

Bleisure

CNBC Catalyst Tourism Insights: Part 1 of 7

When business trips get extended for leisure purposes.

We spoke to our CNBC Catalyst Connect research community to understand more about the growing trend in Bleisure travel – this is what we learnt:



Extended their business trips for leisure purposes in the last 12 months



A growing trend in 2018: Expect to take a trip in the next 12 months

A business trip is most likely to be extended for an **extra 3-4 days**

Over 80% spend the additional bleisure time in a city location

'I flew to Beijing for a business trip and extended it for 3 days of leisure in Shanghai. It was a fantastic trip to China for both business and pleasure'
 – IT Director

Company benefits:

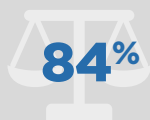


Feel good factor
 81% say it makes them feel good about where they work

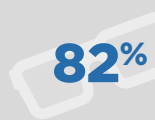


Staff retention
 78% say it makes them more likely to remain with their current employer

Employee benefits:



Well-being
 84% say it improves their work-life balance



Improved mindset
 82% say it makes business travel a more pleasurable experience

Destination benefits:



Return visits
 82% of CNBC bleisure travellers return to a destination as a tourist after they have extended their work trip into bleisure

CNBC: The Definitive Destination for High-Yield Travellers

CNBC consumers are **2.7x more likely to always travel 1st class** for pleasure vs. the average affluent adult