just you
solo adventures together

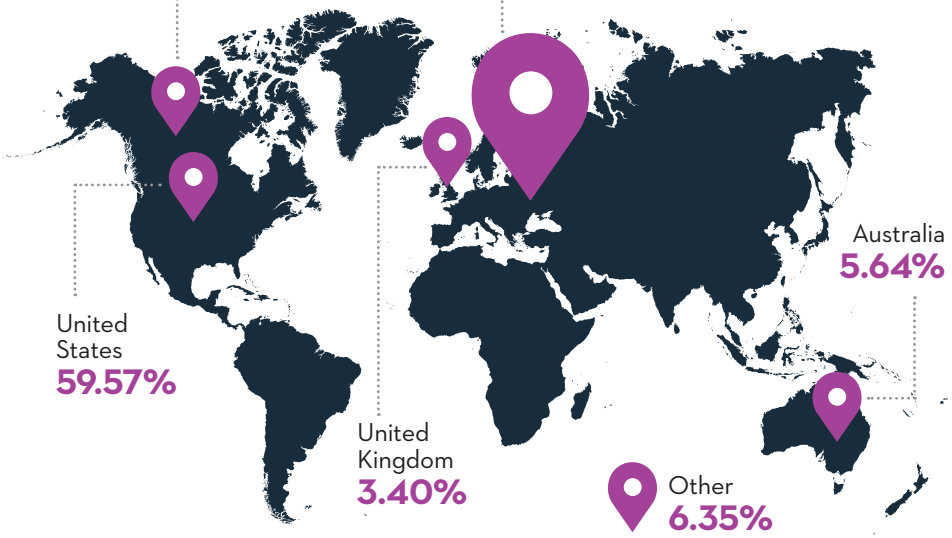
SOLO TRAVELER

SOLO TRAVEL TRENDS REPORT

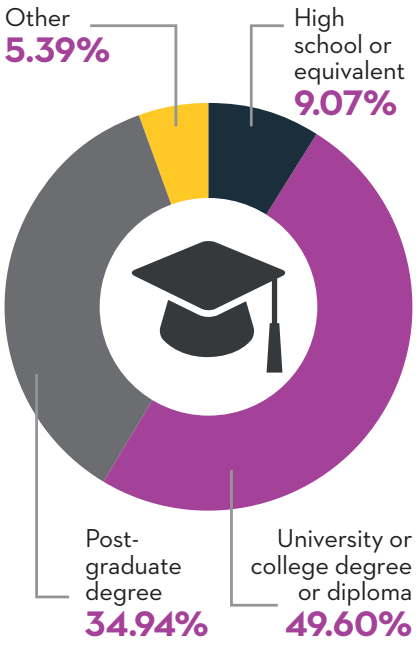
This report is based on 1,118 responses to the 2018 Reader Survey conducted by Solo Traveler, the online resource and community for those who travel alone. While most studies of the solo travel market extract information from a general pool of travelers, this survey was completed by people who currently travel solo. It, therefore, provides a deeper understanding of the choices that solo travelers make and why. It should be noted that while the respondents to this survey were overwhelmingly over 55, the readership of Solo Traveler is made up of 40% millennials with 30% in the 45+ category.

For more information contact Janice Waugh at janice@solotravelerworld.com or Nick Roberti at Nick.Roberti@gtouring.ca

