

# The Blurring of Business and Leisure Travel



## CONCLUSION FOR HOTELIERS

In the future, a key tactic will become the aggressive and creative exploitation of mobility technology to motivate spontaneous activity, such as extending a business trip for a few days of leisure.

— Thomas C. Kelly, VP of Research at Phocuswright

## THIS IS HOW IT WORKS

A person who is on the job together with you who goes off to the end and then a few days of that and then you might have your partner to come along too — if you're being invited in to a house party, why not make the most of it and stay overnight for the job, or for company for the day?

## WHAT KIND OF TRAVELER ARE WE TALKING ABOUT?

Business travelers, especially millennials, are redefining corporate travel. Millennials are more likely to ignore strict corporate booking rules and are more likely to use this open booking concept. Millennials are more likely and want to access the deals and tools that are readily available to them when they travel.



## HOW TO CATER THE BLEISURE TRAVELER?

- Drop-room rates once corporate groups leave and conventions end (typically Thursdays) to encourage visitors to stay longer.
- Create special packages for leisure travelers, including unlimited internet, discounts on hotel services (bar, restaurant), or adjusted room rates.
- Take a tip from Pullman-meets-a-hotelier! The brand recently introduced a "Time for Pleasure by Pullman" generator designed to convert business travelers to leisure stayovers.

## A NEW SEGMENT OF TRAVELER IS EMERGING: THE BLEISURE OR BIZCATION TRAVELER

Both word and concept are merged together of "business" and "leisure" (some call it "bizcation")

## A LITTLE RESEARCH

- 60% of surveyed millennial travelers say that their corporate mobile devices provide a means of staying in touch with their loved ones.
- 82% of millennials wouldn't simply take their corporate mobile devices with them on holiday or on weekend trips.
- 10% tend to tend with details in private situations, including groups, facts or details.

## BENEFITS

It's a great way to combine your personal and budget. It's also a great way to combine your personal and budget. It's also a great way to combine your personal and budget.

Business job satisfaction and loyalty and to make certain things you're (the) more sure than other people.

A survey of 1,100 business travelers showed that 35% see an overnight business trip as a break from the office routine, and 37% look forward to exploring a new city. — Phocuswright survey

## MOBILE TRAVEL

MOBILE TRAVEL

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## THIS IS HOW IT WORKS

A person who is on the job together with you who goes off to the end and then a few days of that and then you might have your partner to come along too — if you're being invited in to a house party, why not make the most of it and stay overnight for the night or for a weekend for business?

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Business travelers, especially millennials, are redefining corporate travel rules and are more likely to ignore strict corporate booking rules. Millennials are more likely to use this open booking concept. Millennials are more likely and want to access the deals and tools that are readily available to them when they travel.



## HOW TO CATER THE BLEISURE TRAVELER?

- Drop-room rates once corporate groups leave and conventions and (typically Thursday) to encourage visitors to stay longer
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## BENEFITS

It's a great way to combine your personal and budget (that's generally the intention of your stay and maximizing your personal ROI from an investment)

Increases job satisfaction and loyalty and to make certain things you're (often) more sure than other solutions

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## MAJOR POINTS

1. The blurring of business and leisure travel is a significant trend in the travel industry. This is driven by the desire for more flexibility and the ability to combine work and leisure activities. 2. Millennials are particularly likely to engage in this type of travel, as they value experiences and are more likely to use mobile devices to manage their travel plans. 3. Hotels and travel agencies are beginning to offer more flexible booking options and packages that cater to the needs of business travelers who want to enjoy their trip. 4. The benefits of this type of travel include increased job satisfaction, loyalty, and the ability to explore new cities and cultures. 5. As the travel industry continues to evolve, it is important for businesses to stay up-to-date on the latest trends and offer solutions that meet the needs of their customers.

# The Blurring of Business and Leisure Travel



## WHAT KIND OF TRAVELER ARE WE TALKING ABOUT ?

Business travelers, especially **millennials**, are rebelling against strict corporate booking rules and are more likely to use this open booking concept. Millennials are online 24/7 and want to access the deals and tools that are readily available to them when they travel.



HOW TO CATER THE BLEISURE TRAVELER ?

