



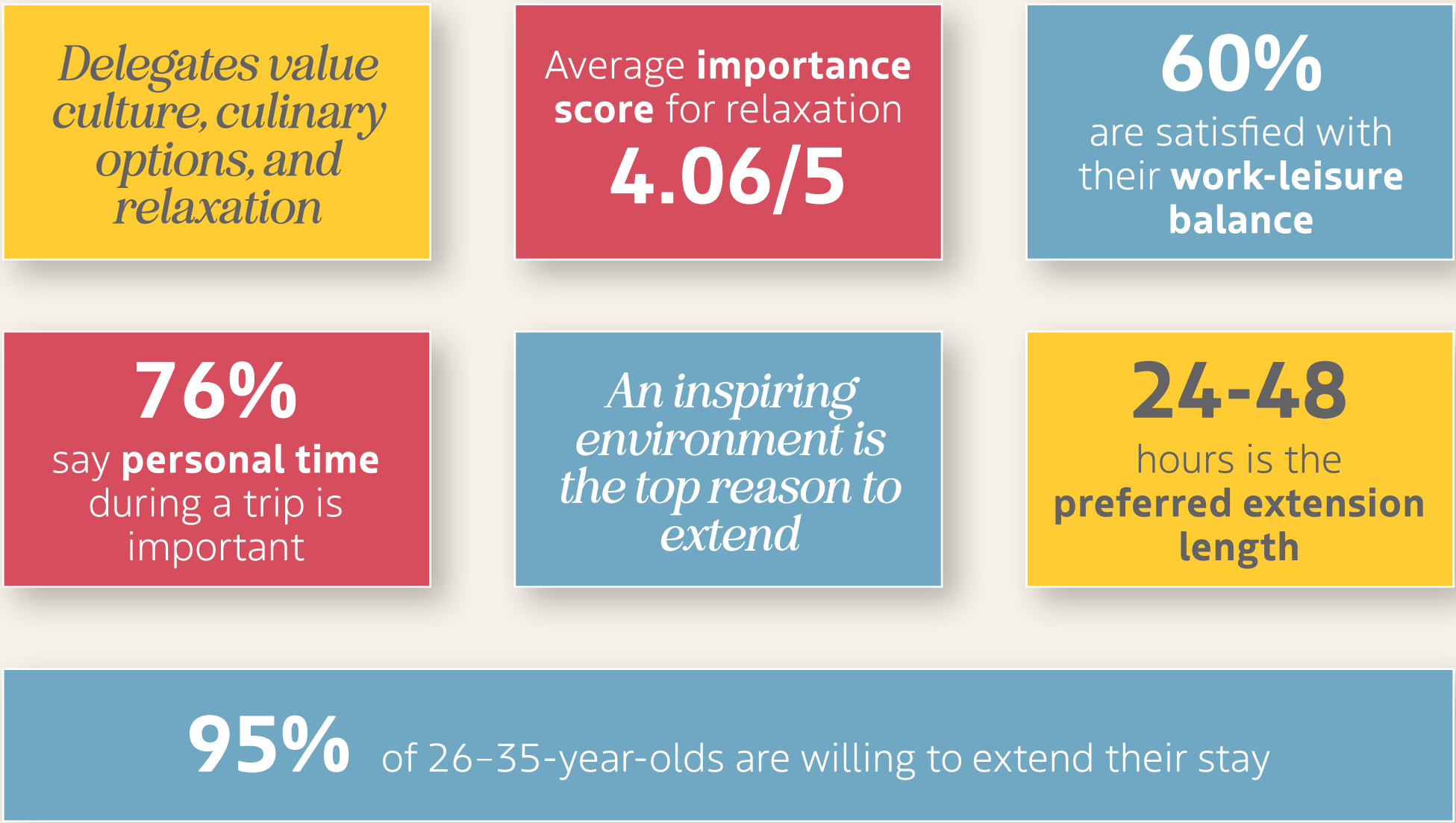
Whitepaper highlights

Research by The Hague & Partners - November 2025

WHY THIS RESEARCH?

Business travel is evolving. Professionals increasingly seek a better balance between work and personal time. This whitepaper explores how destinations and event organisers can respond to these changing needs through the concept of bleisure. A mixed-method survey was conducted among 125 MICE professionals and business travellers.

KEY FINDINGS



WHAT THIS MEANS FOR THE MICE INDUSTRY

- ◆ Bleisure is a growing expectation, not a niche trend
- ◆ Delegates are motivated by personal ease, not incentives
- ◆ Short, meaningful extensions are more common than long stays
- ◆ Life stage and traveller profile matter: tailor your approach

TAKEAWAY FOR DESTINATIONS AND ORGANISERS

Create space, literally and figuratively, for delegates to slow down. Offer short extensions, cultural experiences, and clear options to unwind. Make bleisure simple, personal, and inspiring.

DOWNLOAD THE FULL WHITEPAPER AND ACCESS CAMPAIGN TOOLS: [THEHAGUE.COM/BLEISURE](https://thehague.com/bleisure)

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