



### The “Bleisure” Spa Guest

by Melinda Minton

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Creating profit centers at your gaming property is essential to ensure consistent revenue streams and attract guests who might not otherwise be your guest. Just as your entertainment options, food and beverage departments effect your bottom line, so too does your spa and wellness additions. In fact, many properties have realized not only a rise in revenues, but also the bleisure guest.

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#### Seamless

The bleisure guest wants efficiency. Time is the new luxury. Travelers want an easy to navigate “no down time” experience. They are accustomed to on the go interactions. Road warriors want to book travel, spa and sensorial leisure when they want it. Professionals are fully integrated in all facets of their lives. Phones, IT, hardware, entertainment and vehicles are all in sync. In fact, those apt to seek the bleisure perks often rely on reports to see where they can grab free time or save money on spending. While these individuals are unlikely to engage the assistance of a travel agent, they are equally unlikely to spend hours constructing the specifics of a trip for pleasure or business. They expect efficiency from those vendors that they use. Moreover, they are much more likely to use the same brand or outlet for travel over and over again if pleased with the venue. Embracing these guests from the start begins with seamless integration without effort from the guest.

#### Wellness

Gaming and wellness intersect. Even if a large percentage of gaming guests indulge in adult beverages and nightlife, wellness and gaming are not mutually exclusive. In fact, more often than not guests are likely following some sort of diet and exercise regimen when at home devised to improve their quality of life. Assisting with this effort while the bleisure guest is on the road will attract those who might otherwise not give your property a second thought. In kind, those traveling with a guest who also enjoys gaming are likely to become gaming enthusiasts as well. Similarly, a venue with gaming and

wellness options offers something for everyone in the same way golf and spas so nicely co-exist. While gaming enthusiasts are exploring your gaming floor, other guests in the same party might be indulging in a massage or a pilate’s class.

#### Increased Revenue

Do the math on bleisure and the returns are evident. A two night stay becomes a five night stay. Weekend room rates can be averaged in to the higher weekday business rates. The guest becomes more profitable for the property. The profitability of amenity areas become evident: golf, recreation, spa, restaurant, add on sales and gift shop spending all increase. Retention rates increase both attracting the guest and referrals for future visits and increasing the opportunity for length of stay by the guest in future bookings.

Companies who employ the bleisure guest stick to a formula that works. That is, if the corporate guest is happy with your property, then you will likely be put into their system of preferred vendors. “Fanatical consumerism” can occur when an individual in a department or an executive with the company shows preference for a property or brand.

#### Switching to “On”

The bleisure guest is in charge of when they are “on” working vs. when they are “off” relaxing. The virtual, individual contributor, freelance working model of many professionals these days dictates only that work be completed in a satisfactory manner by a deadline. This dramatically different paradigm allows the guest the time to spend at leisure while on the road if that is their preference. Similarly, it allows for more vacation time if working time is allocated in a fashion that condenses work behaviors into high efficiency returns. In turn, the guest mixing business and leisure is not typically a singular event. Bleisure guests have the demographic mix of high income, higher education, enhanced personal and professional decision making and spending habits that include live entertainment, travel and fine dining. Finding and keeping the bleisure guest switched to “on” with your property is a must do in 2016. ♣

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