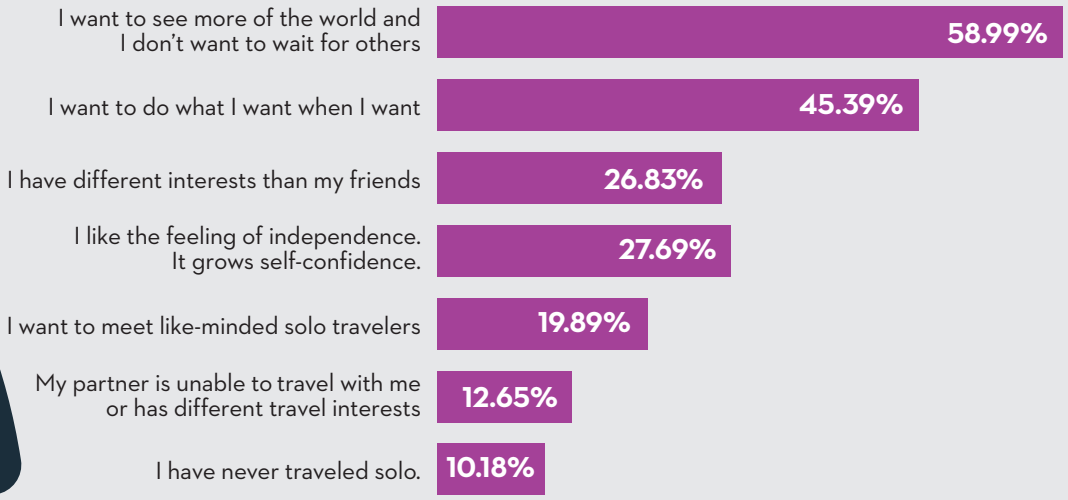
Where do you live?



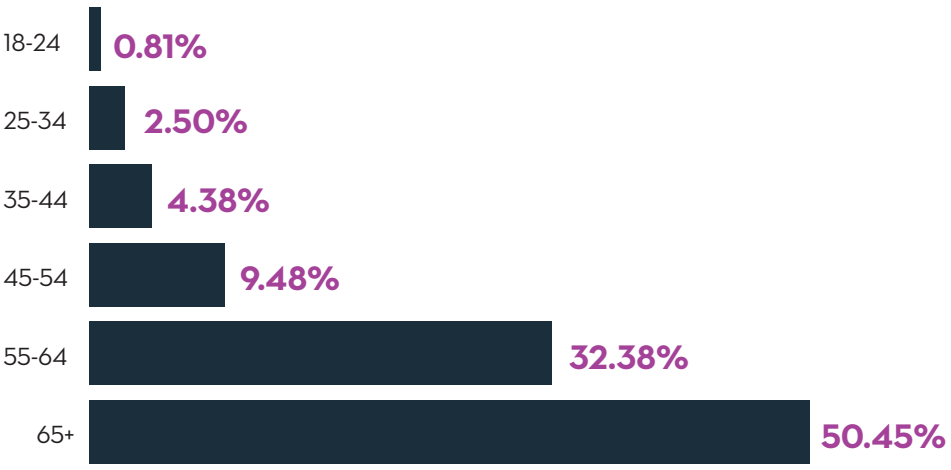
What is your level of education



Why do you travel solo?



Whats your age?



Whats your gender?

Male 12.31%

Not specified 0.18%

Female 87.51%

Why do you choose to travel on an escorted tour holiday?

I can travel to destinations that I wouldn't be confident to book myself.	50.53%
Local guides help me to really understand the history and the culture of the destination.	49.04%
I can relax and enjoy, as I know everything is taken care of by the tour manager.	46.81%
Travel in the safety of a group.	36.06%
It takes the hassle out of planning.	35.32%
Have an adventure, experience something new i.e. different cultures	29.68%
Visit a destination on my 'must see' list	24.68%
Other	18.51%
I like having a 24 hour/ 7 days a week emergency helpline if things do go wrong.	12.23%
I prefer to travel on holidays crafted by destination experts.	7.13%

