

Batala, Bardia; Slevitch, Lisa

## Article

# Keeping two balls in the air: The bleisure travel experience

Annals of Tourism Research Empirical Insights

## Provided in Cooperation with:

Elsevier

*Suggested Citation:* Batala, Bardia; Slevitch, Lisa (2024) : Keeping two balls in the air: The bleisure travel experience, Annals of Tourism Research Empirical Insights, ISSN 2666-9579, Elsevier, Amsterdam, Vol. 5, Iss. 1, pp. 1-10,  
<https://doi.org/10.1016/j.annale.2023.100115>

This Version is available at:

<https://hdl.handle.net/10419/337777>

### Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

### Terms of use:

*Documents in EconStor may be saved and copied for your personal and scholarly purposes.*

*You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.*

*If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.*



<https://creativecommons.org/licenses/by/4.0/>



## Keeping two balls in the air: The bleisure travel experience

Bardia Batala<sup>a,\*</sup>, Lisa Slevitch<sup>b</sup>

<sup>a</sup> Cofrin School of Business, University of Wisconsin-Green Bay, 3106, One University Drive, Sheboygan, WI 53081, United States of America

<sup>b</sup> School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University, 389 Human Sciences, Stillwater, OK 74078, United States

### ARTICLE INFO

Handling Editor: Fu Xiaoxiao

#### Keywords:

Bleisure travel  
Tourist experience  
Business travel  
Leisure travel  
Hybrid travel

### ABSTRACT

This study examines bleisure travel across pre-trip, during, and post-trip phases. After interviewing 23 bleisure travelers, the study found that in the pre-travel phase, bleisure travelers had more complex planning and needed more coordination. Therefore, they were well-organized, futuristic, and competent in travel arrangements. During the travel, they sought 'educational experiences', 'short-squeezed leisure plans', 'family and kids-oriented activities', and preferred 'not trying one-time events'. They used strategies such as 'flexibility in travel arrangement', 'clarification of travel companions', 'mixing business and leisure activity', and 'remote work' to balance the two travel purposes. Finally, in the post-trip phase, bleisure travelers described feeling 'physically tired but mentally rejuvenated' with a sense of being 'free of the guilt' of their absence from home.

### 1. Introduction

In Europe, companies typically offer a minimum of 20 paid vacation days, while 23% of U.S. firms do not provide any paid time off (Maye, 2019). To address this challenge, employees often blend work and leisure during business travel, resulting in a 'de-differentiation' of work and leisure (Cohen & Cohen, 2012). This trend, referred to as "hybrid travel" (Unger, Uriely, & Fuchs, 2016), involves combining tourism with work, medical visits, politics, or migration. The desire to incorporate leisure into business trips, especially among Millennials (Pinho & Marques, 2021), has given rise to the term "bleisure," coined by researchers like Lichy and McLeay (2018).

Bleisure travel is defined as a novel type of travel in which individuals incorporate leisure activities into their business trips (Chung, Choi, Yoo, & Kim, 2020). According to a recent report by Stratos Jet Charters, about 60% of all business trips in the U.S. turn into bleisure trips (Deane, 2022). Also, bleisure trips increased by 40% from 2016 to 2018, yielding 2.2 million bleisure travels, about 10% of all business travel in 2017 (Forbes, 2018).

While past research focused on leisure and business travelers separately, our study bridges a gap by exploring the bleisure travel experience, where business and leisure intersect within a single trip. Conventional travel studies often treat these groups as distinct, potentially missing evolving travel dynamics. Recognizing this distinction is crucial for attracting and retaining travelers and tailoring effective marketing strategies (Nikitina & Vorontsova, 2015). Neglecting the

unique characteristics of bleisure travelers poses challenges to enhancing their experiences.

Various professional companies and journals, including Forbes, Consumer Trends Report, Global Business Travel Association, Bridgestreet Global Hospitality, and Travel Weekly, have conducted descriptive studies on bleisure travelers. These studies reveal insights into characteristics, benefits, and economic potential. However, empirical studies specifically on the bleisure travel experience are limited (Chung et al., 2020; Lichy & McLeay, 2018). Thus, while there is some understanding of the characteristics and potential benefits of bleisure travel, there is a scarcity of empirical studies that delve into the bleisure travel experience (i.e., Chung et al., 2020; Lichy & McLeay, 2018).

The main objective of this study is to distinguish the characteristics of bleisure travelers' experiences from those of business and leisure travelers. Specifically, this study has three primary objectives: (1) examining the key features of the bleisure travel experience, (2) exploring how bleisure travelers experience their trips across pre-trip, during the trip, and post-trip phases, and (3) investigating how travelers balance leisure and business during their trips.

### 2. Literature review

#### 2.1. Business travel vs. leisure travel

Prior studies have highlighted distinctions and commonalities between business and leisure travelers. Rajaguru and Hassanli (2018)

\* Corresponding author.

E-mail addresses: [batalab@uwgb.edu](mailto:batalab@uwgb.edu) (B. Batala), [lisa.slevitch@okstate.edu](mailto:lisa.slevitch@okstate.edu) (L. Slevitch).

found differences in how leisure and business guests perceive hotel value for money and service quality. Leisure guests prioritize value for money, while business travelers prioritize service quality, often because, typically, their company covers hotel expenses. Furthermore, leisure and business travel experiences differ significantly. Leisure travel experience involves diverse emotions, behaviors, and destination activities such as sightseeing, exploring cultural landmarks, trying local restaurants, and relaxing on a beach (Leiper, Witsel, & Hobson, 2008). In contrast, the business travel experience centers on professional meetings and work obligations, with positive outcomes like career advancement, development of cosmopolitan identity, a deepened cultural understanding, a more open and receptive mindset, and an elevated professional standing (Cohen & Gössling, 2015; Gustafson, 2014). Frequent business travel can also lead to physical and emotional distress, a heavy workload, and work-life balance challenges (Gustafson, 2014).

Although the similarities and differences between leisure and business travel have gotten considerable attention in previous literature, few studies (e.g., Lichy & McLeay, 2018) have considered the condition when the two travel purposes are combined in a hybrid type of travel.

### 2.2. Bleisure travel experience

Drawing from Lash, Urry, and Urry (1993) concept of the “end of tourism,” the line between work and leisure in travel has blurred (Pizam, Uriely, & Reichel, 2000). This blurring extends to the traditional distinctions of home and away, and work and leisure (Gale, 2009). Consequently, occupational professionalism and tourism are becoming less distinct (Munt, 1994), leading many to combine business with recreational activities in their trips. This trend has been termed ‘bleisure’ (BridgeStreet, 2014; World Economic Forum, 2015) or ‘bizcation’ (Carlson Wagonlit Travel, 2016), where the initial purpose is business, but people incorporate leisure into their travel, either adding it to their itinerary or extending their stay to include leisure experiences.

In the hospitality and tourism literature, there are generally two types of bleisure travel studies. The first, by professional companies like BridgeStreet Global Hospitality, Orbitz, and the World Economic Forum, examines key characteristics such as demographics, extended days, travel companions, and company policies for the bleisure segment. For instance, BridgeStreet (2014) revealed that around 50% of business travelers extended their trips by two or more leisure days, with 82% willing to explore the destination during their free time. Popular activities included sightseeing, dining, and art/culture. The second category delves into bleisure travel’s antecedents and consequences. Lichy and McLeay (2018) identified five types of bleisure travelers, each motivated differently: experiential learners, escapers, working vacationers, altruistic knowledge sharers, and research-active trailblazers.

