

BLEISURE TRAVEL IN ASIA

ARE YOU ALSO MELDING LEISURE INTO YOUR BUSINESS TRIPS?

BLEISURE IS AN IMPORTANT JOB PERK

80%
consider Bleisure a
SERIOUS PERK



ESPECIALLY AMONG THE YOUNGER EMPLOYEES

In Singapore, 100% of the respondents below the age of 24 considers Bleisure a significant perk

MORE THAN HALF OF THE COMPANIES HAVE A BLEISURE TRAVEL POLICY

54%

27%

19%

YES

UNSURE

NO

73%

EXTEND THEIR BUSINESS TRIPS FOR BLEISURE

TOP REASONS FOR BLEISURE

25%

Spend time with family and friends



40%

Explore and experience the city



10%

Additional savings on travel



SOLO BLEISURE TRIP MORE POPULAR AMONG FEMALES

IN HONG KONG

80% FEMALE

have taken solo bleisure trips



30% MALE



50% FEMALE



HOW BUSINESS TRAVELLERS PREFER TO BOOK THEIR LEISURE DAYS

55%
on their own

33%
via travel managers

<49
of age

>50
of age

COMBINING BUSINESS AND FAMILY TRAVEL



1 in 5 always bring a
FAMILY MEMBER OR PARTNER
on the trip



70%

China respondents' Bleisure decisions are affected by **CHILDCARE ARRANGEMENTS**, much higher than the regional average of 36%