform their professional duties while taking some of their time for personal leisure.

Bleisure travel has become more and more popular among business travelers.

Business travel and the expenses associated with it continue to grow year after year, which is why the industry has decided to pay more attention to this type of travelers who are constantly traveling for work purposes. Almost half of all business travel has added a leisure element, which is becoming a key resource.

Business travel now takes on a different nuance and becomes more attractive. The aim is to bring periods of leisure and relaxation into working life to reduce stress levels and give the feeling that this type of travel is really worthwhile.

What Are Travelers Looking for in Bleisure Tourism?

Bleisure tourism represents an exceptional opportunity to seize the moment and save on leisure travel abroad. In fact, personal vacations are not as common, so the employee will have some of his or her travel and accommodation costs covered.

Bleisure travel allows the traveler to experience the culture and history of a country or city. By finding this great incentive, the quality of the work performed improves and business relations flow. In addition, it is possible to make these trips with a companion to enjoy twice as much. For all these reasons, it is not surprising that this alternative is so popular and has gained so many followers in a short period of time.

It is a question of mixing the professional with the leisure, a trend on the rise with which travelers will be able to benefit intensely: to know other places, to acquire new experiences and to travel in an

economic way. If we consider the professional approach when employees are happy they perform better. When they are motivated, they feel more committed to what they do, which increases productivity and improves results.

The Keys to Boosting Bleisure Tourism

In bleisure tourism, there are some important issues to keep in mind in order to implement it and take advantage of its potential:

Know your target audience. The people who travel the most for work are part of the generation known as "millennials". This target audience is very broad and it is necessary to anticipate their needs so that they can make the most of their business trips and enjoy their stay.

The importance of allocating time. As a general rule, people who opt for bleisure tourism are very dynamic and show interest in tourism and leisure activities. Well, both hotels and tourism companies must meet their expectations and offer services that they can perfectly combine during the day, and outside of their working day.

Possibility of being accompanied. Travelers prefer to get to know the culture and gastronomy of a place accompanied by a family member or friend. For this reason, tourism agencies and others should offer initiatives that contemplate this option.

Year-round tourism. Bleisure tourism is not exclusive to summer, **which generates many benefits for the hotel and tourism industry**. However, to obtain the highest possible visibility, it is necessary to create good marketing strategies associated with bleisure tourism.

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