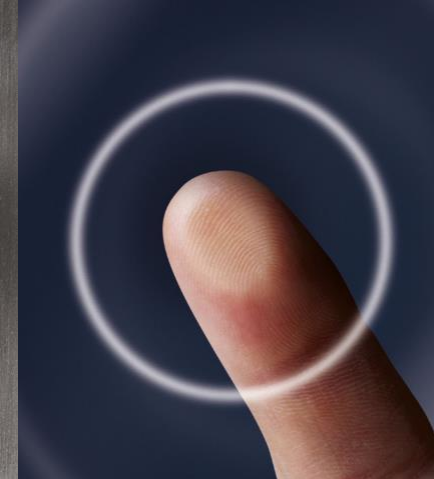
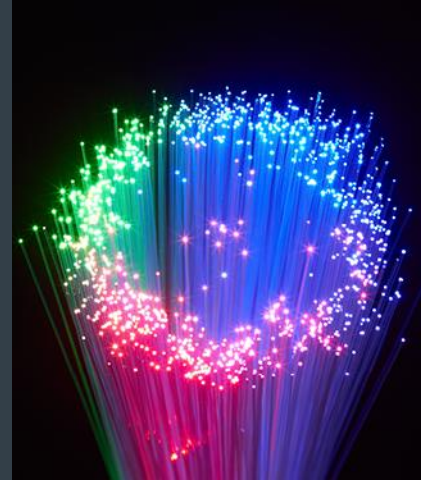


