Bleisure Travel Market Size & Share Analysis - Growth Trends and Forecast (2025 - 2030)

> **Industry:** Online Travel & Booking Platforms (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/bleisure-travel-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 611.72 billion
Projected Forecast (2031)	USD 611.72 billion
Growth Rate (CAGR)	9.52 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

`![Major players in Bleisure Travel industry](images/chart_2.png)`

`![Bleisure Travel Market Summary](images/chart_3.png)`

`![Bleisure Travel Market](images/chart_4.png)`

`![Bleisure Travel Market ](images/chart_5.png)`

`![Bleisure Travel Market ](images/chart_6.png)`

`![Bleisure Travel Market ](images/chart_7.png)`

`![Bleisure Travel Market Concentration](images/chart_8.png)`

`![Icon](images/chart_9.png)`

`![footer background image](images/chart_11.png)`

`![Mordor Intelligence on Facebook](images/chart_13.svg)`

`![Mordor Intelligence on Pinterest](images/chart_15.svg)`

`![Mordor Intelligence on Instagram](images/chart_16.svg)`

`![ESOMAR](images/chart_18.png)`

`![GPTW](images/chart_20.png)`

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2019 - 2030 |
Market Size (2025) | USD 611.72 Billion |
Market Size (2030) | USD 963.88 Billion |
Growth Rate (2025 - 2030) | 9.52 % |
Fastest Growing Market | Asia Pacific |
Largest Market | Europe |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Bleisure Travel Market Analysis by Mordor IntelligenceThe bleisure travel market is valued at USD 611.72 billion in 2025 and is forecast to reach USD 963.88 billion by 2030, registering a 9.5% CAGR during the period. Employers worldwide are reshaping travel policies to blend productivity and personal time, travelers are leveraging digital tools to tack vacation days onto work trips, and destinations are packaging attractions around meeting venues to secure incremental spend. Faster visa approval channels, extensive airport and rail upgrades, and corporate emphasis on employee well-being all act in concert to expand the bleisure travel market footprint. Demand benefits further from a millennial cohort that routinely mixes business with leisure and from growing interest among Gen Z and Boomer professionals who now view extended stays as a route to richer experiences. Technology platforms have simplified multi-stop bookings, and loyalty ecosystems reward longer stays, reinforcing a virtuous growth cycle that underpins aggressive revenue projections through 2030.

Key Report Takeaways* By tour type, independent travelers led with 63.55% bleisure travel market share in 2024, while group tours are projected to expand at an 11.85% CAGR through 2030.
* By trip type, domestic travel held 71.23% of the bleisure travel market size in 2024; international trips are advancing at an 11.03% CAGR to 2030.
* By age group, millennials captured 42.21% of 2024 revenue; the Gen Z and Boomer cohort posts the fastest growth at a 12.61% CAGR.
* By industry vertical, the corporate segment commanded 66.85% share of the bleisure travel market size in 2024, while government travel is increasing at an 11.95% CAGR.
* By accommodation type, branded hotels accounted for 58.11% revenue share in 2024; serviced apartments are accelerating at a 12.31% CAGR.
* By booking channel, OTAs represented 47.25% of 2024 bookings, and direct corporate portals are scaling at a 12.75% CAGR.
* Geographically, Europe led with 30.51% bleisure travel market share in 2024, whereas Asia Pacific is set to expand at a 10.01% CAGR through 2030.
* Expedia Group Inc., Booking Holdings Inc., Airbnb Inc., BCD Group, and Amex GBT together controlled significant market share in 2024 revenue.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Bleisure Travel Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rising demand for work-life balance among global knowledge workers	2.1%	Global, with highest impact in North America and Europe	Medium term (2-4 years)
Expansion of flexible remote-work policies enabling leisure extensions	2.3%	Global, with early adoption in technology and consulting sectors	Medium term (2-4 years)
Supportive corporate travel policies integrating leisure add-ons	1.8%	North America, Europe, and developed APAC markets	Short term (≤ 2 years)
Destination marketing of "bleisure-ready" cities & visa-light regimes	1.5%	Global, with concentrated impact in emerging tourism hubs	Medium term (2-4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

Competition is moderately concentrated: Expedia Group Inc., Booking Holdings Inc

., Airbnb Inc., BCD Group, and Amex GBT combine to hold a significant market share. OTAs scale AI-driven personalization to nudge travelers toward leisure extensions. Expedia’s 2025 roll-out of “Expedia Trip Matching” analyzes social-media cues and aligns them with local experiences, driving cross-sell of tours and dining reservations. Booking Holdings extends direct hotel partnerships into secondary cities, broadening its portfolio for business travelers seeking authentic neighborhoods.