In addition to these two categories of research, the bleisure travel experience remains understudied. Among few studies about the bleisure travel experience, recently, Tsaour and Tsai (2023), by using the experience economy perspective, explored the bleisure travel experience, categorizing it into six domains. The “job-related learning experience” involves active participation in leisure activities, promoting skill enhancement (Huang et al., 2022), such as visiting exhibitions or participating in cultural events like local festivals. The “entertainment experience” includes enjoyable activities such as sports games, culinary exploration, and cultural engagement. “Escapist experience” is about stress relief and disconnection from reality through immersing in local activities. “Sociocultural experience” involves interacting with locals and learning about their culture and authentic cuisines. “Prestige experience” relates to feeling privileged or receiving special honors during bleisure travel when the traveler’s social needs are fulfilled. Finally., bleisure travelers use technology, like travel apps, for information and purchases (Expedia, 2018).

In another study, Yoo, McIntosh, and Cockburn-Wootten (2016) explored how conference travel as one of the bleisure travel types can transform into a form of leisure for couples when accompanied by a

partner. They showed how conference travel can enable the exploration of individual interests, creating more serendipity and unexpected discoveries and strengthening spousal bonds. Despite the existing research on bleisure travel, there is still a lack of knowledge about what goes into the bleisure travel experience, the key characteristics of the bleisure travel experience, and how the balance between business and leisure components is achieved. It is also unknown what the effects of combining each travel component are. Thus, the current study aims to address these gaps and explore bleisure travel experiences in different phases of their travel. Also, the study examines the main challenges the bleisure travelers have and the strategies they use to balance business and leisure as two components of their travels.

## 3. Methods

### 3.1. Research design, population, and sampling

To gain insight into how people integrate business with leisure travel, an interpretivism paradigm was employed, utilizing a qualitative approach that involved conducting semi-structured interviews with bleisure travelers. The study’s target population was business travelers who combined business and leisure travel. To recruit information-rich bleisure travelers for the initial interviews, purposive convenience sampling was used. The interviewees were individuals in the United States who had recently (within six months of the interview) engaged in a bleisure travel. Initial participants were selected through personal recommendations, and then the snowball method was utilized when the interviewees suggested the next participants. The sample size was determined based on theoretical saturation, and it was achieved after 23 interviews with bleisure travelers.

### 3.2. Procedures

Interviews were conducted face-to-face at a convenient time and place for the interviewees, either in their offices or a cafeteria. For those located in other states, phone interviews were conducted. Each interview took between 30 and 40 min, and all conversations were audio-recorded. Also, to supplement the recordings, written observation notes were taken immediately after the interviews. The interviews were conducted between February and May of 2022, with twelve conducted face-to-face and the other eleven conducted over the phone. The overall demographic information of interviewees is indicated in Table 1. Overall, the demographic information of the participants was similar to the previous studies, which showed that most of the business travelers are male senior employees with a high level of education and salary (Aguilera, 2008; Unger et al., 2016).

### 3.3. Data collection and analysis

The interview question format was adopted from the study of Unger et al. (2016), which investigated the business travel experience. The interview comprised 24 open-ended questions covering five main

**Table 1**  
Demographic characteristics of the participants (23 interviewees).

Age (mean)		49
Gender	Male	15
	Female	8
Job Positions	Top Managers	10
	Other lower positions	13
Education level	Bachelor’s degree	9
	Master’s degree	7
	Doctoral degree	7
Work Experience (Mean)		24 years
Industries	Different industries such as restaurant, insurance, hotel, and entertainment industry.	

categories: 1) ice-breaker questions; 2) characteristics and frequency of travel, i.e., the purpose of the travel, necessity of traveling and its importance, frequency of travel, and travel companions; 3) trip preparation experience, i.e., considerations while getting ready to travel, and the freedom to book the hotel, flight, and plan the trip; 4) travel experience, i.e., managing the time and energy between work and leisure, the transition between business and leisure times, the effect of leisure on business and vice versa; 5) homecoming experience, i.e., activities after returning home, managing home/family matters, and work-related tasks.

As recommended by Braun and Clarke (2006), to analyze the data, thematic analysis was used to identify the main themes of bleisure travel experiences. Following Braun and Clarke (2006) guidelines, data analysis involved six main steps. The first step consisted of “familiarization with data” through repeated readings. The aim of this phase was to become immersed in the data by reading the entire data set in order to develop an initial understanding of potential patterns. In the second step, initial codes were identified, and the entire transcripts were categorized into meaningful and manageable groups to illustrate the bleisure travel experience. This process was repeated several times to extract as many codes as possible from the data set. The third phase was “developing basic themes,” in which the relationships between codes were recognized, and by sorting and collating similar codes, a list of potential overarching themes was developed. In the next step, “reviewing potential themes”, the researcher reviewed the themes independently and tried to combine similar themes, separate the concepts into different themes, add a new theme, or eliminate useless themes. The aim of this step was to ensure that the identified themes could assist the researchers in finding the answers to the research questions and ensure that the contents of one specific theme were coherent and distinctive from the contents of other themes. Then, in the fifth step, a detailed analysis of each theme was provided, and all the themes were named and defined carefully. Finally, in the sixth step, the finalized themes were fully explained with related examples and their connections to the current literature.

Different methods, such as investigator triangulation, negative case analysis, and thick description, were used to ensure the trustworthiness of the analysis and findings. In addition, to further strengthen the study’s trustworthiness, peer debriefing was conducted. Two external auditors, one expert in tourism and hospitality and the other expert in qualitative research methods, assessed data collection, interviews, and interpretations and verified the trustworthiness and credibility of the study.

#### 4. Findings and discussion

Following the previous studies (e.g., Unger et al., 2016; Westman, 2004), this research considered the travel experience as a framework of time and employed a multi-phased approach. Based on this approach, travel can be divided into three interconnected phases: pre-travel (trip preparation), during travel, and post-travel (homecoming). Before analyzing the bleisure travel experience in different phases, some general characteristics of this type of traveler are explored in the interviews.

##### 4.1. Characteristics of bleisure travel experience

In addition to the descriptive information about this new segment, such as the number of travels per year, duration of each trip, and the most frequent activities during the travel, which were investigated in previous studies (e.g., BridgeStreet, 2014; Forbes, 2018), some other intriguing characteristics of bleisure travel experience were uncovered during the interviews.

- a. Business travelers often take advantage of their weekends to add the leisure component. For example, ‘Weekend for leisure’ is stated by one of the interviewees (Interviewee 7):

*“Let’s say Monday, Tuesday, Wednesday, Thursday for business, and Friday; I would probably stop working in the middle of the day. And then Friday and Saturday, I would go out and do something fun and then fly back on Sunday.”* This approach enables them to have a more balanced experience where work and leisure can coexist.