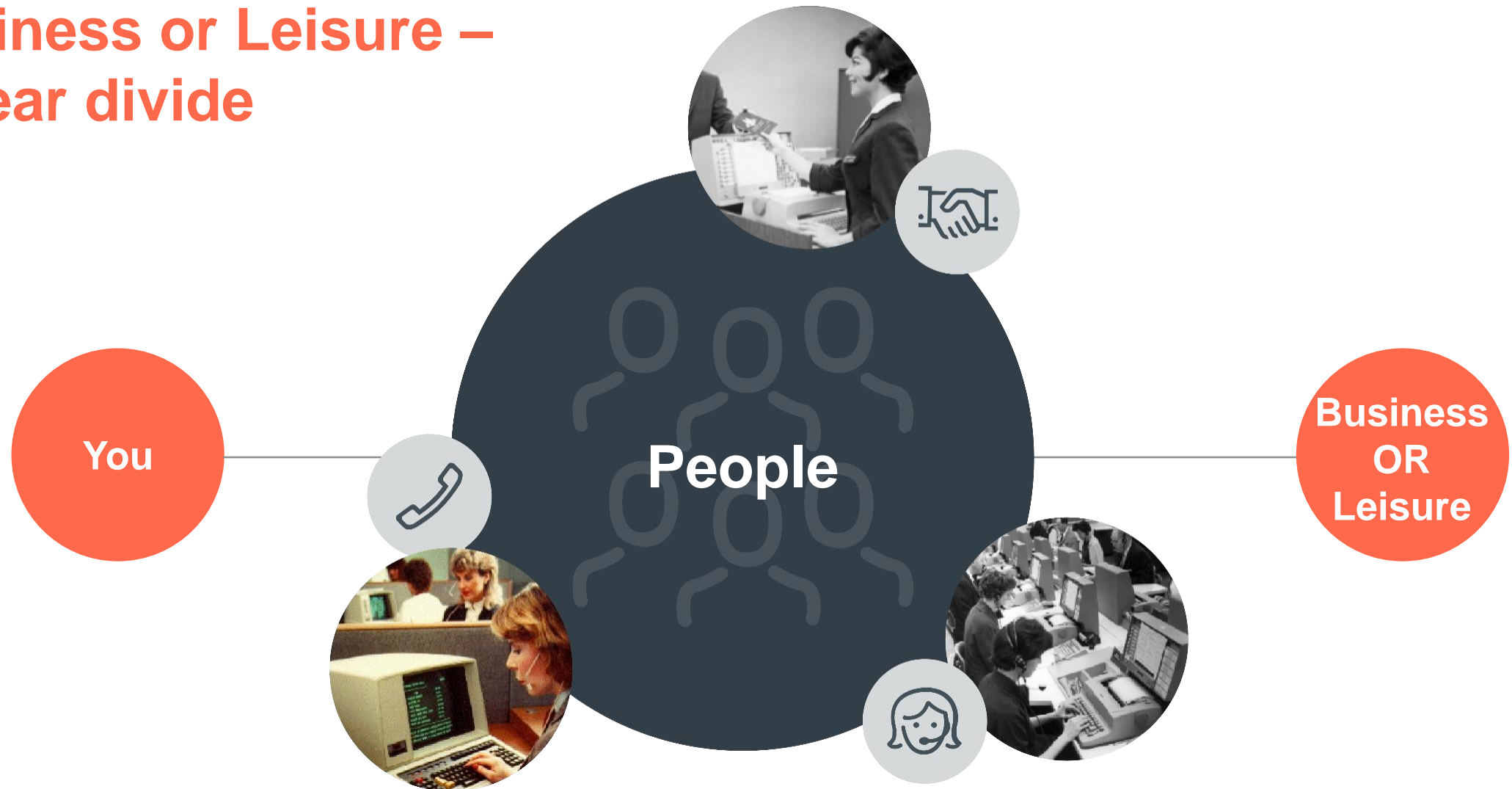
A look at the bleisure phenomenon

Powered by People. Fueled by experience.

Carlson
Wagonlit
Travel



Business or Leisure – a clear divide



Internet



We saw evolution of everyone being a travel agent both in business & leisure!



TRAVELLERS' EXPECTATIONS HAVE CHANGED

Digitalisation

Personalisation

Consumer like
experience

Hyper
connected
world

Innovation @ CWT



Travellers expect a “consumer grade experience”

Why more bleisure?