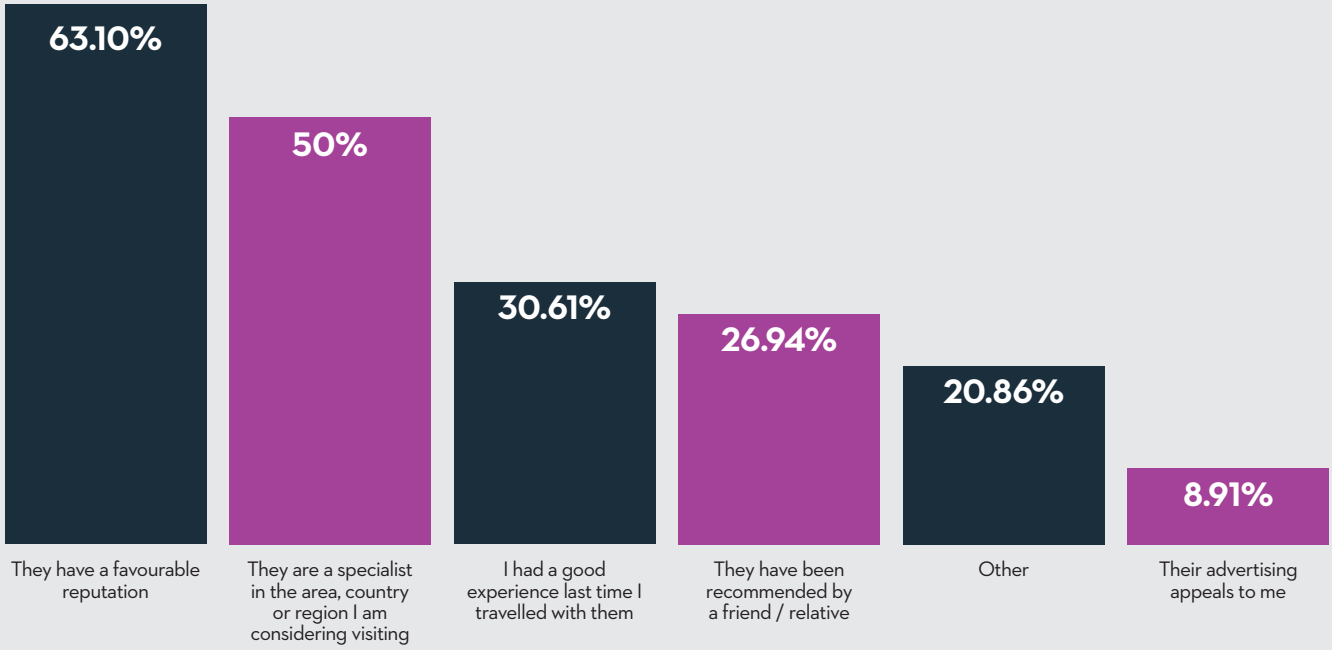
What's your travel style?

Independent	Group	Budget	Adventure	Urban	Luxury	Other
73.47%	54.11%	48.82%	30.22%	23.70%	13.50%	10.95%

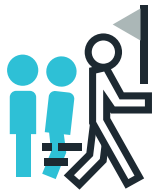
Have you taken an escorted tour? How many?

1	16.59%
2	13.08%
3	11.47%
4+	31.09%
NONE	27.77%

When choosing a solo travel tour company, what strongly influences your decision?



What type of vacations do you prefer to take?