- b. The leisure part of travel was the motivation for bleisure travelers to do business well. Indeed, the benefits the interviewees gained from the leisure part could diminish the physical and mental problems such as fatigue, lack of sleep, stress, and burnout or even outweigh these symptoms (Walia, Kour, Choudhary, & Jasrotia, 2021). ‘Using leisure as a motivation’ was reflected in a comment by a university faculty who teaches a study abroad class (Interviewee 5):

*“Because I have a more enjoyable experience, I’m much more motivated to do this well. So, because of the leisure part, I am actually much more motivated to do the business well because I want to keep doing that experience every year.”*

- c. One of the interviewees, a hotel manager, addressed the differences between business and bleisure travelers with vocational travelers regarding their expectations from service providers. As a service provider, the interviewee pointed out that since bleisure and business travelers travel more frequently than vocational people, they usually face various problems and service failures. Consequently, their expectations from the service providers are more reasonable and realistic. He explained the unrealistic expectations of pure leisure travelers by providing this example (Interviewee 17):

*“If they’re attending a wedding and they’re with a wedding party, and they sure wanted seven rooms that all connect with connecting doors, and they’re going to be disappointed when they arrive because there’s no such thing. So, sometimes they don’t understand that.... they might say: ‘well, I requested this over a year ago’. Well, it doesn’t matter that they requested it over a year ago. It doesn’t exist. So, what I would call inexperienced travelers that travel for leisure, don’t sometimes realize the reality of travel and that everything doesn’t happen just exactly as you planned.”*

Therefore, fulfilling the needs and wants of the bleisure travelers might be more achievable than meeting the expectations of inexperienced leisure travelers. In summary, the distinct characteristics of bleisure travelers include “weekend for leisure,” ‘using leisure as a motivation,’ and ‘realistic expectations’ which differentiate them from pure business and pure leisure travelers.

##### 4.2. Pre-travel (trip preparation) experience

Through thematic analysis of the interview responses, seven sub-themes and three main themes were identified based on their frequency of occurrence (full details of themes, subthemes, and their frequencies are presented in supplement Table 1). In the following section, the most frequently mentioned sub-themes are discussed.

###### 4.2.1. Planning

During the planning phase, three subthemes, including ‘well-organized’, ‘futuristic plan’, and ‘competency in travel arrangements’, were extracted from the interviews.

One of the most commonly mentioned points in the trip-preparation phase was being ‘well-organized.’ Bleisure travelers often tend to follow a well-organized routine when packing and creating itineraries. Some respondents mentioned using software, applications, and online calendars to develop their travel plans. This issue is explained by the fact that bleisure travelers have limited time for both leisure and business, so they often carefully organize their trips to avoid wasting time and optimize their travel experiences. Also, they should plan the trip precisely to accommodate business obligations such as business meetings and events with strict schedules. For example, the following account reveals how a

supervisor in an aerospace company uses a checklist for packing (Interviewee 7):

*"It sounds really nerdy, but we [he and his wife] build a template on Excel, and we kind of fill out things that we want to do during that day or people we want to meet. And then we have kind of a separate checklist for packing. Stuff like allergy medicine, tickets, and sunscreen, and make sure to pack our iPhone chargers. It's just split up into electrical items, bathroom items, and things we need to do."*

Bleisure travelers not only act very well-organized in trip planning but also take a forward-thinking approach. They often demonstrate the qualities of a 'futuristic planner', exhibiting a proactive and well-prepared mindset well in advance of their trip. Due to their tight schedules, bleisure travelers often plan their leisure activities well in advance to ensure they can secure the desired options for the leisure part. For instance, a businessman who traveled as a chief of an association provided this statement (Interviewee 17):

*"I'm not a real keen on planning last minute. Usually, I like to plan it well in advance, so when I get to the days before the departure or two days before, it's usually already planned and scheduled. If you wait to make those kinds of plans too late, then it usually either costs you additional money or you get blocked out of accommodations or restaurants. So, planning well in advance has its merits."*

Frequent bleisure travelers, similarly to business travelers, are more familiar with the steps involved in booking flights, reserving hotels, arranging travel itineraries, and consequently showed more competence in the travel planning phase. Travel competence refers to the individual's ability to effectively plan a trip, balance life and work, and deal with travel inconveniences and challenges (Chen, 2019). Interviewee 11 mentioned, "I am always in travel mode, and I could do booking a flight or a hotel room myself. You gotta be able to do it on your phone.". Also, Interview 13 declared, "For me, I pack in five minutes". Interviewee 8 stated, "Since I've been doing it for years, I go for the cheaper deals, and my prices are always below what the travel agency would offer. So I never worry about that."

#### 4.2.2. Family

Several respondents stated they prefer to take advantage of their bleisure trips by taking their families along and sharing the leisure portion of their trips with them, especially if the destination is attractive to them. Since business travelers often face heavy workloads and time constraints (Gustafson, 2012), they mostly feel stressed and overwhelmed, leaving little room for planning leisure activities. Thus, those who travel with their families prefer to delegate responsibility for the leisure part to their partners. By doing so, they can 'engage family members in the leisure planning.' This issue is reflected in some of the interviewees' comments:

*"So she's [his wife] more in charge of the leisure part, but for the professional part, it's my job. So it's a teamwork."* (Interviewee 3).

*"If it's leisure part, my wife figures out what we're going to do. I just go along. So she checks the museums, sites, and things we want to see in that area. She will find restaurants for us. She goes online and figures out."* (Interviewee 13)

#### 4.2.3. Challenges

Since bleisure travelers need to manage both vacation and work obligations, they usually arrange more travel activities than leisure or business travelers. As a result, adding the leisure component to a business trip can complicate the travel arrangement. As such, meticulous planning is required when business travelers want to have some fun at the destination, especially those who bring their families with them. 'Complexity and more coordination' is evident in

a comment by a vice president of a wine distribution company (Interviewee 1): "Usually, if I'm bringing them [her family], there is a lot more coordination. If there is going to be leisure involved, there is a lot more coordination, especially if my family is coming with me. So, for that, we prepare in advance."

Bleisure travelers try to overcome the challenge of the complexity of travel arrangements through a 'futuristic' and 'well-organized' plan and 'engaging family members in the leisure planning.'

#### 4.3. Experience during travel

The output of the thematic analysis for the during-the-travel phase was 22 subthemes which are categorized into four primary themes. The extracted themes and subthemes and their frequencies are shown in supplement Table 2.

##### 4.3.1. Activities

Based on the interviews, bleisure travelers mainly sought 'short-time leisure activities'. Geographic and time constraints, caused by the busy and tight schedule of most business travelers, do not allow them to devote a significant amount of time, like a full day, to leisure activities. However, including short activities such as visiting local museums, parks, or markets is more doable and pleasurable for bleisure travelers, helping them recharge before returning to work responsibilities. A retired vice president of a big entertainment company who works as a management consultant explained his challenge with a tourist provider (Interviewee 13):

*"We went to Russia, and the lady [tour leader] planned four days of tours from eight in the morning till eight at night. And we told her no, no, no, no. We only do one section in the morning, usually morning between 8 and 12, and then we're done. Because we want to take it easy, we don't want to just go from one place to the other. We don't care for that amount of activity. So, that's how we do it."*

The other important issue mentioned by most interviewees was that they are looking for activities that provide an 'educational-based experience' that they can enjoy during the business trip. They were enthusiastic about learning about the destination, people, city, and culture. Such findings align with previous studies (i.e., BridgeStreet, 2014), which found sightseeing, dining, and art/culture as the favorite activities of bleisure travelers. Also, based on the travel career ladder theory proposed by Pearce and Lee (2005), more experienced travelers seek self-development through host-site involvement, such as experiencing different cultures and nature seeking. To illustrate, one of the interviewees stated (Interviewee 14):

*"There's a thirst for knowledge, for making some memories, and for learning about the environment. I am learning about the culture of the city. Learn about the people of the city and be able to do things that are different than business travelers."*

This result is supported by Walia et al. (2021), who found learning and inspiration as the primary motivation for the bleisure travel experience. Another interviewee, an instructor for a study abroad course, talked about an apparently unfortunate experience that turned out to be a blessing in disguise. This incident made his travel memorable because he learned something new about the destination (Interviewee 5):

