

Travel Management



Uniglobe.Travel

Benefits of Bleisure





What is Bleisure Travel?

The term “bleisure” is a combination of “business” and “leisure” and is used to describe business trips that also incorporate personal vacation time. This concept has also been referred to as a “workcation” or “blended travel.” This document will go into detail on the opportunities that bleisure brings to:

- 01 The Business Traveler
- 02 The Employer
- 03 The Travel Management Company (TMC)

MOST POPULAR LOCATIONS FOR BLEISURE TRIPS



New York City



Paris, France



London, UK



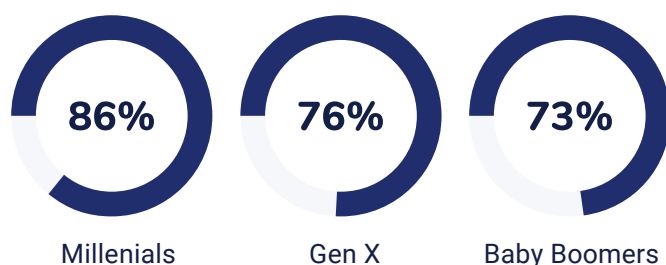
OF RESPONDENTS IN A GLOBAL BUSINESS TRAVEL ASSOCIATION (GBTA) SURVEY ARE NOW EQUALLY OR MORE INTERESTED IN ADDING LEISURE TIME TO THEIR BUSINESS TRIPS POST-PANDEMIC.

The Traveler



Business travelers often wish to explore the cities they visit during their trips but don't always have the opportunity to do so. Bleisure travel, which combines business and leisure, can be an exciting perk for employees, ultimately enhancing their quality of work.

EMPLOYEES LIKELINESS TO ADD LEISURE TIME ONTO A BUSINESS TRIP VARIES BY GENERATION



FACTORS THAT INFLUENCE A BUSINESS TRIP BECOMING A BLEISURE TRIP

-  If the destination is exciting
-  Additional costs involved in extending the trip
-  How close the trip is to the weekend



Bleisure Travel

The rise of bleisure brings a number of benefits and opportunities to the traveler.

- Better work/life balance
- Opportunity to leverage work paid airfare into a vacation.
- Reduced stress and increased motivation.
- More sense that business trips are worthwhile.
- Opportunity to save on travel costs.
- More to spend on leisure since the employer partially covers travel and accommodation costs.
- Chance to know the location and culture of the trip.
- Possibility to bring a companion.

In most cases, the traveler will be responsible for additional costs and anything that happens outside of the work period, but this is determined by the employers' travel policy.

The Employer

Employers can make corporate travel more enjoyable for their employees by making it easier for them to combine business and leisure. Sending an employee to a conference or client meeting and giving them time to explore the history, culture and landscapes of the city they're in can improve their perception of their employer.

Bleisure Travel

The benefits of supporting bleisure travel are:

- Better employee retention
- Increases employee satisfaction and costs next to nothing for employers
- Travel-as-a-perk differentiates you as a potential employer for top talent
- Increased productivity in employees
- Switching to remote work makes it easier for employees to work and travel for pleasure at the same time

Many companies are yet to recognize bleisure in their travel policies because they are unsure of how to approach it. They need to protect themselves from financial, legal, or reputable costs, and can do this by having a clear travel policy. The policy should take into consideration:

DUTY OF CARE – how does it apply during leisure time?

EXPENSES – who is responsible for paying for what?

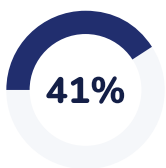
COMMUNICATION – do employees need to communicate or report their whereabouts outside of work hours?

BOOKING – will employees be able to book their bleisure extensions through the same platform used for business travel?

The right TMC will implement your travel policy while providing excellent leisure offers on top of handling your corporate travel.



OF BUSINESSES HAD TRAVEL POLICIES ALLOWING EMPLOYEES TO ADD LEISURE TIME TO THEIR BUSINESS TRIPS PRE-PANDEMIC



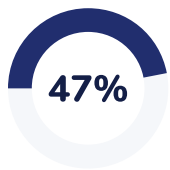
OF TRAVEL MANAGERS HAVE NOTED A RISE IN COLLEAGUES ASKING TO ADD A LONGER STAY TO THEIR WORK TRIPS FOR LEISURE PURPOSES

The TMC

Are you missing out on business/revenue opportunities by not offering leisure travel to your corporate clients? As more companies include bleisure in their travel policies, they will look for a TMC that will support it.

Some TMCs refuse to book leisure travel because they worry that if something goes wrong on a client's vacation, they can lose an important account. Those that do support bleisure have reported:

- Increased profits from leisure sales
- Additional perceived benefit to corporate clients



WHEN IT COMES TO PLANNING AND BOOKING OVERSEAS BUSINESS TRIPS, NEARLY HALF (47%) OF SMALL TO MEDIUM ENTERPRISES (SME'S) USE A TRAVEL MANAGEMENT COMPANY (TMC)



FOR MANY EMPLOYEES, BLEISURE TRIPS ARE LINKED TO EFFORTS TO BECOME MORE SUSTAINABLE, WITH 60% OF SURVEYED BUSINESS TRAVELERS REPORTING THAT THE PANDEMIC HAS MADE THEM MORE CONSCIOUS OF THE ENVIRONMENTAL IMPACT OF TRAVELING

Bleisure Travel

Uniglobe's Corporate and Leisure program offers many benefits for TMCs that support bleisure:

- Preferred Suppliers
- Network of agency owners
- Virtuoso relationship
- Highest commission rates
- Ongoing support
- Amenities at select hotel properties & other leisure suppliers

Joining a network like Uniglobe will help you provide the right offers to your clients that are looking to include bleisure in their travel policies. We provide you with a strong advantage that will differentiate you from other TMCs, and in turn increase your profits. Reach out if you'd like to learn more about Uniglobe and our Leisure Program.

Scan the QR code to find out how Uniglobe can help you take advantage of bleisure travel.

