

NEW WELLNESS IN THE BUSINESS TRAVEL

BLEISURE

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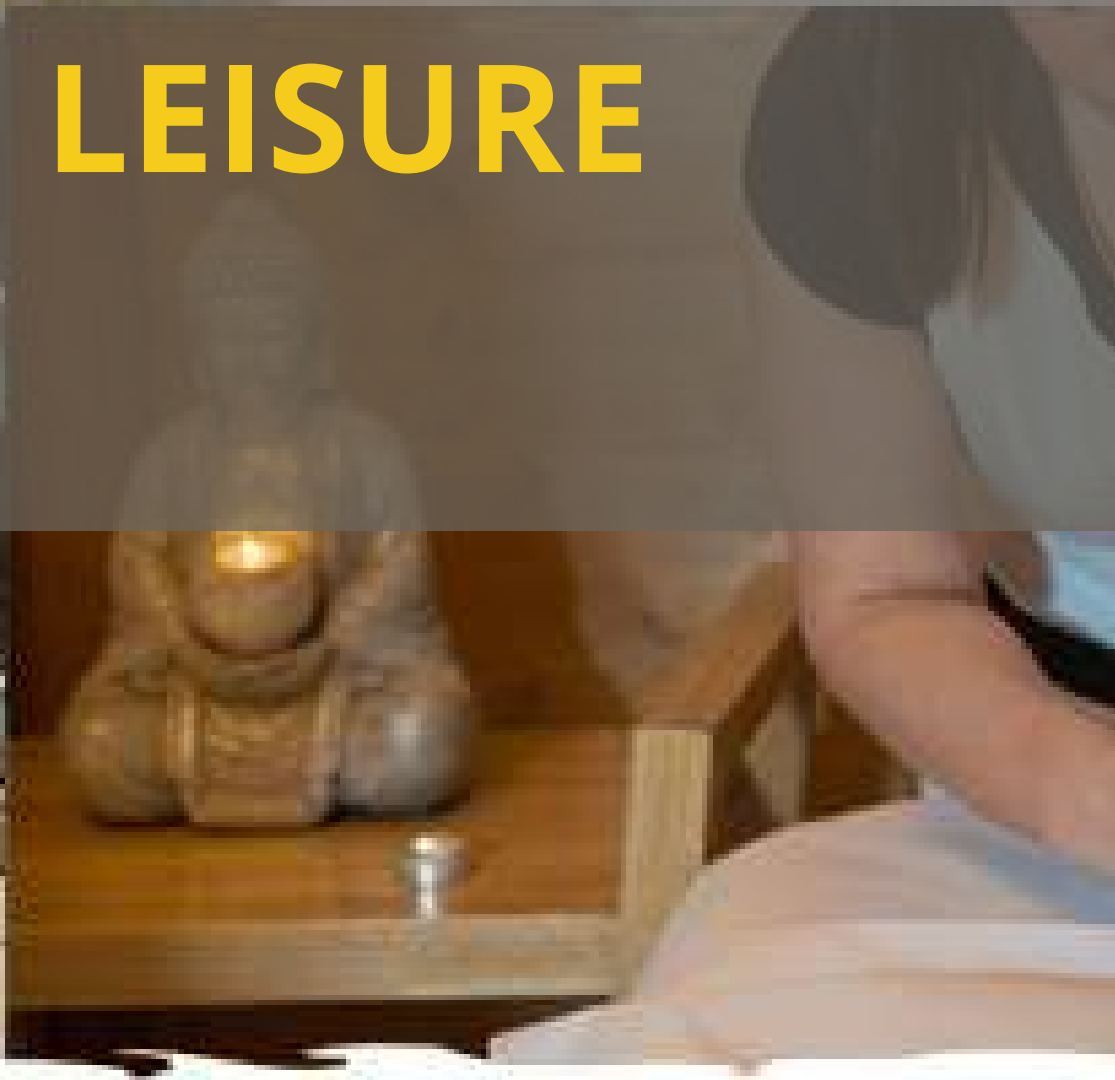
Live your Lago Maggiore Experience



"BLEISURE"


BUSINESS in combination with **LEISURE**

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"Bleisure could **offer**
some important
opportunities for all:
- *destination*
- *tour operator*
- *travellers*"

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Who is our
target?