*"We had a unique situation this past time where we had two or three students who fell ill, so I was in the hospital several times during that week. And it was a very interesting experience. I mean, it was very unfortunate for the students. It was a very interesting experience for me because I got to see what the Spanish healthcare system is like. So even though it was sort of a pain, I treated that as a learning experience."*

The majority of the bleisure travelers showed that they had a detailed schedule and a precise plan for their trips, resulting in few conflicts

between their business and leisure activities. They rarely experienced canceling a family plan because of business commitments. However, they did try 'not to include one-time leisure events' that were very important to them during a bleisure travel because they could miss the event if their business affairs took longer than they planned. Instead, they tended to incorporate leisure activities that could be postponed and done at a later time if necessary. By avoiding one-time events such as concerts, festivals, or sporting events that typically have fixed schedules, bleisure travelers could enjoy greater flexibility and peace of mind, knowing that they could adjust their leisure activities to accommodate changes in their business schedules. This point is reflected in a comment by one of the interviewees (Interviewee 17): *"Maybe if it's some special event we were going to that evening and we realize that we're going to miss it, maybe it's a Broadway show or something like that in New York, that certainly can be disappointing.... So, if it's some very special one-time event, then sometimes we realize, 'Okay, let's not combine this with business because this is too important to us. We need just to make it a trip of its own.' But if it's just something that we enjoy doing that we know we can do some other time, it's not like we've missed a one-time and a lifetime event, then we usually don't worry about combining it, and if we have to miss it or take it out of the time, that's fine."*

Many participants pointed out that they are willing to include 'family-oriented and kids-centered' activities in the leisure part if they bring their families on bleisure trips. Unlike business trips, where travelers often make a lot of effort in the homecoming (post-trip) phase to compensate their family members for their absence from home, bleisure travelers have the opportunity to compensate for their absence during the leisure part of the travel. Thus, after the business part, they spend quality time with the family and try to participate in travel activities that interest their families. 'Family-oriented activities' are those activities that involve sociability and companionship with family members. Some examples are visiting friends and relatives, dining out, hiking, or spending time in the pool or beach. Overall, including family-oriented and kids-centered activities in the leisure part of a bleisure trip can have several benefits for bleisure travelers, including achieving a better work-life balance, strengthening family bonds, and compensating for absence during the business part of the trip. Interviewee 2 explained: *"So, if I brought the family, then I'm gonna do more kids-centered activities. Things that they wanted to do, like going to the waterpark. Eating out, then I'm gonna go to restaurants that are more tailored to the family, the type of food they like."*

#### 4.3.2. Business-leisure balance strategies

Bleisure travelers use various strategies to balance their business and leisure activities, depending on how they structure their trip and how they divide business and leisure components. Two major types of bleisure travelers were found in the interviews: The first group devoted a portion of the day to business and the remainder to leisure. For example, they may work from the morning till the afternoon and then engage in leisure activities in the evening or at night. Most of them have a limited time and cannot add a few days to their travels for leisure part. A faculty who teaches study abroad courses shared (Interviewee 5): *My daytime is completely dedicated to the class and the students. And in the evening, usually, we do not have any class-related activities. So, the evening time I treat as my personal time.*

The second group of bleisure travelers prefers to 'separate' the business and leisure components of their travel. As most of their time is occupied with work-related tasks during the core business portion of the trip, they have limited time and energy for leisure on those days. However, these individuals become bleisure travelers by extending their stays before or after the concentrated business period, significantly to accommodate additional leisure activities. They often accomplish this by adding weekend days before or after their midweek business commitments. The majority of the participants of this research preferred to separate the business and leisure components by extending their stays. Preference for 'separation' of business and leisure is evident in the words

of interviewee 1: *"So, typically if I bring my family at all, I like to have sort of separation. So, I would have my business trip and have them come with me. Usually, our business trips are pretty impacted. So, there is not a lot of time for family; It would be like sleeping in the same room, and that's it. So, typically, we would have leisure on the weekends, like a kind of piggyback of the trip on to it basically versus having it in conjunction with the business trip."*

Bleisure travelers sometimes integrate their business with leisure by bringing their families on business trips or doing activities with their colleagues who have also brought their families along. For example, one of the interviewees stated they try to have both colleagues and her family members for a meal meeting during their bleisure travel. Interviewee 8 said: *"Sometimes they (family) meet even with colleagues. For example, it was probably in New Orleans that we had a conference, and I had a meeting with a couple of collaborators that I was interested in meeting. So, we had a business meeting, and then we went to dinner together, and I invited my family to that dinner. So you can combine things or not combine things."*

'Working remotely', like checking emails constantly during the bleisure travel, is another strategy that bleisure travelers do to prevent a huge backlog upon their return. One of the interviewees provided the following account (Interviewee 8):

*"When I travel, I never stop looking at my email. I try to do a little bit of that as I go and travel because that generates such a huge backlog that it is going to be a day of just looking at your emails. So, I don't do that. I try to check my emails and deal with little things during traveling. That eases the part of coming back because otherwise, it's just you come back, and there is a pile of things that accumulated while you were not here."*

In addition to various strategies that bleisure travelers use to balance the two components of business and leisure on the same trip, having a 'considerate family' can greatly aid them. Interviews indicated that considerate families are completely mindful of the trip's main purpose, which is business, and they try not to complain if a leisure and family plan is canceled or postponed because of a work-related issue. Considerate families even can reduce the traveler's stress and anxiety by providing emotional support and eventually helping the bleisure travelers to have an enjoyable experience. The following account indicates how an understanding of the interviewee's family can help bleisure travelers overcome the challenge of balancing business and leisure (Interviewee 2): *"They know my priority for being there is to be there for work. It's not to be there to play. They're just getting the bonus of getting to be there and have some extra time. So, I think that's well understood in the family."*

There are several strategies that bleisure travelers use to address any issue associated with the inability to balance leisure and business, which may lead to canceling a family plan. Some people believe that 'clarification of travel companions' expectations' is crucial. This involves having an open and honest discussion about the traveler's work commitments, the duration of the trip, and the amount of time that can be set aside for leisure activities. By communicating their expectations upfront, bleisure travelers can ensure that their travel companions understand the purpose of the trip and are not disappointed when work commitments take priority. This strategy was mentioned by interviewee 5:

*"I think part of it is to clarify the expectations before we go on a trip. I make it very clear to her (his wife) that my work is actual work. So, even though she's coming on vacation, I am not going primarily on vacation."* Interviewee 8 mentioned, *"We have a deal with my family because I arrange everything. No one complains. So if you're thinking of complaining, you're doing it by yourself next time."*

Another useful strategy for dealing with this combination is flexibility and creativity in rearranging plans. When combining business and leisure travel, it is common for unexpected situations to arise that may cause the traveler to alter their plans. This is where flexibility and creativity come into play as key strategies for bleisure travelers to

accommodate the changes. The significance of 'flexibility and creativity in travel rearrangement' is highlighted in the words of interviewee 9:

*"I usually try to be flexible, so if things happen, they happen for a reason. And that's what the three of us are kind of tuned in the same way. If there is a need for me for a sudden change of plans, it's all good. We're not going to stress about it, and things happen. And so, I quickly rearrange the plan."*

