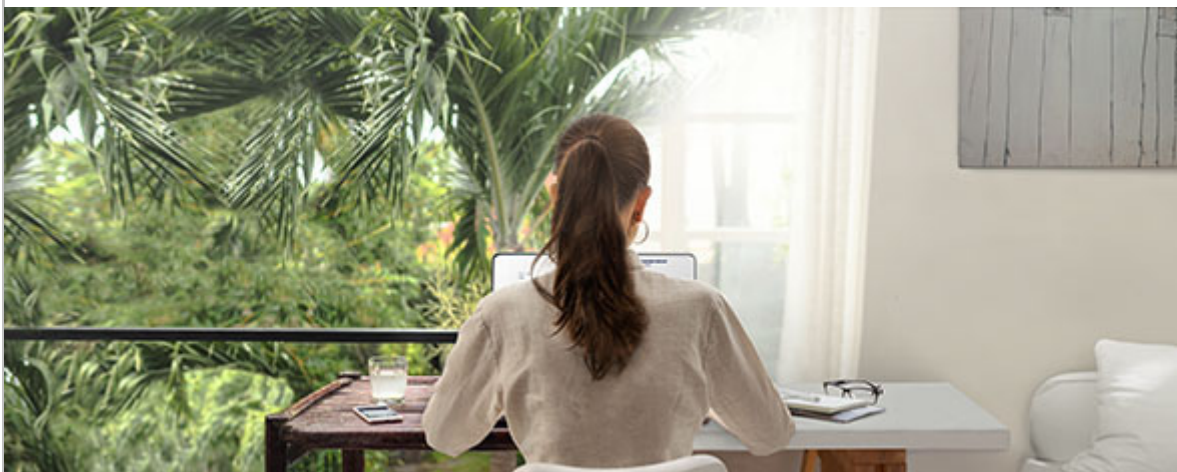


eXperts**LUFTHANSA GROUP**25th January 2023

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Workation: short-lived trend or work model for the future?

Dear Mrs Sharma,

You're probably reading this newsletter right now in the office. Or in your home office. How about a change of workplace? But not in the way you might be thinking right now.

What do you think about reading your next newsletter in the Mediterranean morning sun on the terrace of a holiday home? Opening your laptop with an ocean view, jumping into the hotel pool with your family after the first consultation, or starting that team meeting from a rooftop office in a trendy metropolis? A few years ago, this was almost unthinkable, right? But **the world has changed** – and with the good experiences of home office and remote working, and thanks to flexible working models, these wishes can now come true.

Workation: Have you ever thought about this topic or are you hearing about it for the first time today? According to a recent survey*, **almost half of the more than 7,000 people questioned can very well imagine turning their home office into a workation office** for a while. Could you? Or your customers?

Join us as we dive into this fascinating topic over the next few weeks. We have taken a look at the many different variations of workation, researched and evaluated destinations, conducted interviews and highlighted other exciting aspects that take up the idea of working where others go on vacation.

[Workation: trend or model for the future?](#)

Follow us on workation! The world is open to your customers and you.

Yours sincerely,

Yours eXperts team India



► [Learn more about workation](#)

Beach-office instead of office routine – work with a vacation feeling

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