MICE
travellers

MEEETING

involves managers, companies and suppliers

INCENTIVE

involves employees and managers

CONFERENCE

involves professionals from various areas, as well as professionals who speak to an non-expert audience.

EXHIBITION

Involves managers, professionals and non-expert audience

WHAT TRAVELLERS WANT

OUR TARGET NEEDS

- They want to feel good, healthy, happy (avoid stress and tiredness).
- They are trying to achieve a lifestyle that leads them to live long and healthy.
- They don't have enough free time, but they seek time to invest in their well-being.
- They try to manage work-time and time for themselves better than in the past.



A woman with long brown hair, wearing a wide-brimmed straw hat and a bright orange short-sleeved button-down dress, is sitting on a sandy beach. She is smiling and looking down at a laptop computer she is using. The background is a soft-focus view of the ocean and some greenery. The image is split vertically, with the left side showing the woman and the right side being a dark grey overlay with text.

GenZ

THE FUTURE OF BLEISURE

In recent years, **generation Z** is entering the world of work.

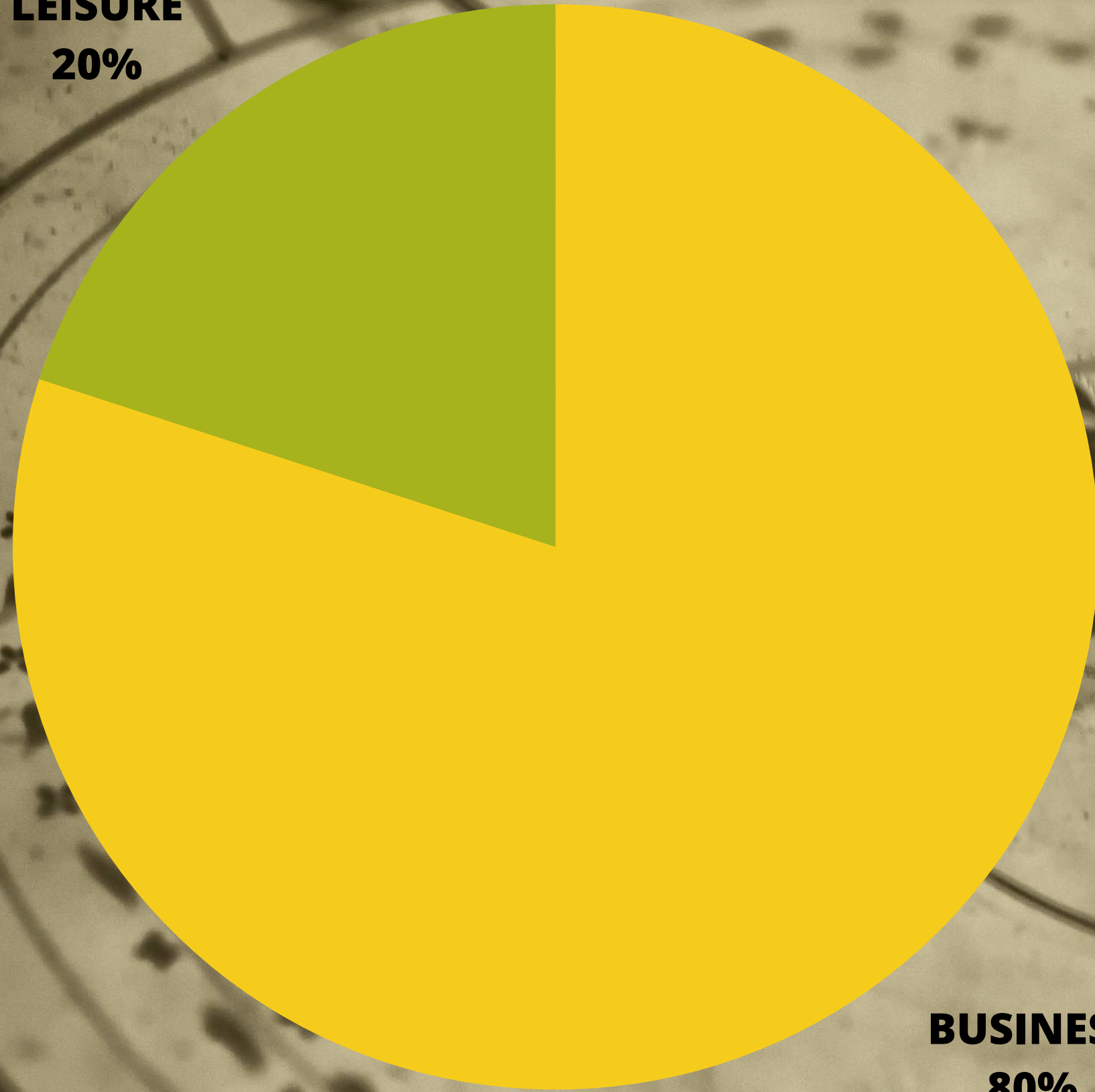
They were born between 1996 and 2010, are growing up and some are over 25 years old.

