

## Solo Holidays - UK - October 2017

Report Price: £1995.00 | \$2672.70 | €2262.13

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“As living arrangements, social norms and lifestyles become increasingly diverse, and both men and women explore avenues for recreation and self-realisation as individuals, the market for solo short breaks and longer holidays looks likely to expand. Solos increasingly seek ways to connect with others on their travels and brands can be the facilitators of this.”  
**– John Worthington, Senior Analyst**

This report looks at the following areas:

- His and hers hobby breaks
- Travel brands need to cater more for singles on a budget
- Empowering female solos

Solo travel is more than just a niche market. The awkwardness and stigma that may once have been associated with this mode of travel have largely dissipated and solo travellers view holidaying alone not as a second best option or even as a last resort but as an affirmative lifestyle choice that even has its own distinctive advantages.

At the same time loneliness and concerns over security are major barriers to expansion and, although there are some signs of progress in sectors such as cruise, the notorious single-person room supplement issue is still the bugbear of solo travellers. Outside of the specialist groups sector the mainstream travel industry remains highly focused on the core couples/family market.

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