Airbnb cultivates longer corporate stays by expanding dedicated corporate dashboards that manage expense separation, appealing to finance and HR teams. BCD Group and Amex GBT embed predictive analytics to optimize policy compliance and locate savings across blended itineraries. Visa Government Solutions supplies spend data analytics that travel managers and suppliers use to refine program design (visa.com).

Strategic convergence is clear: OTAs strengthen reporting and duty-of-care modules, while TMCs integrate leisure content. Hotel chains form coalitions with airlines to offer unified points accrual across flights and rooms, allowing travelers to redeem rewards for leisure upgrades. Serviced-apartment operators partner with tech firms to add automated check-in and enterprise expense coding, attracting the knowledge-worker demographic at the center of the bleisure travel market.

Continued technology investment sets competitive tempo. Chatbots manage last-minute itinerary changes, while mobile apps deliver neighborhood guides that encourage off-peak spending. Providers that harmonize corporate policy, duty-of-care requirements, and leisure inspiration in a single interface stand to deepen market share as the bleisure travel market matures.

Bleisure Travel Industry Leaders* Airbnb Inc.

* American Express Travel

* Expedia Inc.

* BCD Travel

* Carlson Wagonlit Travel

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

According to Mordor Intelligence, we define the bleisure travel market as the aggregate spending that occurs when a business trip is extended, or partly reshaped, to include personal leisure activities. The valuation captures transport, lodging, food and beverage, attractions, and ancillary services consumed during the business leg and the immediate leisure extension (up to seven consecutive nights) that remains tied to the original corporate itinerary.

Scope Exclusions: pure leisure vacations with no business purpose, remote-only digital nomad stays exceeding one month, and cruise packages are outside this study's remit.

Segmentation Container

* By Tour Type* Independent
* Group

* By Trip Type* Domestic
* International

* By Age Group* Millennials (23-42)
* Generation X (43-58)
* Others (Gen Z & Boomers)

* By Industry Vertical* Corporate
* Government / Public Sector

* By Accommodation Type* Branded Hotels
* Short-Term Rentals
* Serviced Apartments

* By Booking Channel* Online Travel Agencies (OTAs)
* Travel Management Companies (TMCs)
* Direct Corporate Portals

* Geographic* North America* Canada
* United States
* Mexico

* South America* Brazil
* Peru
* Chile
* Argentina
* Rest of South America

* Asia-Pacific* India
* China
* Japan
* Australia
* South Korea
* South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Philippines)
* Rest of Asia-Pacific

* Europe* United Kingdom
* Germany
* France
* Spain
* Italy
* BENELUX (Belgium, Netherlands, and Luxembourg)
* NORDICS (Denmark, Finland, Iceland, Norway, and Sweden)
* Rest of Europe

* Middle East & Africa* United Arab Emirates
* Saudi Arabia
* South Africa
* Nigeria
* Rest of Middle East & Africa

Frequently Asked Questions

What is the projected value of the bleisure travel market by 2030?

The bleisure travel market size is expected to reach USD 611.72 billion in 2025 and grow at a CAGR of 9.52% to reach USD 963.88 billion by 2030.

What is the current Bleisure Travel Market size?

The bleisure travel market is forecast to reach USD 963.88 billion by 2030.

How fast is the international portion of the bleisure travel market growing?

International trips are forecast to grow at an 11.03% CAGR between 2025 and 2030.

Which accommodation type is recording the quickest growth?

Serviced apartments are expanding at a 12.31% CAGR due to work-friendly amenities.

Which region has the biggest share in Bleisure Travel Market?

Asia-Pacific leads with a projected 10.01% CAGR through 2030, driven by economic expansion and new visa options.