74% think that too much time is invested in work; they are not willing to give more space to work and to sacrifice their personal life

"You should **satisfy**
both **needs** and **desires**
of MICE travellers"


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LEISURE
20%



BUSINESS
80%

How much
TIME can be
devoted for
LEISURE?



The amount of free
time (Leisure) in a
business event
**affects the type of
experience you can
offer**, unless you
create a **post-event**
(MICE - Business)
vacation package



THREE OPTIONS

1. Fill free time slots during an event schedule.
2. Offer post-event vacation package
3. **Wellness Bleisure**



Business +
Leisure +
Wellness =

WELLNESS*BLEISURE*

There is a third
possibility:
INTERTWINE
Wellness
Business and
Leisure

WELLNESS DEFINITION

WHAT IS WELLNESS?

The Global Wellness Institute defines wellness as the **active pursuit of activities, choices and lifestyles that lead to a state of holistic health.**

A person is swinging on a swing set at sunset. The person is silhouetted against the bright orange and yellow sky. The swing set is made of wood and rope. The background shows the ocean and a beach with waves. The overall mood is peaceful and serene.

WELLNESS DEFINITION

WHAT IS THE DIFFERENCE FROM **WELL-BEING?**

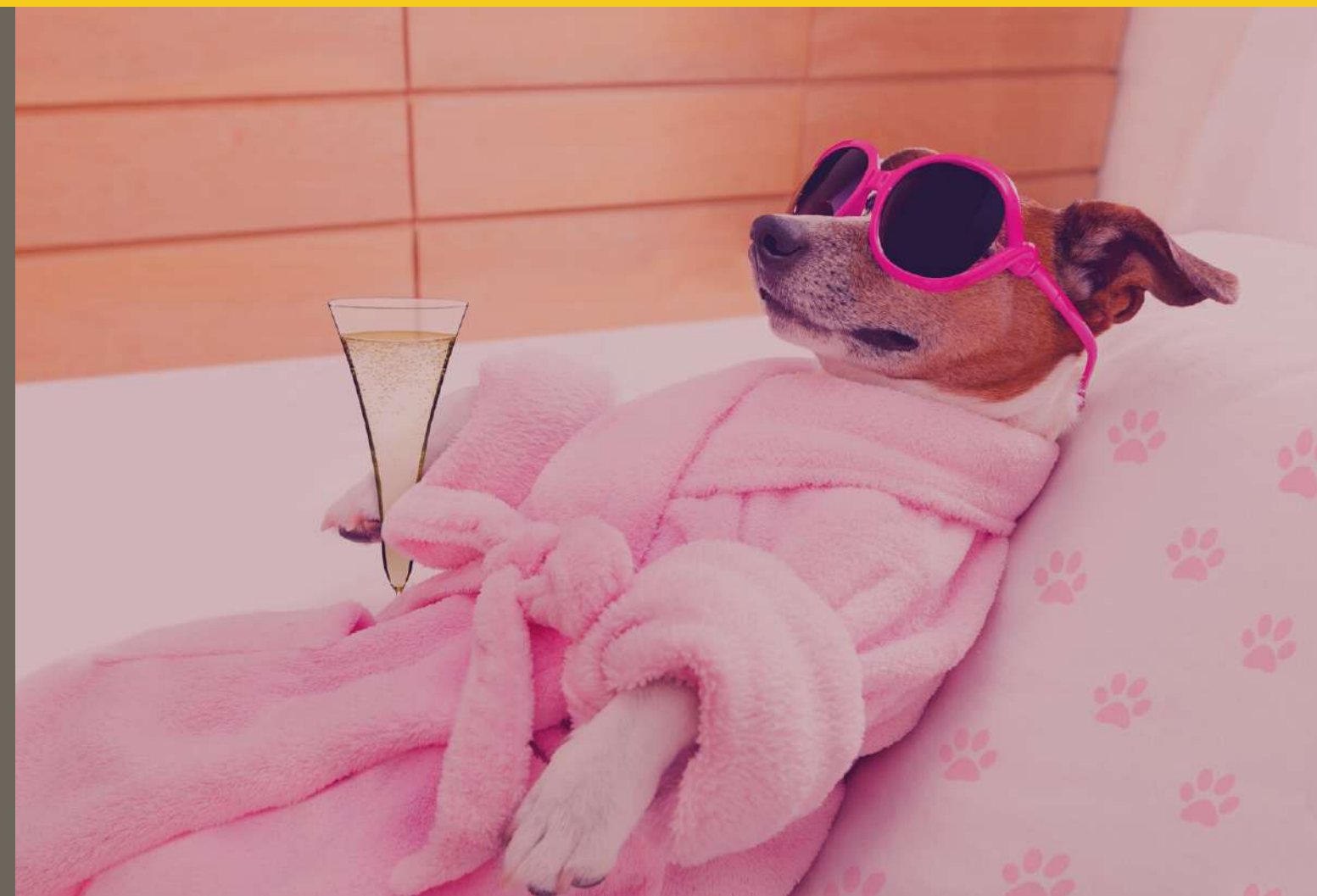
Well-being is a perception of a state of being and has a mental and emotional dimension. Well-being is right now!

Wellness is a continuous state of well-being, is proactive, responsible, creates a lifestyle.

WELLNESS
CAN CHANGE THE LIFE



WELL-BEING
CAN JUST CHANGE A MOMENT



WELLNESS + TOURISM

WHAT IS WELLNESS TOURISM ?

Usually is defined as travel associated with the pursuit of maintaining or enhancing one's personal wellness, and to create well-being experiences.



PRIMARY WELLNESS

Travellers that are motivated by wellness to go on holiday.



SECONDARY WELLNESS

Travellers that that are motivated by other reasons, business for example, but participate in wellness activities.





Stay in
Wellness

WELLNESS **BLEISURE**

There is new way

It doesn't matter if it's
primary or secondary
wellness.

Always include
wellness experience
through different wellness
dimensions.