#### 4.3.3. Challenges

Bleisure travelers expressed some challenges they encounter during a bleisure travel experience, such as 'family pressure to be with them', 'canceling leisure or family plan because of business', and having to 'burden their spouse with kids' responsibilities'. However, the most frequent issue the participants reported was related to changing hotels. Based on previous studies, business and leisure travelers have 'different hotel selection criteria'. While personal relationships, security, and room price were the most important factors for leisure travelers, cleanliness and location were the important selection factors for business travelers (Chow, Garretson, & Kurtz, 1995; McCleary, Weaver, & Hutchinson, 1993). The findings of this study were consistent with the literature, as most interviewees identified 'location' as the most important factor for the business part of their travels, as they want to be close to the meeting places. However, as bleisure travelers aim to include leisure activities in their trip, factors such as 'amenities' and 'being close to the tourist attractions' become more critical. Because most of the time, it is difficult to find a hotel that meets all those criteria, they opt to 'change the hotel' after the business part. This is reflected in some of the interviewees' comments (Interviewees 1 and 4):

*"If it's a business trip, it's going to be a lot more about practicality. So, making sure that you are close to your meeting space. So, your travel time is less impacted. If it's for leisure, then we rather be off the beaten track. So, that typically kind of changes things."*

*"If I want to stay on my own time for a couple of more days, I would switch hotels and go to some place near the tourist district or the restaurant district."*

Despite the difficulties associated with changing hotels, such as unpacking and repacking, most bleisure travelers prefer to 'change the hotel' to have a better leisure opportunity. As Interviewee 6 states:

*Definitely, for me, the convenience of having a location for leisure would be more important than the hassle of having to change hotels for sure.*

#### 4.3.4. Effect on business and leisure

The combination of business and leisure affects how bleisure travelers experience each component of leisure and business. For some participants, the enjoyment derived from the leisure component of bleisure travel exceeded that of a pure leisure travel experience. Surprisingly, business or work obligation not only does not detract from the enjoyment of leisure activities but also can increase the overall enjoyment of the trip. Bleisure travelers can take advantage of both gratifications from the leisure part and the satisfaction of doing business simultaneously. Since they are doing their business during the travel, they do not feel guilty about having leisure, and they do not consider the leisure part as a waste of time. One of the interviewees emphasized this issue by comparing pure leisure travel with bleisure travel (Interviewee 7): *"If my wife and I travel for leisure the week before I have a work trip, sometimes I do feel like I'm focused more on the work that's coming next week instead of on the leisure part."*

Interviewee 8 provided the following account:

*My work is so important to me, and there is so much I need to be doing all the time. So, just going on vacation always generates a sense of guilt."*

*"[During a bleisure travel], I am productive professionally, and I am enjoying new places and travel. Otherwise, if I just go somewhere, I feel*

*like there's so much that I have to do for my science. I feel like I'm losing time. So, I'm wasting time somewhere in between."*

Previous studies established the presence of consumer guilt, a negative emotion linked to hedonic consumptions like leisure travel (Strahilevitz & Myers, 1998). This guilt arises from the individuals' perception that they should be engaged in a more important and meaningful activity than traveling or from the concerns about being separated from their families and friends (Lee & Tideswell, 2005). Additionally, absence from the workplace can evoke the fear of missing out (FOMO) (Hodkinson, 2019). However, due to the incorporation of work-related tasks during their travels, bleisure travelers typically experience diminished guilt associated with leisure activities, leading to an overall enhancement in the quality of their travel experience.

The impact is not only on the leisure component, as stated previously, such as preference for 'short-squeezed leisure plans' and 'not trying one-time leisure events', but also influences the business portion. Bleisure travelers are completely aware that 'business is the first priority' in bleisure travel because the initial purpose of travel is doing business. Therefore, in case of a time conflict, business always takes priority. This finding aligns with previous studies (e.g., Gustafson, 2014; Unger et al., 2016; Unger & Uriely, 2022) that showed business travelers viewed their trips mainly as a professional obligation and considered the leisure part as a byproduct of their travels. This issue was highlighted in different interviews: *"We recognize this is bleisure, but it's business first. So, we have to do what the business dictates."*; *"I am not going primarily on vacation. I'm going on business. So, there will be times when we plan something, but I may get pulled aside to take care of business. And if that happens, that is our first priority."* (interviewee 5). Another participant mentioned that since he uses business money for the trip, the business component takes precedence: *"So business is the priority, and I never want to feel awkward about that... I want to sleep peacefully at night. If I'm using professional money to support the travel, it's my priority."* (interviewee 8).

As previously mentioned, sometimes, bleisure travelers try to integrate business and leisure to balance these two components of their travel. For example, they may arrange a meal with both their colleagues and family members. They consider this type of travel activity an excellent opportunity to know more about their colleagues and 'enhance work relationships'. This is reflected in one of the interviewee's comments (Interviewee 5): *"It is a very nice opportunity to get to know your colleagues more personally. We only get to know them professionally. So it's very nice to get to know them at a more personal level. I think it enhances our work relationship because we are able to do this at a wholly personal level."*

#### 4.4. Post-travel phase (homecoming) experience

For the post-trip phase, five subthemes and three primary themes were extracted. The themes, subthemes, and frequency are shown in supplement Table 3.

Previous studies have found that business travelers commonly experience physical and mental health issues after their trip, including fatigue, frustration, and anxiety (e.g., Gustafson, 2014). The findings of this study indicate that bleisure travelers experience post-trip fatigue differently than traditional business travelers. Some of them either do not see any difference between the level of tiredness between business and leisure travel or even feel more tired. An inspector of an insurance company said (Interviewees 4 and 10 respectively):

*"Sometimes just the airline miles and the airports and all those things are tiring enough itself."*

*"I think I'm more tired when I mix them when I do bleisure because I'm trying to balance. Because when you have others with you, you're trying to maximize everything you do in a day. So, instead of coming back to your room and resting and then working, you don't come back to your room; you meet your spouse, you go to dinner, you go out. You're trying to do two things really well, entertain and work."*

On the other hand, most bleisure travelers feel fresher when they add some leisure activities to their travel. This is addressed in one of the interviewee’s comments (Interviewee 8):

*“If I can add at least half a day there and if I can go with my family, it’s the feeling that life is good and there is pleasure in this world. And when you just come back, you have so much more energy. That’s why I do that [Bleisure travel] every time I could.”*

One of the interviewees made this issue clearer by differentiating between physical and mental tiredness when he pointed out:

*“I may be physically tired, but I think I’m mentally much more rejuvenated because I love to travel.”*

Unlike pure business travelers, bleisure travelers who travel with their families do not have many challenges related to absence from home in the post-travel phase. Business travelers often try to compensate for the time they spend away from home and family by using strategies such as ‘giving gifts’ or spending ‘quality time’ with them (Unger et al., 2016). While bleisure travelers may miss some leisure activities due to their professional obligations during the trip, they have an opportunity to make up for it during the leisure portions of the trip. Thus, in the homecoming phase, bleisure travelers are able to return to their daily

routines more smoothly because they do not need to put extra effort into compensating for the absence from their family. In other words, unlike business travelers who usually experience work-family conflict in the homecoming phase (Gustafson, 2014), bleisure travelers who travel with their families are less concerned about this conflict upon arrival. This issue is reflected in this description (Interview 3):

*“If I travel alone for a conference, then I’ll buy something, not like a big gift, but maybe just something I stopped by like a chocolate store or maybe a candy shop or just something local, and I would just buy something for my wife and the kids. But when we’re traveling together, we have the shared memory and shared experience, and when you go back home, it’s more like making sure it goes back to older.”*

