

## Solo Holidays - UK - October 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Independent solo travellers are freedom-lovers who feel most at home in cities. Brands can attract this self-reliant tribe by providing services, creating spaces and utilising technology to inform, reassure and connect solo travellers to each other and to local residents.”

- **John Worthington, Senior Analyst**

This report looks at the following areas:

- Solo concierge
- Agents can become solo travel experts
- Empowering 'me-time' travellers
- Groups need more flexible formats
- Helping solos to create DIY group holidays

Some 17% of UK (United Kingdom) adults have taken a holiday on their own in the five years ending July 2018. This is a two percentage point rise from July 2017. Solo travel occupies an important and growing space in the overall market.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The implications

## The Market – What You Need to Know

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 ...and head for the city  
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 Single supplement and safety are key issues  
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 Groups potential  
 Solo travel still carries stigma amongst young

### Holiday Companions and Solo Travel

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### Spirit of adventure

Figure 30: Agreement with statements about solo travel, July 2018

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