"Bleisure needs to **introduce the wellness experiences** that travellers need to stay well and feel better, for **every moment** of their MICE Travel "

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How do you consider the **experience?**

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Experience

Only beautiful activities that **fill your free time**, to distract yourself from work and reduce stress



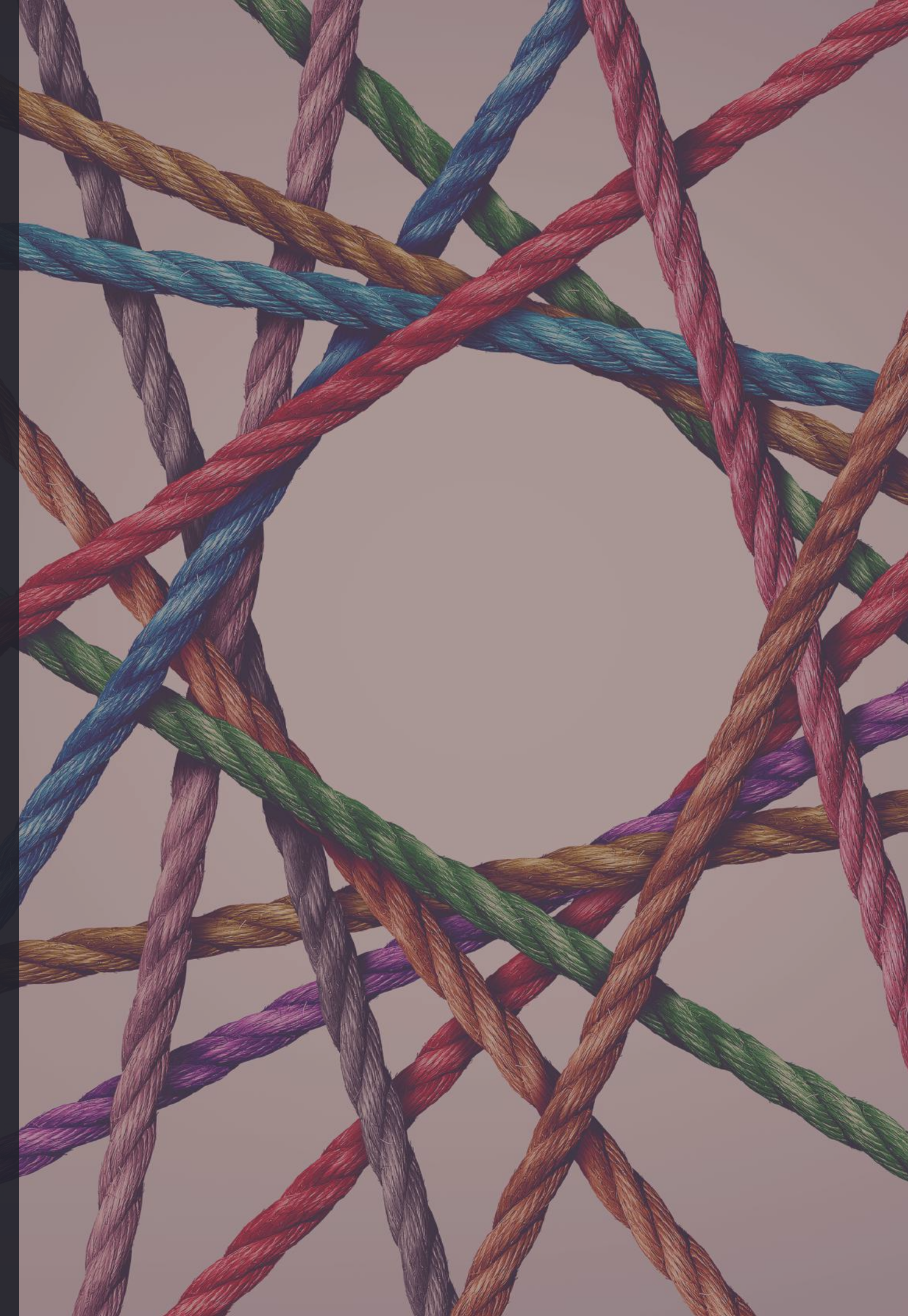
A series of events that improve the overall perception of well-being, which leave a mark and you could take home



Experience in Evolutionary Tourism

IT LEAVES A MARK IF IT CHANGES SOMETHING

We define **Evolutionary Experience** as a series of related events, that touch physical, mental, social, environmental and spiritual dimensions, and **can change** a person's psycho-physical state and **influence** future choices.