Escorted tour
47.15%

City break
42.69%

Walking/Hiking
40.70%

Rail
37.76%

Education - Cooking, painting, language classes
36.43%

River Cruise
33.97%

Beach
31.50%

Adventure
29.41%

Ocean Cruise
28.46%

Wildlife/Safari
29.60%

Short break
26.76%

Other
22.49%

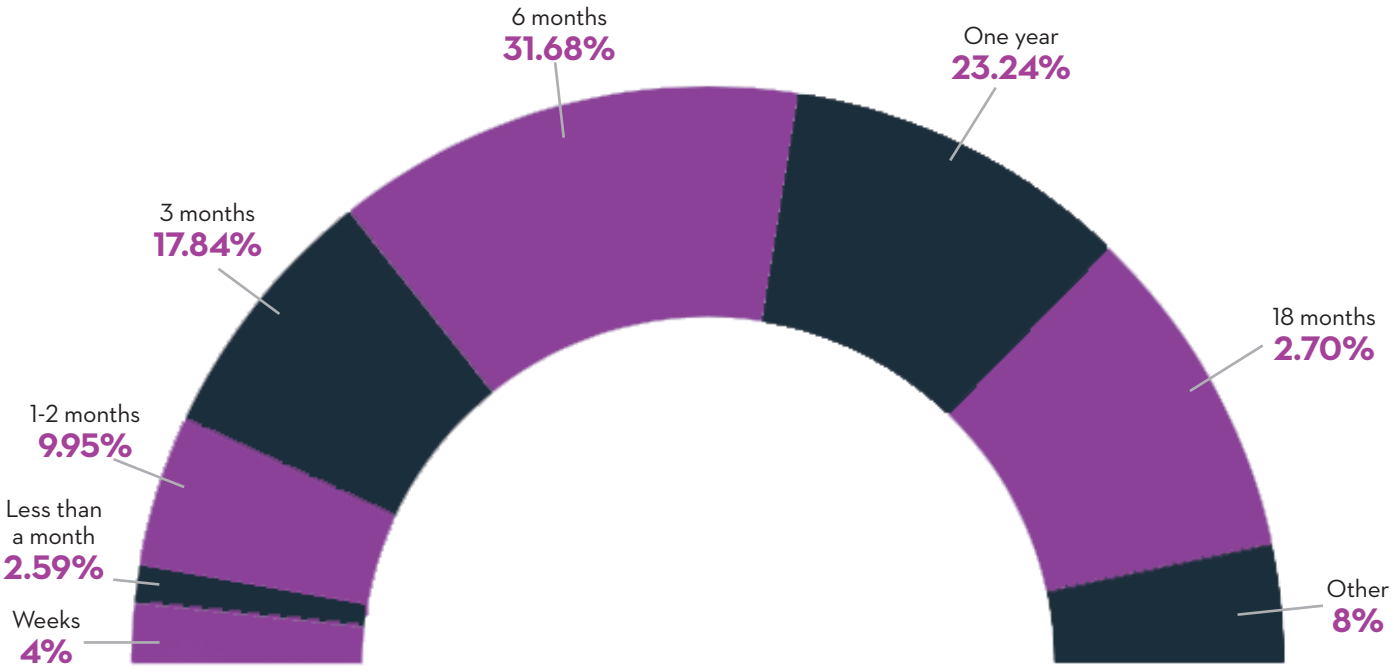
All Inclusive Resort
19.07%

