

Bleisure travel expected to grow in 2018 and beyond

In South Africa's tight economy, bleisure, as a rising trend, has become the ideal way to find a balance between work and play. The combination of business and leisure means adding a little more room for relaxation on business trips, to keep one's mind and body in a positive state all year round.



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First Group director and spokesperson, Johann Jordaan believes that bleisure has made business travel less of a nuisance and more of a lifestyle: "With the pressures of a tight economy, the affordability of bleisure travel makes sense for many South Africans and will be a driving factor that continues to grow this category of travel in 2018 and beyond."

Jordaan adds that the computer-based, mobile-job era allows business travellers to take the opportunity of a few extra days of relaxation while attending to business, which has a positive knock-on effect for the hospitality sector.

First Group has aligned its R179m refurbishments strategy with the bleisure segment by upgrading its in-room workstations and Wi-Fi connections so that business travellers can work in the comfort and privacy of luxury accommodation. Concierge services are also close on hand to assist with any pre- and post-business leisure activities to nearby attractions.

Resort bookings are particularly popular for business conference bookings because of convenient onsite relaxation amenities. Jordaan adds that First Group has noted a growing number of business conference bookings that now include family and loved ones.

Once the meetings are over employees are only steps away from joining their loved ones on a memorable vacation, making a seamless transition from business to pleasure.

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