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# Hotels Could Benefit From The Increasing Numbers of Solo Travellers



Trusted by the biggest and the smallest of Hotels



# Group Booking Facing Slowdown whilst Solo Travel is on the Increase

Group bookings are expected to experience a major slowdown for the second half of 2020 and first half of 2021. Such a major slowdown is being experienced mostly within US and Chinese markets and is soon expected to impact Europe.

On the other hand, solo travelling is a market which is rapidly increasing, with 11% of the overall travel market made up of solo travellers.

Solo Travel has been trending since 2016 and has since experienced a growth of 131% in Google searches.



# Women Prefer Solo Travel

Solo Travel  
was the  
number one  
trend for 2019

47% of 21,000  
Overseas  
Adventure  
Travel  
members are  
Solo Travellers

8,390 of 21,000  
Overseas  
Adventure  
Travel  
members are  
Women Solo  
Travellers



# Surge in “Solo Women Travel” Searches

The term “Solo Women Travel” was highlighted to have a radical increase in searches on Google by Overseas Adventure Travel.

Statistics showed that “solo women travel” searches increased to 32% in 2017. The figure rose by 59% in 2018 and by the end of 2019, grew again by an astonishing 230%.



Number of Americans users searching the term “Solo Women Travel”

Related  
Keywords to  
“Solo Women  
Travel”

Keywords ideas				^
Keyword	Similarity	▼ Volume	★	
blog traveling	8%	14800	★	
blog traveller	8%	14800	★	
travels blog	8%	14800	★	
blog about travel	5%	14800	★	
blogs for travel	5%	14800	★	
blogs on travel	5%	14800	★	
blogs travel	5%	14800	★	
traveller blogger	5%	14800	★	
travelling blog	5%	14800	★	
travelling   blog	5%	14800	★	

# Top Solo Travel European Destinations

Europe definitely has a lot to offer and the top European destinations include:

- Lisbon and Porto, Portugal
- Prague, Czech Republic
- Milan and Bologna, Italy
- Nicosia, Limassol, Paphos, Cyprus





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# 20% of GEN Z want to Solo Travel

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Hotels Could Benefit From The Increasing Numbers of Solo Travellers ebook

# Targeting the Solo Travellers

- **2018 survey conducted by YouGov shows that relaxation is a motivator for Solo Travelling**

The solo travel market is mostly made up of Millennials and Generation Z who travel to be alone and relax!

Hoteliers should be targeting blog posts towards the solo traveller and specify why their properties are the ideal places to relax and unwind.

Hotel websites should be revamped to start targeting the ever-growing Solo Traveller Market!



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## Best Hotels for Solo Travelers

*by* Eva Zhu

Traveling solo is an opportunity for independence, self-reflection and making new friends from around the world. With lively social spaces, curated experiences or a prime location, these hotels make going it alone an enticing prospect.

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The beauty of Solo Travel is the **ability of being unique.**

How will you be unique?



Message us:

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We're your  
Partner

We don't just want a new client, we  
want a **partnership.**