***A NEW SEGMENT OF TRAVELER IS EMERGING:***



***THE BLEISURE OR BIZCATION TRAVELER***

Both word and concept are merged together of 'business' and 'leisure' (some call it 'bizcation')

# ***THIS IS HOW IT WORKS***

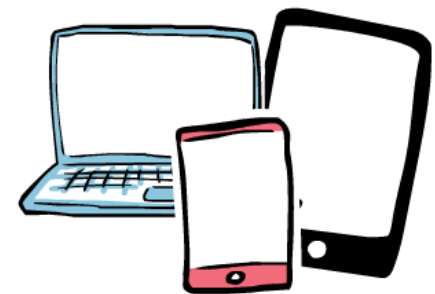
If you're sent on a two-day business trip, you take time off at the end and tag on a few days of rest and relaxation. You might invite your partner to come along, too – if you've been booked in to a double room, why not make the most of it and pay extra only for the air fare, or for extending the hotel stay?

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Source: <http://buyingbusinessstravel.com/feature/2021141-special-report-bleisure-principle>

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# A LITTLE RESEARCH



89% of seasoned international travelers say that their corporate mobile devices provide a means of staying in touch with their loved ones.



43% of international travelers always take their corporate mobile devices with them on holiday or on weekend trips.



18% read or send work emails in private situations, including private lunches or dinners.



# BENEFITS



It's a great way to minimize your personal short break budget. This is about ensuring the effective use of your time and maximizing your personal ROI [return on investment].



- LeRoy Sheppard, UK sales director at Maritim Hotels



Improves job satisfaction and loyalty and is more common among younger (millennials) rather than older workers

A survey of 1,000 business travelers showed that 35% see an overnight business trip as a **break from the office routine**, and 19% **look forward to exploring a new city**. - *Researched by Jurys Inn*

Source: <http://buyingbusinessstravel.com/feature/2021141-special-report-bleisure-principle>



# HOW TO CATER THE BLEISURE TRAVELER ?

- 1 Drop room rates once corporate groups leave and conventions end (typically Thursdays) to encourage visitors to stay longer.
  - 2 Create special packages for bleisure travelers , including unlimited internet, discounts on hotel services (bar, restaurant), or adjusted room rates.
- ★ Take a tip from Pullman Hotels & Resorts! The brand recently introduced a "Time for Pleasure by Pullman" promotion designed to convert business travelers to leisure stayovers.



## **CONCLUSION FOR HOTELIERS**

In the future, a key tactic will become the aggressive and creative exploitation of mobile technology to motivate spontaneous activity, such as extending a business trip for a few days of leisure

- Douglas Quinby, VP of research at PhoCusWright



# ABOUT TRUSTYOU

## TRUSTYOU IS A CHAMPION FOR THE TRAVELER

Our mission is to positively influence travelers' decisions. We understand the untold challenges everyone faces in their quest to make good choices, especially when it comes to leveraging lots of opinions. Digesting these opinions, however, is now beyond any one person's capacity. And the volume grows faster than the marketplace's ability to adapt.

## HOW IT WORKS

TrustYou searches, analyzes and distills hundreds of millions of opinions scattered across a vast, fragmented market. Our software as a service (SaaS) technology is sophisticated; our products are simple. TrustYou's unique semantic engine analyzes this treasure trove of disorganized content. Our algorithms automatically detect, collect, understand, score and rank. The output is incredibly compact and amazingly useful. Unique insights and visualizations enable travelers to improve their trip planning and industry players to improve their offerings. Data becomes intelligence.

## PRODUCTS AND MARKETS

TrustYou's products are extensively used by suppliers – hotels, accommodations, restaurants – for an array of reputation management purposes and by intermediaries – OTAs, meta-search, destination marketers – to help travelers purchase wisely. TrustYou improves travelers' search-shop-buy experiences by providing intermediaries with structured data like Meta-Reviews (easy to digest, independent summaries of all verified reviews across the web). TrustYou enables hotels and destinations to provide travelers with better services and enhanced offerings by monitoring, surveying and acting on trusted feedback of their guests.

## MOST IMPORTANT

TrustYou enables travelers with the most important thing: better travel experiences. And our passion to improve travel, tourism and hospitality experiences strengthens by the day. Finally, everyone can find meaning in the millions. Smarter travelers. Better experiences. TrustYou.