An evolving workplace



Five generations in the workplace



Bleisure” travel – connecting experiential travel with business travel



More work-from-home & satellite offices



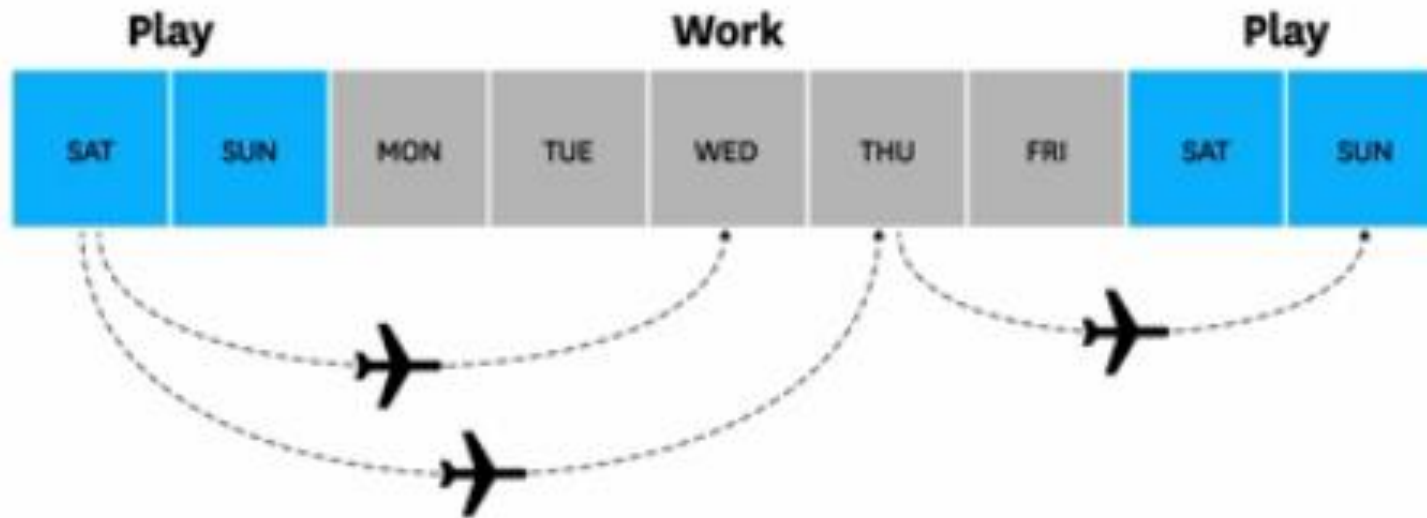
6.5 devices per person



Importance of work-life balance

Bleisure – Key Findings

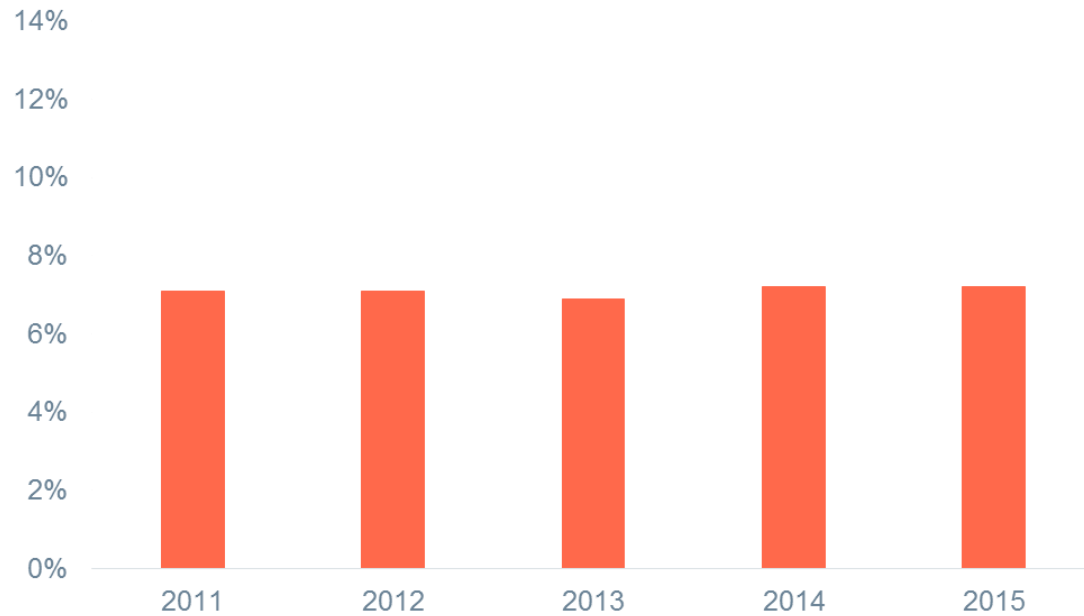
- 46% of bleisure trips – personal element at the end
- 34% of bleisure – personal element at the start
- 20% both ends of trip