Christmas and New Year Break
16.13%

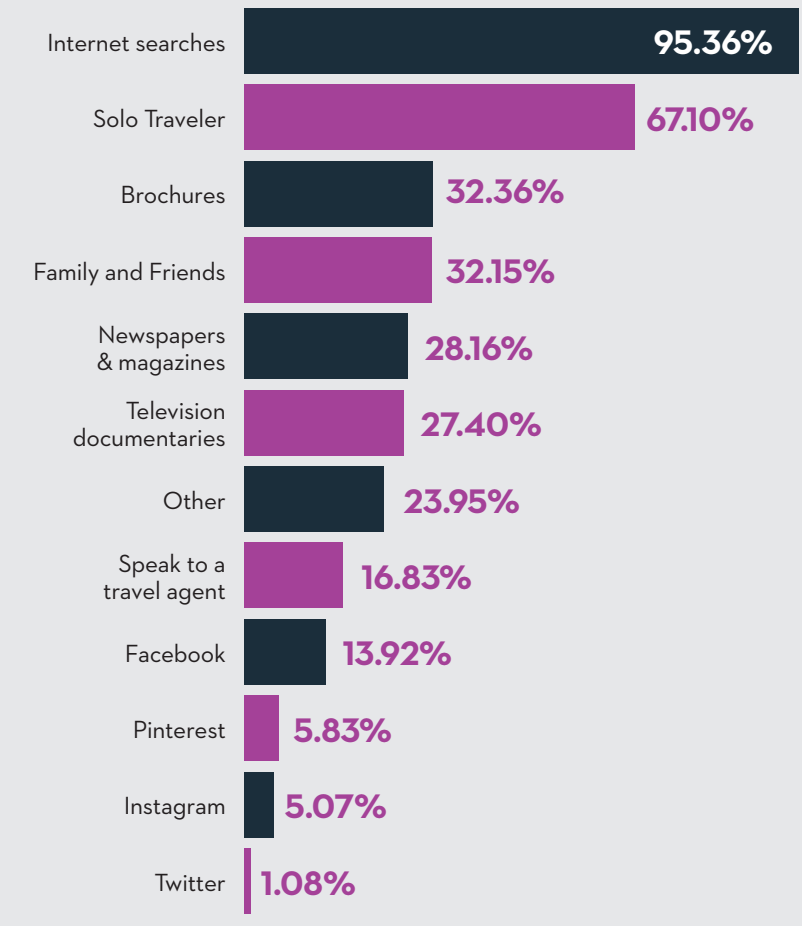
Sporting/Golf
2.75%

Skiing
2.28%

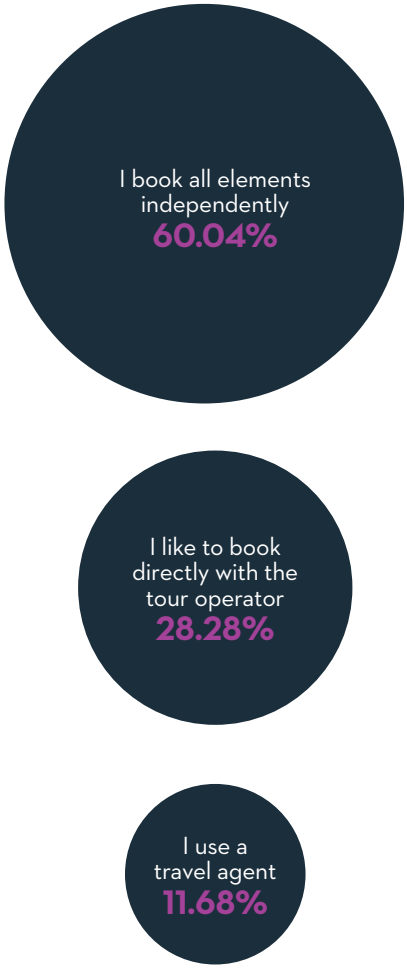
Approximately how long before booking are you likely to start researching your next vacation?



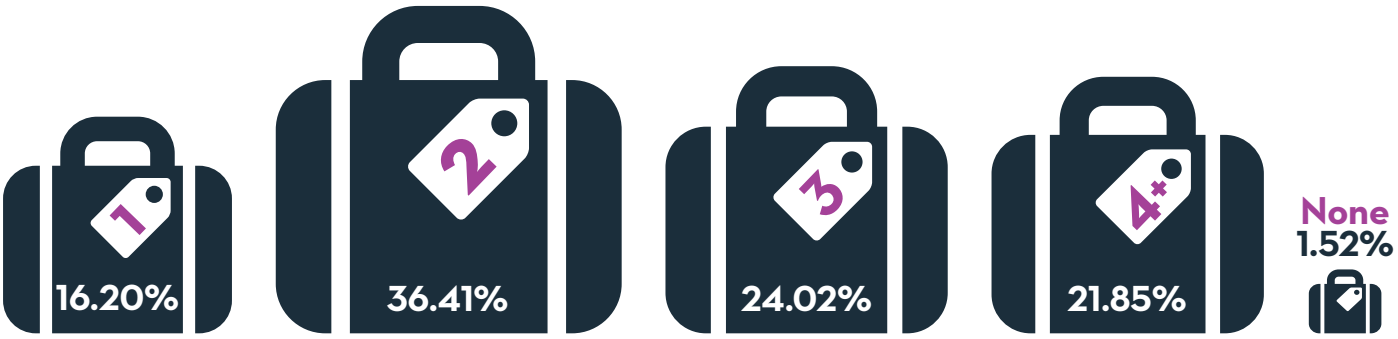
How do you research your solo travel trips?



