

Data Shows Bleisure Travel Continues to Grow, Positioning New Orleans Well for Today's Business Traveler

NEW ORLEANS, LA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Corporate travel patterns show a steady rise in trips combining work activities with local leisure pursuits. According to a market report published by Navan in partnership with Skift, 55 percent of business travelers completed at least two business and leisure blended trips within a twelve-month period. Research from Grand View Research values the global bleisure travel market at over 760 billion dollars, projecting a compound annual growth rate of 12.1 percent through 2030 as companies adopt flexible travel policies. The Global Business Travel Association published that 79 percent of employees report that their business travel experience impacts their overall job satisfaction, indicating that the quality, location, and flexibility of work travel is key to employee retention.

Regional tourism data confirms that urban commercial corridors are experiencing similar shifts in visitor intent. The New Orleans CVB recorded 19.46 million visitors in 2025, generating 10.8 billion dollars in local spending. Road Genius reported that non-vacation travel accounted for 43 percent of all visits to New Orleans, with business travel and convention attendance as primary drivers. The data illustrates that corporate travelers increasingly seek opportunities to engage with local cultural offerings during non-working hours, with or without extending their travel logistics.



Traveler behavior metrics highlight specific accommodation requirements preferred by corporate professionals on blended assignments. Survey data from the American Hotel & Lodging Association reveals that 84 percent of corporate travelers want to include leisure time on their next business trip. Additionally, research from the Global Business Travel Association shows that 68 percent of business travelers extend at least one work trip per year by an average of 2.3 nights. To support these



schedules, travelers favor properties that offer direct access to business centers, self-catering options, wellness facilities, and alternative transit options such as complimentary bicycles for local navigation.

Commercial properties are altering operational models to support these traveler requirements. Among New Orleans Central Business District hotels, properties such as Element New Orleans Downtown serve as functional examples of this operational transition. Located on O'Keefe Avenue, the property positions corporate guests near offices, courthouses, the convention center, and the BioDistrict, while maintaining proximity to the French Quarter and other tourist attractions. By integrating extended-stay features, free daily breakfast, and a complimentary bike lending program, this hotel allows business travelers to execute workday responsibilities and access local cultural destinations within the same itinerary.

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[About Element New Orleans Downtown](#)

Element New Orleans Downtown ([marriott.com/msyed](https://www.marriott.com/msyed)) is located at 221 O'Keefe Avenue in the New Orleans Central Business District. The property features 216 eco-inspired guest rooms and extended-stay suites. In-room amenities include Smart TVs offering streaming application support, Westin Heavenly® Beds, backlit bathroom mirrors with rainfall showerheads, and ergonomic desk workspaces. Suites feature fully equipped kitchenettes with microwaves, refrigerators, stovetops, and dishwashers.

The hotel includes 624 square feet of flexible meeting and event space capable of hosting up to 60 people. Wellness facilities include the Motion Fitness Center, equipped with Life Fitness treadmills and ellipticals, TRX suspension trainers, free weights, kettlebells, medicine balls, and yoga mats. Additional on-site amenities consist of a complimentary daily Rise breakfast buffet, the Restore grab-and-go market, a complimentary Bikes to Borrow program, self-service laundry facilities, filtered water bottle refill stations, and property-wide high-speed wireless internet.

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