

BLEISURE AND WORKATION DRIVE NEW GROWTH IN GERMAN TOURISM



Nowadays, business trips involve more than just scheduled appointments. Many workers now add personal time in professional visits, opening fresh paths for German tourism. The "Bleisure & Workation Monitor Germany" reveals these shifts - this report marks the first detailed collaboration on the subject. Nearly half of those traveling for work stay longer to enjoy local offerings.

Meanwhile, roughly every fifth traveler opts for structured work-focused vacation plans.

Surprisingly, data gathered from over a thousand business travelers alongside nearly 300 travel service operators paints a consistent picture. Initiated by IU International University, the research offers fresh insight into an evolving sector where customer interest frequently exceeds what businesses can deliver. Instead of assumptions, actual responses reveal rising pressure between need and availability. Notably, evidence points to an imbalance - desire present, yet resources stretched. Even early trends suggest supply chains lag behind traveler expectations.

Strong Demand for Combined Business and Leisure Travel

One extra night, sometimes two, often follows a work trip when Germans blend vacation with assignments abroad. **Close to fifty percent now admit mixing tasks and downtime during these outings.** About sixty percent might eventually take part, figures suggest, turning brief getaways into common practice across the country's professional landscape.

Some people now mix work and travel. One in four has tried it, typically remaining around six nights. Such longer visits help local economies through increased stays and higher expenditure.

One advantage extends beyond urban centers alone. Places far from big city crowds - those offering clean environments, scenic views, outside access, yet still linked by reliable transit - can build solid appeal too. Initial exposure during professional travel frequently marks someone's first experience of such spots. In fact, just over half of those traveling for jobs later come back on personal breaks. When combining leisure with work stays, the number jumps sharply: nearly two out of three choose to revisit. This shift suggests lasting impressions form early, especially when duties mix with downtime.

Supply Side Lags Behind Demand

Even as interest climbs, adaptation remains slow across the sector. Despite seeing benefits like higher income, better room usage, and contact with fresh markets, most lodging operators still do not design dedicated bleisure or workation options. Close to eight out of ten lack structured offerings. Over 50 percent handle requests reactively, dealing with each situation individually and temporarily.

This mismatch of availability versus traveler needs creates pressure - yet also opens paths - for lodging providers, vacation rentals, and local tourism bodies to shape focused solutions like adaptable office setups within stays, longer visit bundles, or extras centered on recreation.

The Role of Employers

Surprisingly, the main obstacle isn't found in travel facilities but within corporate rules. **Findings indicate unclear internal guidelines around bleisure and workation slow adoption far more than absent comforts at venues.**

While some firms adopt flexible travel and remote work, their appeal as employers tends to grow. Meanwhile, Germany's standing as a top spot for meetings, conferences, and corporate gatherings gains momentum.

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