To minimize the accumulated work of the business upon their return, many bleisure travelers try to do some of the work remotely. The considerable progress in information and communication technology (ICT) has provided a great opportunity for bleisure travelers to do work-related tasks remotely on the flight or at the airport. They can write reports, respond to emails, and do other paperwork on their laptops or smartphones while away from home and the workplace. By doing so, they can decrease the workload upon arriving home and avoid feeling overwhelmed. The notion of ‘working remotely’ is exemplified in the

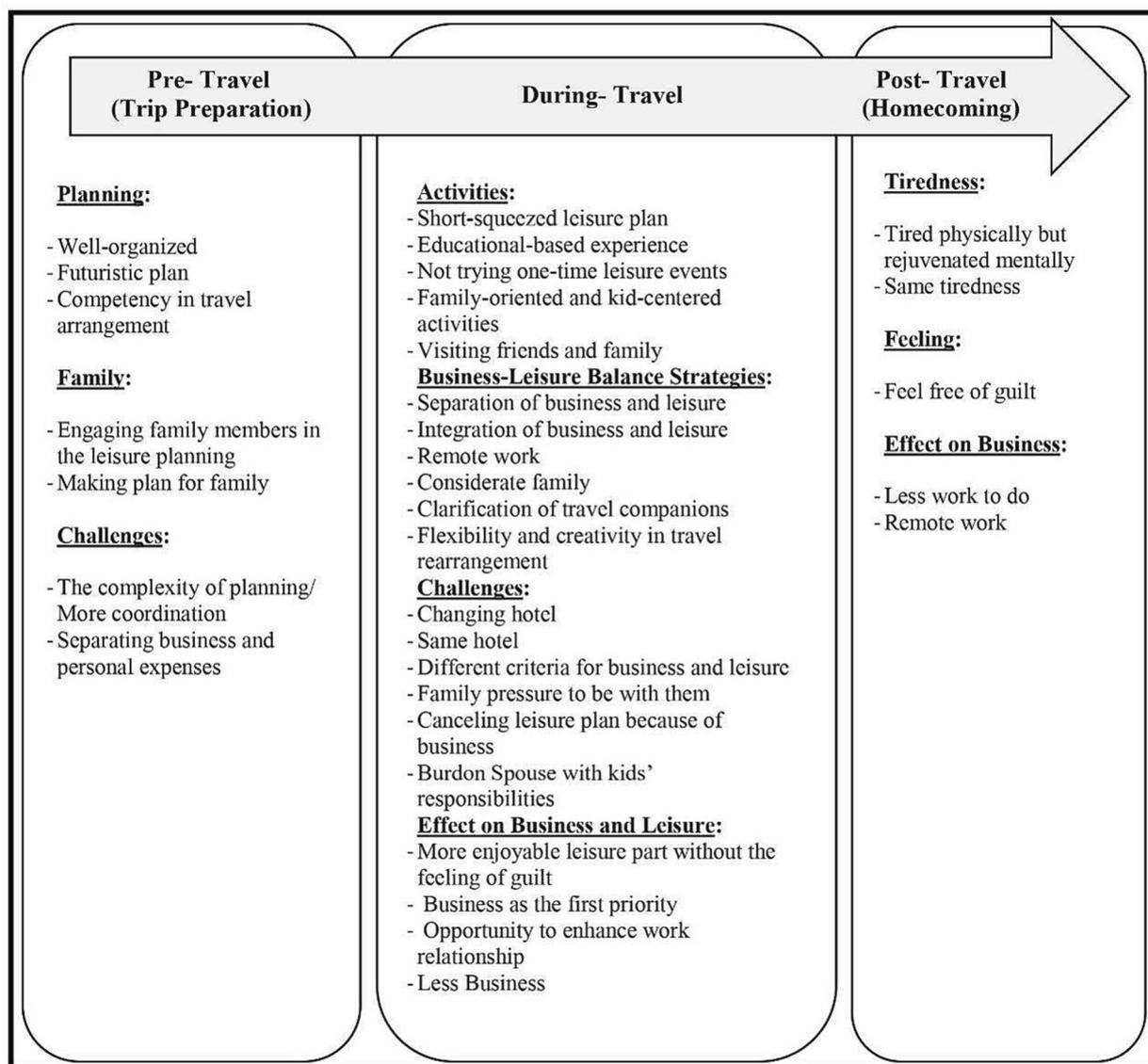


Fig. 1. Identified Themes and Sub-themes of the Bleisure Travel Experience Across Three Phases: Pre-Travel, During-Travel, and Post-Travel.

following accounts (Interviewees 5 and 13, respectively):

*“Because I have access to the internet, I am able to stay pretty current with my work. So, I respond to emails and do all those sorts of things while I am gone. So, it’s not like I’m gone for two weeks, and I don’t do work during that time. I actually carve out some portion every day.”*

*“I can do most of my work anywhere I am. So, I don’t really have a lot of work to do when I get back home.”*

## 5. Theoretical and practical implications

This study explores how bleisure travelers experience travel in different phases, including pre-travel, during travel, and post-travel. The activities, challenges, and benefits of bleisure travelers in each phase are investigated. A summary of the findings for each phase is shown in Fig. 1. Furthermore, this study finds ‘weekend for leisure’, ‘using leisure as a motivation’, and ‘realistic expectations’ as three main features of the bleisure travel experience.

This study contributes to the tourism literature in several ways. First, by investigating the bleisure travel experience as one of the hybrid types of travel, this study contributes to the market segmentation theory. Based on this theory, designing an effective marketing strategy requires identifying distinct groups of customers with various needs, preferences, characteristics, and behaviors (Kotler & Keller, 2006). Indeed, this study challenges the traditional segmentation of travelers based on their purpose of travel. While in previous studies, business and leisure travelers were identified as two primary segments in tourism and hospitality (e.g., Millar, Mayer, & Baloglu, 2012; Yavas & Babakus, 2005; Zhang, Seo, & Ahn, 2019), the findings of this study prove that bleisure travelers as a new segment have distinct features from business and leisure travelers. For example, several features such as ‘Weekend for leisure’, ‘using leisure as a motivation’, and ‘realistic expectations’ of bleisure travelers make them a separate and distinct segment in travel.

This study also contributes to and extends the literature on post-modernist theory and mobility. The study results align with the tourism postmodernism perspective, which states that the old and rigid categories cannot define today’s tourists who enjoy mixing different motivations and experiences (Maoz & Bekerman, 2010; Uriely, 1997). Drawing on postmodern social theory, the emphasis should shift from conceptualizing societies as totalities to adopting a ‘both-and’ rather than an ‘either-or’ perspective. This study advocates the use of the postmodern lens to study tourist segmentation. By mixing business and leisure components in the same travel, many travelers follow two motivations in their trips. Hence, both scholars and people in practice should look beyond the traditional classification of leisure and business travelers. By exploring the bleisure travel experience, this study helps service providers of the tourism and hospitality industry to explore this segment in more detail and, by identifying the preferences of bleisure travelers, customize their services for them.

In addition, how bleisure travelers experience travel in different phases (pre-travel, during travel, and post-travel) differs from pure business and pure leisure travels. Bleisure travelers showed unique characteristics in ‘planning’, ‘family’, and the ‘challenges’ in the pre-travel phase. As an example, in planning the trip, they are ‘well-organized’, ‘futuristic plan’, and they have ‘competency in travel arrangements’. Also, they expressed that when they add a leisure component to their business travel, the trip would be ‘more complex and needs more coordination.’ Moreover, during the travel phase, the activities they prefer are completely unique. They would rather ‘short-squeezed’, ‘educational’, and ‘family-oriented’ activities and tend to ‘avoid one-time leisure events’. Also, to overcome challenges like ‘changing hotel’, ‘family pressure’, ‘canceling leisure plans’, and ‘burden spouse with kids’, they use several strategies such as ‘separating/integrating business and leisure’, ‘considerate family’, ‘remote work’, ‘clarification of travel companions’, and ‘flexibility and creativity in travel

rearrangement.’ In the post-trip phase, most bleisure travelers are physically tired but rejuvenated mentally’ and enjoy the trip more ‘without feeling guilt’.

