

# BLEISURE & WORKATION

Monitor Germany 2026: Central Findings at a Glance

## BLEISURE TRAVEL: BUSINESS MEETS LEISURE

**44%**

German business travelers  
already use Bleisure

**59%**

Plan a Bleisure trip in the  
next 12 months

**Avg. 2 Nights**

Added time per Bleisure extension

## WORKATION: LONGER STAYS, NEW CHANCES

**22%**

Already use Workation offers

**Avg. 6 Days**

Length of stay

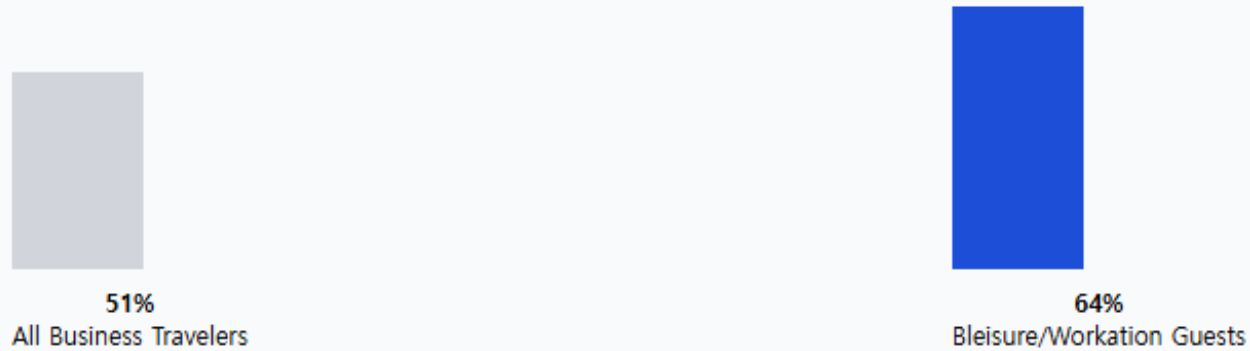
### **Top Destinations:**

Coastal Regions: 46%

Cities: 34%

Rural Regions: 30%

## FROM BUSINESS TRIP TO RETURNER



*"Those who combine work and leisure return more frequently for private trips."*

## 6 Theses on Bleisure Travel & Workation

### 1. The Market

Larger than expected – demand is already present.

### 2. Locations

Works well beyond large metropolitan cities.

### 3. Potential

Most destinations are not yet utilizing their full potential.

### 4. Supply Gap

Can often be closed with simple, accessible means.

### 5. DMO Role

DMOs are needed, yet rarely act as active drivers.

### 6. Strategy

Key instruments for attracting and retaining company talent.

**Methodology:** Supply and demand perspective examined in Germany; survey of over 1,000 business travelers, ~300 providers, and 60+ experts.

Bleisure & Workation Monitor Germany, 2026. Values rounded.