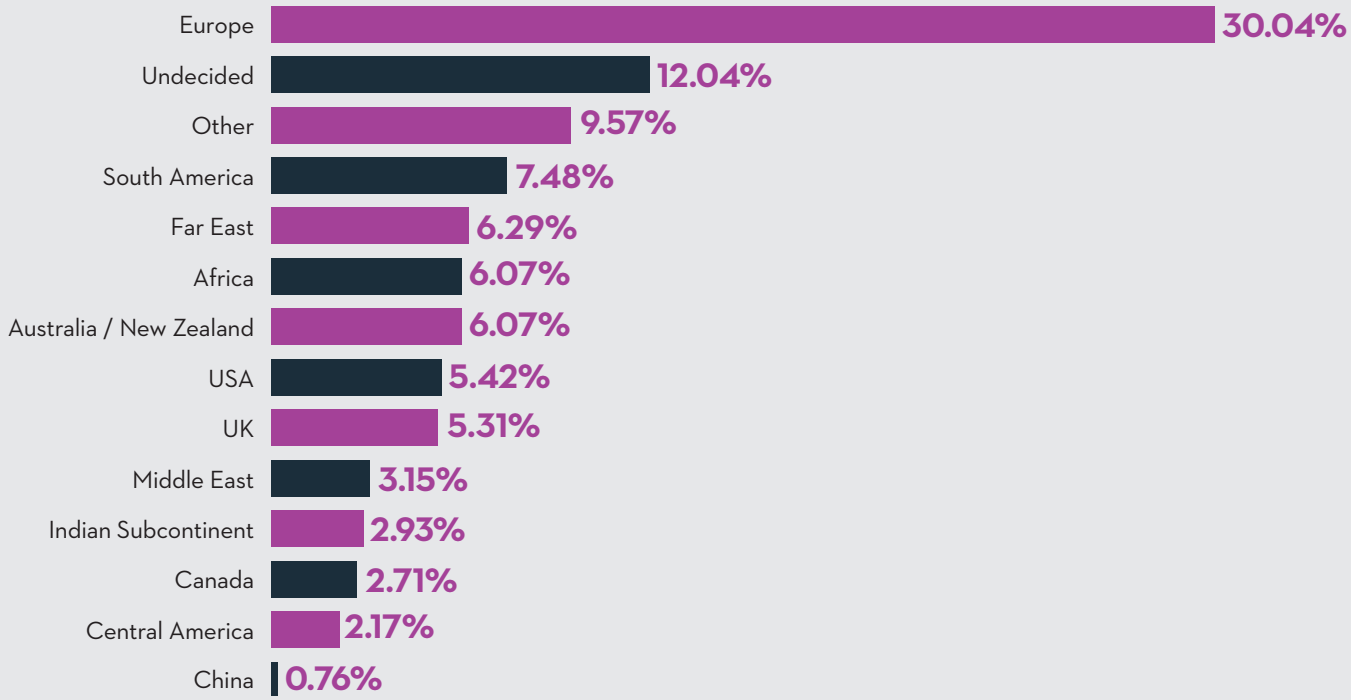
How do you prefer to book your solo travel trip?



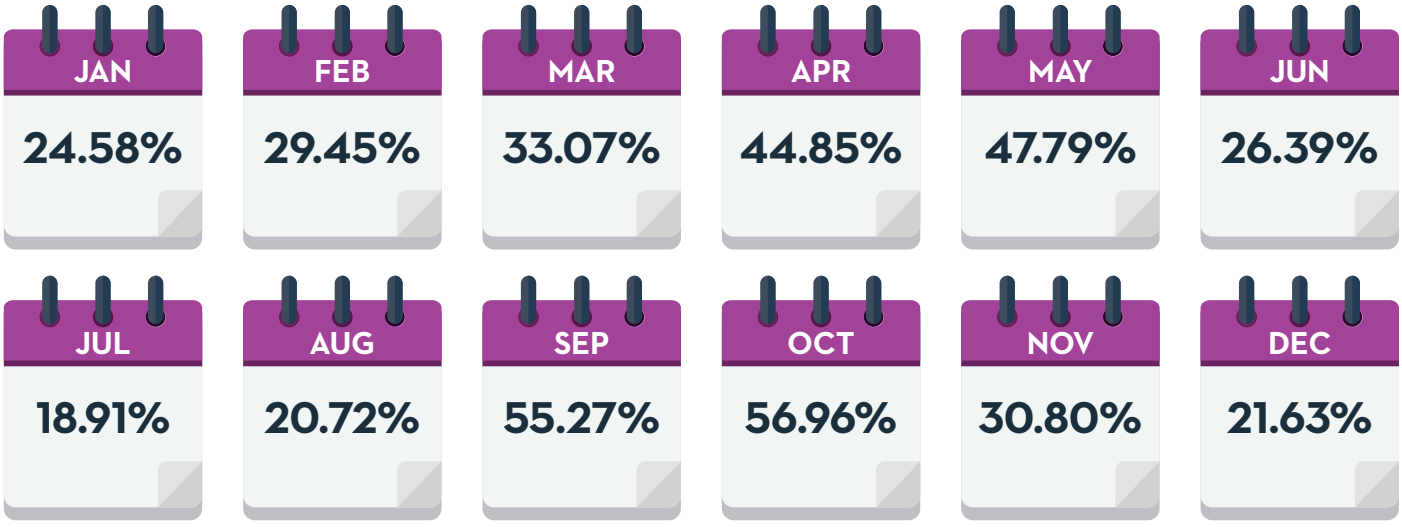
How many trips are you planning to take in the next 12 months?