1 in 5 business travellers take bleisure trip annually

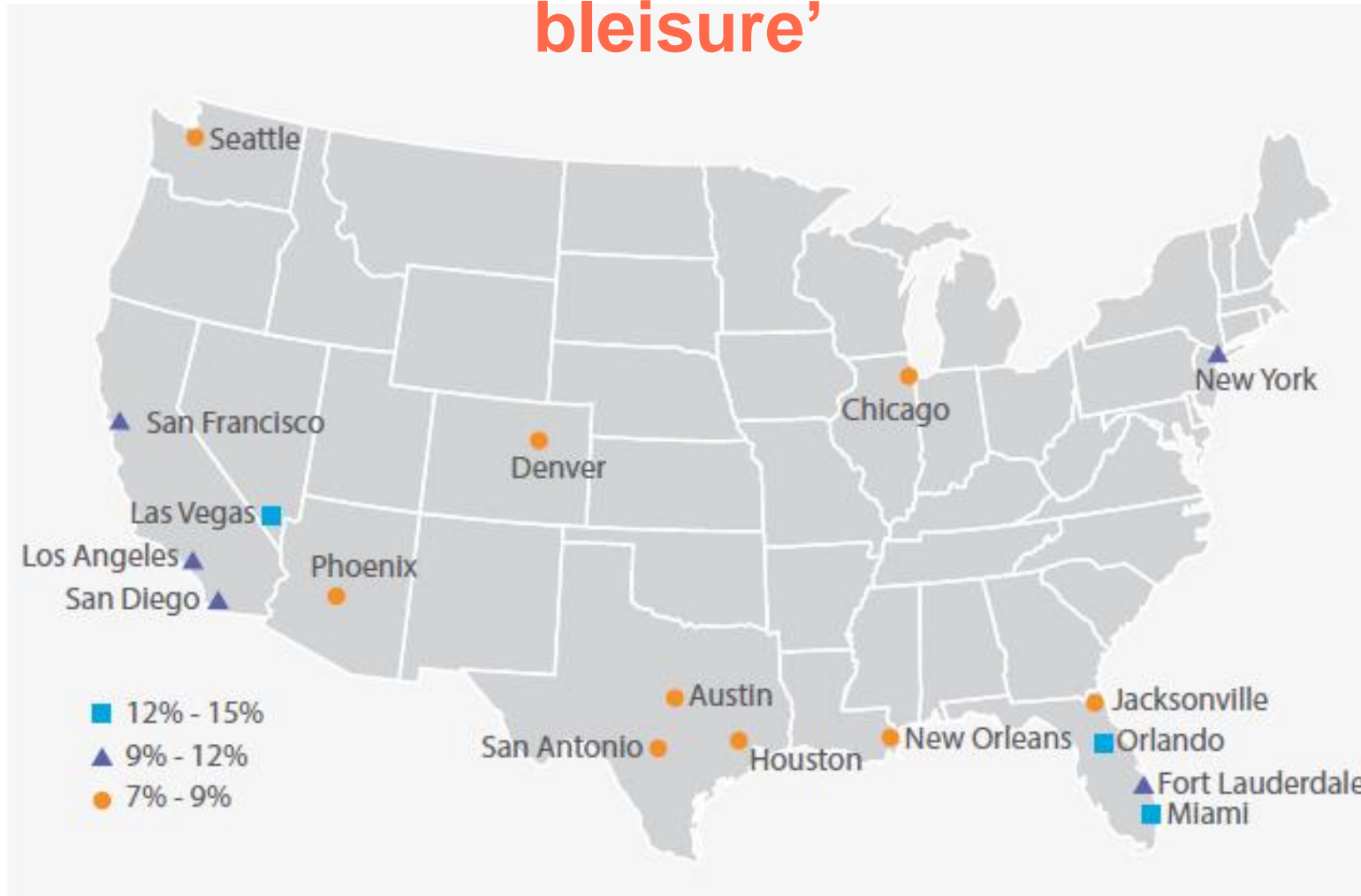
Percentage of Bleisure Trips



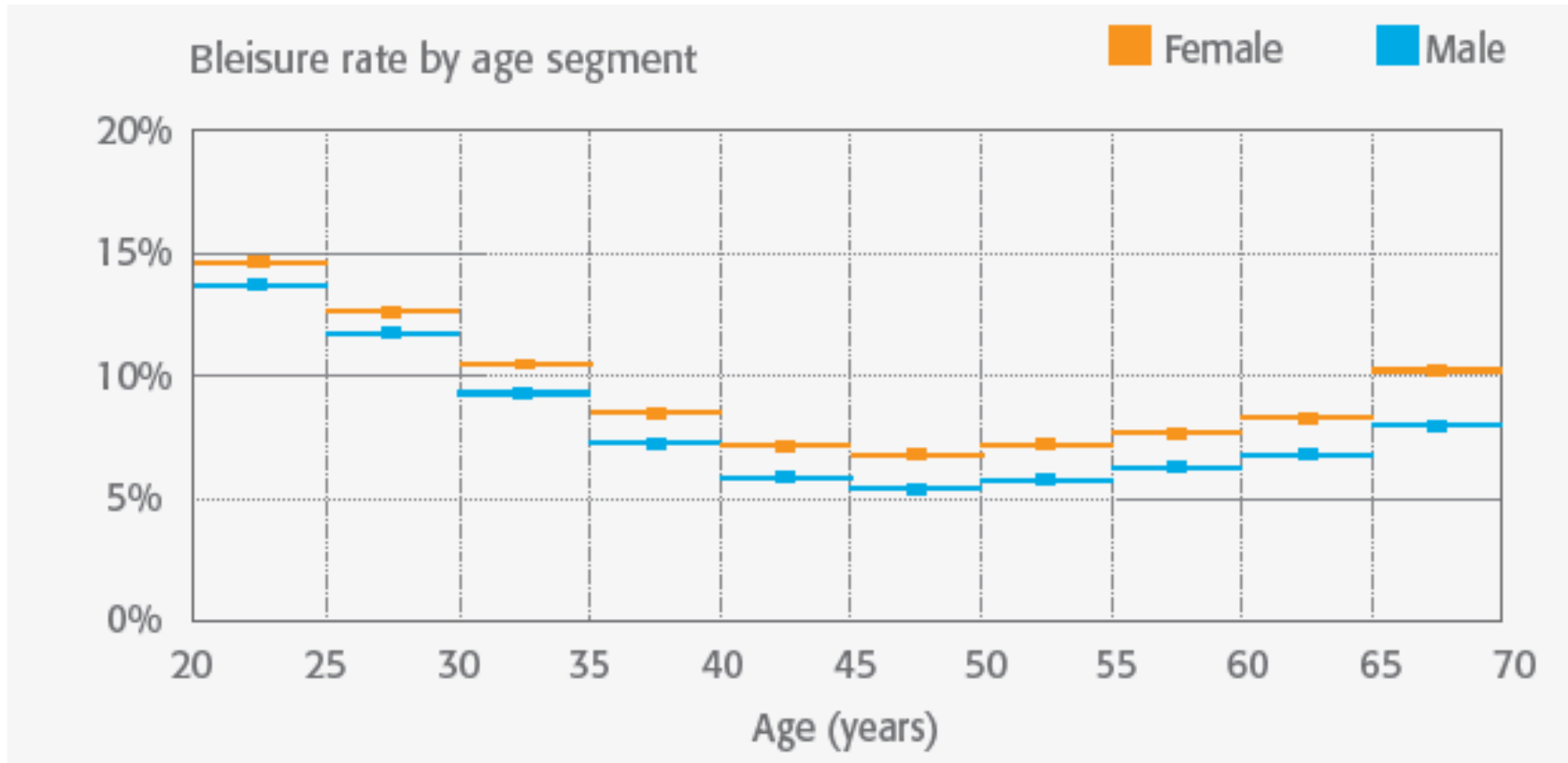
**Bleisure is
significantly
increasing in
2016**



‘the larger the distance between origin and the destination the higher likelihood for bleisure’



Bleisure travellers by age/gender



Considerations for the corporate

- PART OF TRAVEL POLICY
- ALIGNMENT WITH HR AND LEGAL
- COMMUNICATION TO TRAVELLERS
- EXPECT THE UNEXPECTED
- WATCH THIS SPACE



EASY PAYMENT
HOTELS

MAKE **THE WORLD** WORK FOR YOU

EVENTS
FLIGHTS

Carlson
Wagonlit
Travel