"Wellness Bleisure as Evolutive
Tourism could **inspire** and
**intercept a new business
lifestyle**, to be lived during the
stay and last in everyday life"

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THE DIMENSIONS OF WELLNESS

Physical

Nourish a healthy body through sport, outdoor experiences, healthy food and beverage, and conditions that foster a good sleep.

Social

Connecting and engaging with others and with our communities, share experiences, socialize. We are social animals and we need to relate.

Spiritual

Have time to be with ourselves, to reach the meaning and purpose in our existence. Have time to be aware of the event, the choices and aims of our lives.

THE DIMENSIONS OF WELLNESS

Environmental

Perceive a healthy environment, contribute to its well-being, respecting nature, being sustainable and supporting local economies. People seek environmental wellness but they must know that they can also contribute to creating it.

Mental (Emotional)

Learn, solve problems, be creative, curious and intellectually stimulated. Being aware, accepting and expressing our feelings and understanding people's emotions.

EXAMPLE

In the Room

good night kit to
improve sleep

emotions diary

use colours,
suggestive messages

Outdoor

forest bathing

walks

bike ride between
nature and villages

boat or sports on
the lake

In the Spa

individual guided
anti-stress protocols

group events

*After business
massage*

When they eat

menus that tell the story
of the territory

breakfast, lunch dinner
with healthy typical food
and beverage

food and beverage
tastings

EXAMPLE

Culture & Art

arrange tours or introduce art into the hotel

Holtel can arrange an art gallery, with local artists

Eco-friendly

to live an ecological experience in and out of the Hotel, bedroom and meeting room

Togetherness

educational and interactive experiences to share with other people

get to know the local people and be involved in traditions.

Spirituality

yoga, meditation, embrace of trees, oriental practices, activities immersed in nature, free spaces of silence



Evolutionary Tourism

CREATING AWARENESS

People aren't always really aware of what they're doing, and of the harms or benefits that derive from an experience.

Experiences leave their effects when they are understood

A young child with curly hair, wearing a yellow sweater, is shown eating a slice of orange. The child is looking down at the orange with a focused expression. The background is a plain, light-colored wall.

Evolutionary Tourism

FOSTERING PERCEPTION

Proactively communicating the experience, highlighting what **benefits** it brings to every form of well-being, facilitates long-lasting **perception.**

"Creating **awareness** of the
experience and **proactively**
communicating its benefits
fosters **long lasting perception**"

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To conclude

Bleisure could offer important **opportunities** now and in the future.

You should satisfy the **needs and desires** of your travellers creating **wellness experience**,

Bleisure needs to introduce the **wellness experiences, for every moment** of their MICE Travel.

Wellness Bleisure could **inspire** and **intercept a new business lifestyle**, to be lived during the stay and last in everyday life

Creating **awareness** of the experience and **proactively communicating** its benefits fosters **long lasting perception"**

A savanna landscape at sunset. A large acacia tree stands in the center. To the left, a woman in traditional dress with a large floral headpiece stands in profile. To the right, a man with a large backpack and a hat walks away. The sky is a mix of orange, pink, and blue, with a bird flying in the distance. The foreground is a field of tall grass.

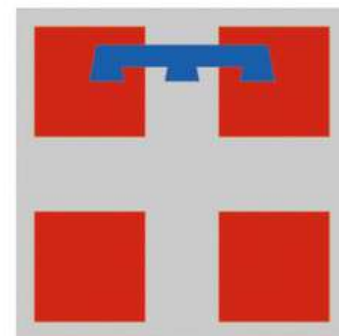
This is **BLEISURE TRAVEL** in the ***EVOLUTIVE TOURISM***

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THANK YOU

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Azione promozionale realizzata nell'ambito del Progetto "SLOW BIZ" 2022-2023 dell'Agenzia Turistica Locale Distretto Turistico dei Laghi.



**REGIONE
PIEMONTE**