

# Singles Holidays - UK - June 2011

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## What is this report about?

Mintel estimates that 11.8 million holidays abroad and 16.4 million domestic trips were taken by single adults in 2010. This report analyses market trends and consumer attitudes towards singles on holiday, investigating the core market factors, strengths and weaknesses, key players and products in the industry.

## What have we found out?

- An estimated 11.8 million holidays abroad and 16.4 million domestic holidays were taken by single adults in 2010. Due to the effects of the recession, trip volumes have fallen over the past five years, but have still outperformed the overall holiday market.
- Since 2005, the singles proportion of adult holidays abroad has risen by 2.2 percentage points to 35.2%, whilst the singles proportion of domestic adult holidays has risen by 1.1 percentage points to 31.1%.
- However singles are still under-represented amongst travel industry customers. Some 43% of single people in the UK did not take a holiday at all over the past 12 months, compared to just 27% of non-singles.
- Demographic trends suggest growing potential in this market. Between 2008 and 2033 the singles population is expected to grow by 27% (compared to overall population growth of 19%) to reach 22.8 million adults in Great Britain, by which time singles will account for an estimated 43.5% of the adult population.
- One in ten British holidaymakers have travelled alone in the past 12 months, equating to 3.3 million solo travellers: 2.4 million of these were singles and just under a million were non-singles taking a break away from their partner.
- Half of ABC1 singles aged 35-54 are happy with their own company on holiday. Singles are more adventurous, more likely than non-singles to have visited many long-haul destinations and more interested in active styles of holiday making involving special interests/hobbies or sporting activity.

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**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100