Also, this study contributes to both business travel and leisure travel literature by adding insights into the combination of business and leisure on the same trip. The findings indicate when, how, and where the transition from business to leisure and vice versa happens. Also, the findings show that a combination of leisure and business changes the type of leisure activities. As a result, bleisure travelers prefer ‘family-oriented’, ‘educational-based’, and ‘short-squeezed leisure activities’. On the other side, how this mixture impacts the business component was also investigated. After bleisure travel, they feel more ‘tired physically’ but ‘rejuvenated mentally’. Also, the participants express several strategies to balance business and leisure on the same trip, i.e., ‘clarification of travel companions’ and ‘flexibility in travel rearrangement’ are some of the strategies that bleisure travelers use in order to prevent conflicts and negative impacts of combining business and leisure.

Furthermore, this study contributes to the existing theories on work-life balance in the context of tourism by demonstrating how bleisure travelers achieve a balance between their work obligations and leisure activities while traveling. Specifically, the findings expand the Compensation Theory of work-life balance, suggested by Staines (1980). Based on this theory, in the face of a deficiency in one domain of life, such as work or family, individuals tend to compensate by increasing their investment of resources in the other domain. In the context of this study, bleisure travelers compensate for the stress and demands of their business part of the trip by engaging in leisure activities on the same trip. This study expands the Compensation Theory in tourism by exploring how bleisure travelers balance these two domains. Additionally, the findings contribute to the Conflict Theory (Greenhaus & Beutell, 1985) by exploring how bleisure travelers experience and manage conflicts between their business and leisure domains.

The Conflict Theory proposes that work and personal life domains compete for an individual’s time and resources, leading to conflict and stress. The findings showed that bleisure travelers could minimize conflicts between work and personal life by implementing various strategies, including separation/integration of business and leisure, remote work, flexibility and creativity in travel rearrangements, and clarifying travel companions, ultimately resulting in a more integrated experience.

This study has several practical implications, too. The formation and growth of this new travel segment have provided new challenges and opportunities for tourism companies (Walia et al., 2021), and they should revise their marketing strategies to respond to the needs of the bleisure travelers. Tourism practitioners must look beyond the traditional classification of leisure and business travelers and consider the new growing segment to customize their products or services accordingly. By doing so, they will better satisfy bleisure travelers and facilitate a valuable experience for them.

Specifically, to cater to the unique needs of time-pressed bleisure travelers looking to maximize their leisure experiences, tourism and hospitality companies can adopt a range of strategies. Firstly, offer shortened or half-day leisure activity options in the bleisure itineraries, such as 3-h walking tours or condensed food tours exploring local cuisine. Additionally, provide concierge consulting services to assist bleisure travelers in optimizing their limited leisure time, aligning activities with their work commitments. Also, promoting weekend extensions at discounted rates can attract more spending on leisure activities.

To enhance the educational aspect of bleisure travel, tourism companies can offer some activities such as guided tours of historical and cultural sites, museums led by local guides, eco-tours about the local environment, and cultural immersion experiences. Travel packages can also include family-friendly activities such as waterparks, theme parks, zoos, and swimming pools. Moreover, it is crucial to ensure that concierge staff and hotel employees are well-informed about bleisure-friendly local activities, offering guests valuable guidance for a well-

balanced and efficient experience. Additionally, Tourism companies can also provide support and guidance on travel arrangements and itineraries to bleisure travelers in the pre-trip phase, facilitating the complexity of travel planning.

Finally, businesses can promote work-life balance and productivity among their employees by encouraging them to combine business and leisure travel and allowing family members to join them during the trip. They should offer them additional time off or offer wellness programs to increase their mental health and well-being in a bleisure travel. By doing so, businesses can benefit from the post-trip rejuvenation effect experienced by bleisure travelers.

## 6. Limitations and suggestions for future studies

The findings of this study should be viewed with caution. Like many other qualitative studies, due to the small sample size, the findings cannot be generalized to the entire population of travelers (Mason, 2002). However, the findings and theoretical concepts can be used in other settings and situations. Future studies can use a quantitative approach to investigate whether the current study's findings can be generalized to a larger population. In addition, this study focused mainly on bleisure travelers in the U.S. and maybe cannot be generalized to bleisure travelers in other countries and cultures.

One potential limitation of the study is the possibility of social desirability bias. In this study, some participants emphasized the importance of professional obligations over leisure activities, describing leisure as a byproduct of their business travels. However, these responses may have been influenced by the participant's desire to project a favorable image as dedicated and productive. For example, participants may have been reluctant to reveal the situations where they chose to cancel a professional appointment in order to participate in recreational activities. Therefore, future studies may consider different data collection methods, such as anonymous questionnaires, to mitigate the social desirability bias.

Additionally, the current study did not differentiate among bleisure travelers. For instance, both frequent bleisure travelers and those who do bleisure travel occasionally were interviewed without comparing their travel experiences. Further research can be done to account for variability within bleisure travelers. Also, the comparison between those bleisure travelers who travel domestically can be compared with international travelers, thus producing interesting insights as well. Since traveling to a different country is not accessible easily, investigating the proportion that bleisure travelers assign to business or leisure may be different. Further studies can investigate whether they still consider business as the first priority or they want to take advantage of being in a new country and prefer to assign more time to leisure part. Furthermore, this study focuses on the bleisure travel experience from travelers' perspectives. Future studies can focus on the characteristics, challenges, and problems of bleisure travelers from the service providers' perspective.

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.annale.2023.100115>.

## CRedit authorship contribution statement

**Bardia Batala:** Writing – review & editing, Writing – original draft, Validation, Project administration, Methodology, Investigation, Formal analysis, Data curation, Conceptualization. **Lisa Slevitch:** Writing – review & editing, Validation, Supervision, Methodology, Conceptualization.

## Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

## References

- Aguilera, A. (2008). Business travel and mobile workers. *Transportation Research Part A: Policy and Practice*, 42(8), 1109–1116.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101.
- BridgeStreet, G. H. (2014). Bleisure report. London. Retrieved from February 7, 2022, from Bridge Street, Global Hospitality <http://skift.com/wp-content/uploads/2014/10/BGH-Bleisure-Report-2014.pdf>.
- Carlson Wagonlit Travel. (2016). Combing business and leisure trips: A quantitative look at the bleisure phenomenon. In *CWT Solution Group White Paper*. available at <https://www.mycwt.com/content/dam/cwt/pdf/insights/20160712-solutions-group-white-paper-bleisure.pdf>. retrieved February 10, 2022.
- Chen, H. (2019). A pilot study of business travelers' stress-coping strategies. *Tourism and Hospitality Research*, 19(2), 252–258.
- Chow, K. E., Garretson, J. A., & Kurtz, D. L. (1995). An exploratory study into the purchase decision process used by leisure travelers in hotel selection. *Journal of Hospitality & Leisure Marketing*, 2(4), 53–72.
- Chung, J. Y., Choi, Y. K., Yoo, B. K., & Kim, S. H. (2020). Bleisure tourism experience chain: Implications for destination marketing. *Asia Pacific Journal of Tourism Research*, 25(3), 300–310.
- Cohen, E., & Cohen, S. A. (2012). Current sociological theories and issues in tourism. *Annals of Tourism Research*, 39(4), 2177–2202.
- Cohen, S. A., & Gössling, S. (2015). A darker side of hypermobility. *Environment and Planning A*, 47(8), 166–1679.
- Deane, S. (2022). 77+ Bleisure Travel Statistics. Stratos Jet Charters, Inc.. Retrieved September 16, 2022, from <https://www.stratosjets.com/blog/bleisure-travel-statistics/>.
- Expedia. (2018). Unpacking bleisure traveler trends. Retrieved September 16, 2022, from <https://bit.ly/bleisure-trends>.
- Forbes. (2018). Are Bleisure Trips Becoming More Common? This Study Says Yes. available at <https://www.forbes.com/sites/johnnyjet/2018/10/25/are-bleisure-trips-becoming-more-common-this-study-says-yes/#4868d1b375ed>; retrieved Feb 10, 2022.
- Gale, T. (2009). Urban beaches, virtual worlds and 'the end of tourism'. *Mobilities*, 4(1), 119–138.
- Greenhaus, J. H., & Beutell, N. J. (1985). Sources of conflict between work and family roles. *Academy of Management Review*, 10(1), 76–88.
- Gustafson, P. (2012). Travel time and working time: What business travellers do when they travel, and why. *Time & Society*, 21(2), 203–222.
- Gustafson, P. (2014). Business travel from the traveller's perspective: Stress, stimulation and normalization. *Mobilities*, 9(1), 63–83.
- Hodkinson, C. (2019). 'Fear of missing out' (FOMO) marketing appeals: A conceptual model. *Journal of Marketing Communications*, 25(1), 65–88.
- Huang, X., Chen, M., Wang, Y., Yi, J., Song, Z., & Ryan, C. (2022). Visitors' spatial-temporal behaviour and their learning experience: A comparative study. *Tourism Management Perspectives*, 42, Article 100951.
- Kotler, P., & Keller, K. (2006). *Marketing Management* (12th ed.). New Jersey: Prentice Hall.
- Lash, S. M., Urry, S. L. J., & Urry, J. (1993). *Economies of signs and space* (Vol. 26). Sage.
- Lee, S. H., & Tideswell, C. (2005). Understanding attitudes towards leisure travel and the constraints faced by senior Koreans. *Journal of Vacation Marketing*, 11(3), 249–263.
- Leiper, N., Witsel, M., & Hobson, J. P. (2008). Leisure travel and business travel. *Asian Journal of Tourism and Hospitality Research*, 2(1), 1.
- Lichy, J., & McLeay, F. (2018). Bleisure: Motivations and typologies. *Journal of Travel & Tourism Marketing*, 35(4), 517–530.
- Maoz, D., & Bekerman, Z. (2010). Searching for Jewish answers in Indian resorts: The postmodern traveler. *Annals of Tourism Research*, 37(2), 423–439.
- Mason, J. (2002). *Qualitative researching*. London: Sage.
- Maye, A. (2019). No-vacation nation, revised. *Center for Economic Policy and Research*. Accessed February 23, 2022 <https://cepr.net/report/no-vacation-nation-revised/>.
- McCleary, K. W., Weaver, P. A., & Hutchinson, J. C. (1993). Hotel selection factors as they relate to business travel situations. *Journal of Travel Research*, 32(2), 42–48.
- Millar, M., Mayer, K. J., & Baloglu, S. (2012). Importance of green hotel attributes to business and leisure travelers. *Journal of Hospitality Marketing & Management*, 21(4), 395–413.
- Munt, I. (1994). The Other' postmodern tourism: Culture, travel and the new middle classes. *Theory, Culture and Society*, 11(3), 101–123.
- Nikitina, O., & Vorontsova, G. (2015). Aging population and tourism: Socially determined model of consumer behavior in the "senior tourism" segment. *Procedia - Social and Behavioral Sciences*, 214, 845–851.
- Pearce, P. L., & Lee, U. I. (2005). Developing the travel career approach to tourist motivation. *Journal of Travel Research*, 43(3), 226–237.
- Pinho, M., & Marques, J. (2021). The bleisure tourism trend and the potential for this business-leisure symbiosis in Porto. *Journal of Convention and Event Tourism*, 22(4), 346–362.
- Pizam, A., Uriely, N., & Reichel, A. (2000). The intensity of tourist–host social relationship and its effects on satisfaction and change of attitudes: The case of working tourists in Israel. *Tourism Management*, 21(4), 395–406.
- Rajaguru, R., & Hassanli, N. (2018). The role of trip purpose and hotel star rating on guests' satisfaction and WOM. *International Journal of Contemporary Hospitality Management*, 30(5), 2268–2286.
- Staines, G. L. (1980). Spillover versus compensation: A review of the literature on the relationship between work and nonwork. *Human Relations*, 33(2), 111–129.

- Strahilevitz, M., & Myers, J. G. (1998). Donations to charity as purchase incentives: How well they work may depend on what you are trying to sell. *Journal of Consumer Research*, 24(4), 434–446.
- Tsaur, S. H., & Tsai, C. H. (2023). Bleisure travel experience: Scale development and validation. *Journal of Travel & Tourism Marketing*, 40(1), 21–37.
- Unger, O., & Uriely, N. (2022). The bleisure memories of business travelers. *Annals of Tourism Research*, 97(C).
- Unger, O., Uriely, N., & Fuchs, G. (2016). The business travel experience. *Annals of Tourism Research*, 61, 142–156.
- Uriely, N. (1997). Theories of modern and postmodern tourism. *Annals of Tourism Research*, 24(4), 982–985.
- Walia, S., Kour, P., Choudhary, P., & Jasrotia, A. (2021). COVID-19 and the bleisure travellers: An investigation on the aftermaths and future implications. *Tourism Recreation Research*, 48(5), 657–667.
- Westman, M. (2004). Strategies for coping with business trips: A qualitative exploratory study. *International Journal of Stress Management*, 11(2), 167–176.
- World Economic Forum. (2015). *The travel & tourism competitiveness report 2015*. Geneva: WEF. [http://www3.weforum.org/docs/TT15/WEF\\_Global\\_Travel&Tourism\\_Report\\_2015.pdf](http://www3.weforum.org/docs/TT15/WEF_Global_Travel&Tourism_Report_2015.pdf).
- Yavas, U., & Babakus, E. (2005). Dimensions of hotel choice criteria: Congruence between business and leisure travelers. *International Journal of Hospitality Management*, 24(3), 359–367.
- Yoo, H., McIntosh, A., & Cockburn-Wooten, C. (2016). Time for me and time for us: Conference travel as alternative family leisure. *Annals of Leisure Research*, 19(4), 444–460.
- Zhang, T., Seo, S., & Ahn, J. A. (2019). Why hotel guests go mobile? Examining motives of business and leisure travelers. *Journal of Hospitality Marketing & Management*, 28(5), 621–644.
- Bardia Batala** is an Assistant Professor of Business Administration at the University of Wisconsin-Green Bay. His main area of research is services marketing and consumer behavior in tourism and hospitality. Specifically, he focuses on the tourist experience.
- Dr. Lisa Slevitch** is an Associate Professor at the School of Hospitality and Tourism at Oklahoma State University. Her research interests are in the areas of hospitality marketing management, particularly in the field of determinants of customer satisfaction, consumer behavior, and sustainability.