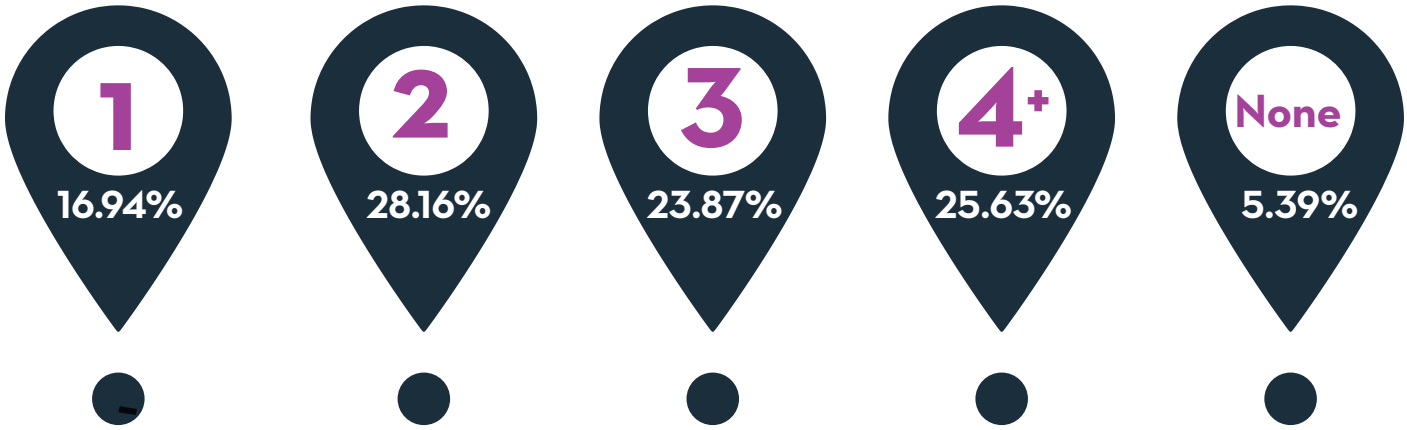
Where do you want to travel next?



What time of year do you prefer to travel solo?

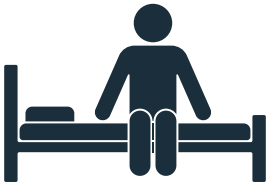


How many vacations/trips have you taken in the last 12 months?



In your ideal world, what would you like more of as a solo traveler?

Tours, cruises, resorts with no single supplements
81.50%



Hotels with single rooms or rates for solo travelers
81.07%

More single supplement-free cruise options
50.38%

Communal tables at restaurants
31.12%

Welcome receptions for solo travelers on tours, cruises and at hotels
25.46%

Other
8.49%

What subjects are you most interested in on Solo Traveler? In order of priority.

1st	2nd	3rd	4th
How to travel solo advice	Solo travel safety	Money saving tips	Destination inspiration