

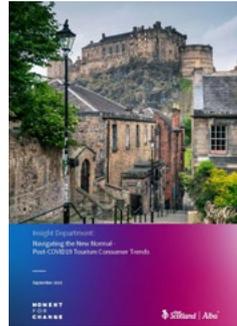


Insight Innovation:
Workcationing –
working from holiday

NAVIGATING THE NEW NORMAL

Prior to 2020, there was a growing trend of “bleisure” trips, with professionals extending business trips to spend time in a destination as a visitor. The frequency of, and need for, business travel has been fundamentally changed by rapid digital adoption during the pandemic. As a result, we are likely to see fewer, but higher spending traditional business visitors in the short term (but will recover?). One new opportunity arising from more flexible working is the mobility this offers individuals to travel whilst still working – a “workcation”.

This paper is part of the Innovation Insight series looking at trends developing in tourism today from consumer demand and business innovations around the world. It is through innovation we can adapt and deliver a responsible future for tourism and the communities it supports throughout Scotland.



THE BASIC NEED

Individuals are being enabled to make decisions about working environments based on their own personal circumstances and as such can choose to work from less traditional settings or combine work with opportunities to undertaken leisure activities.

53% of visitors to Scotland in 2020 were motivated by a desire to “get away from it all and have a change of environment” (visitscotland.org)

30% of employees in Scotland feel their work impacts negatively on their mental health ([Working Lives Scotland](#) | [Survey reports](#) | CIPD)

For every £1 spent by employers on mental health interventions they get £5 back in reduced absence, presenteeism and staff turnover (Poor mental health costs UK employers up to £45 billion a year | [Deloitte UK](#))

INSPIRATION

On the surface a “workcation” will not seem all that different to a purely leisure visitor, however some elements of the visitor proposition will move up the agenda for those working on the move. Considerations for businesses include:

- Visitors’ IT requirements and flexible room set up to aide working
- Flexibility in schedule around mealtimes, cleaning and activities offered
- A focus on shorter or bitesize experiences and out of hours or night-time activities

EMOTIONAL DRIVER

Rest & Relaxation: The chance to re-centre and destress

For more on emotional drivers look at [Only in Scotland Toolkit](#).

Slow Burn: flexible working policies have risen up the agenda for many job applicants in recent years, with greater importance placed on employees mental and physical health. Changing attitudes to work-life balance are also evident in gig economy roles and “side hustles” where flexibility of schedules is inbuilt.

Trigger Change: forced home working and the need to alternate between home and work roles through home-schooling for example, highlighted scope for more flexible working practises moving forward.

Emerging Expectation: individuals will expect to flex more easily between work and leisure time, even in non-traditional work settings, and be enabled to do so by the businesses they interact with.

#RESPECTPROTECTENJOY

Activities associated with workcationing will enable visitors to meet these pledges, as part of their Responsible Tourism Promise:

- Slow down and savour every moment of what there is to see, do and learn.
- Avoid crowded places and come back when it is less busy.
- Switch off the lights and look up at the stars.

Responsible Tourism: Visitor Guide for Businesses | [VisitScotland.org](https://www.visitScotland.org)

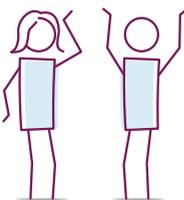
INNOVATION OPPORTUNITY & IDEAS

Creative isolation: those considering workcations may have a specific project requiring their full attention. An intense period of work could be bookended by a spa treatment or a trip to an art gallery. From curated workcation retreat packages to recommendations on your favourite local yoga studios, the scope for engagement with working holidays is wide.

Winter working: Winter workers can experience the uniquely Scottish feeling of “coorie” or “còsagach” by cosying up after a working day, sampling some Scottish hospitality or weather watching from their chosen accommodation. Workations offer destinations the opportunity to attract visitors all year round, outside of the traditional holiday season.

Co-working spaces: a change of scenery may be as simple as working from an unusual location, particularly if an individual has been cohabiting in a busy home environment throughout the pandemic. With hotdesking becoming ever more popular, visitor attractions, community spaces and even outdoor venues should consider how they might welcome day tripping workers or longer term workationers and add to their overall experience of a destination.

MARKET POSSIBILITIES

	<p>Solo travel: as solo travel becomes more popular; first time solo travellers may find the structure of a workday comforting. With nine-to-five largely taken care of, those embarking on these individual adventures can focus planning on mealtimes and evening activities.</p>
	<p>Visiting friends and relatives: as travel restrictions ease within the UK, many families and friends will be making plans to reunite after extended periods of not seeing one another in person. Whilst frequent periods of annual leave may not be viable, travellers will look to utilise their traditional “down time” in evenings and weekends to spend quality time with loved ones.</p>
	<p>Early enthusiasts: those with a specific interest or desire to undertake an activity in Scotland but unsure of committing an entire holiday to it. A workcation provides an individual time and resources to undertaken new activities, not readily available at home, such as water sports, hillwalking, or golf without committing a considerable proportion of annual leave to a break.</p>

*Food
for
thought*

33% of UK workers felt working from home allowed them to better pursue hobbies and interests ([microsoft.com](https://www.microsoft.com))



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Scottish Tourism Statistics & Research | [VisitScotland.org](https://www.visitscotland.org)

www.visitscotland.org/supporting-your-business/advice/coronavirus

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