

## **The 2017 Research Competition Topic.**

The topic for 2017 is “**Bleisure**” **Travel**. This is a category of travel that describes travellers who are able to take business trips and add a day or two for leisure activities before returning home.

The word has been created by taking the letter “B” in “Business Travel” and combining it with “leisure” to create the word “Bleisure.”

In addition to “bleisure” there are other equally awkward combination names: “bizcation,” “workcation,” or “bleasure” which combines “business” with “pleasure,” but they all mean the same thing: adding one, two or three extra days of fun and relaxation to a business trip.

## **Many People Take Bleisure Trips.**

In 2016 The Carlson WagonLit Travel company analyzed 7.3 million flights taken by 1.9 million business travelers in 2015 plus flights taken in other years. Their research showed that 20 percent of business travellers take bleisure trips and that these account for 7 percent of all business trips. (We show you later where you can find this and other reports.)

## **Example Of A Bleisure Trip.**

A business man is going halfway around the world from Johannesburg, South Africa to a business meeting in Eger, Hungary. It is a long, very expensive trip and he is unlikely to return anytime soon to Eger, which is a very nice town. His meeting venue is two hours away by train from a World Heritage Site he has always wanted to visit. The day after his meeting, there is an exhibition opening of old, vintage cars that he would really like to see. He also wants to take a one-day cooking course to learn about Hungarian cuisine and go hiking in a National Park. Those extra days added to his trip is called “bleisure”.

## **FRAMEWORK FOR YOUR RESEARCH**

### **Before You Begin Your Research.**

Be sure to read the article on *How to Write a good Case Study* in the Guidelines for the Research Award.

### **Exploring the World Of Bleisure Tourism In Your Area**

1. Give a comprehensive understanding of Bleisure tourism.
2. Explore how tourists can arrive in your area as business travellers but leave as a holiday makers.
3. Do research on the opportunities available as “add-ons” in your area for business travellers
  - 3.1 Suitability of accommodation
  - 3.2 Available transport
  - 3.3 Attractions and activities
  - 3.4 The role of Technology (travel Apps etc.)
4. Do research on how travel management companies, local travel companies and communities market themselves to the business traveller.
5. Do research on what Bleisure tourism can mean for your area and what it could mean in the future.

### **Exploring World Of Bleisure In Your Community**

Here are some of the things you can research when exploring what Bleisure means for your communities, and what it could mean in the future.

“The large number of trips involving bleisure show there is a lot of scope here for travel management companies, local travel companies and communities in how they market themselves to the business traveller.”

“Do hotels in your area offer different rates to encourage people to stay on – so they arrive as a business traveller but leave as a holiday maker?”

“Is the hotel suitable for holiday makers — or do TMCs (Travel Management Companies) need to think about hotels that are convenient for business travellers but also leisure?”

“If the business traveller wants to go off and explore local areas, what about transport options? For instance, what if they arrive for a meeting in Paris but want

to travel to another area of France for a holiday and have their family join them?”

“Is there a demographic difference in the types of people who take bleisure trips? A young business traveller who has to go somewhere on business would likely want a very different leisure experience compared to an older traveller.”

“And then there is that whole universe of travel apps to help visitors navigate city transportation, attractions, events, and lodging. Does your community appear in them, or do you need to create one just for your town? And how would bleisure travelers find it and add it to their smart phone or tablet?”

— Examples provided by Claire Steiner, director, GTTP – United Kingdom

### **Initial Information Sources**

Here are two links to sources of information to start you on your own research. There are many more.

Combining Business and Leisure Trips: a Quantitative Look at the Bleisure Phenomenon. Carlson WagonLit Travel 2016  
Go to [www.carlsonwagonlit.com](http://www.carlsonwagonlit.com). Scroll down and find “News and Media” and click on it. Scroll down until you find “Combining Business and Leisure Trips: July 2016.”

<http://www.carlsonwagonlit.com/content/cwt/global/en/insights/report/combining-business-and-leisure-trips.html>

The Rise of the ‘Bleisure’ Traveller, by Sheridan Rhodes, Micenet Magazine, an online publication of BTP (Business & Tourism Publishing)  
Input to your browser: The Rise of the ‘Bleisure’ Traveller + MICE, and then click on the article.

<http://mice.net.au/article/news-the-rise-of-the-bleisure-traveller/>

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