

# **Solo Travel Market Size, Share & Trends Analysis Report By Travel Type (Adventure & Extreme Travel, Eco Travel, Business Travel), By Traveler Type (Domestic, International), By Gender (Male, Female), By Age Group, By Booking Mode, By Region, And Segment Forecasts, 2026 - 2033**

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## **Abstracts**

The global solo travel market size was valued at USD 549.78 billion in 2025 and is expected to reach USD 1,624.23 billion by 2033, growing at a CAGR of 14.6% from 2026 to 2033. Solo travel is growing as individuals prioritize personal interests and flexibility over group dynamics, a trend increasingly visible across the U.S. solo travel market and the broader solo travel service market.

The post-pandemic era has fostered a sense of independence and comfort with solitude, encouraging travelers to explore destinations at their own pace. Solo trips offer opportunities for self-discovery, relaxation, and pursuing unique interests without compromise. Additionally, advancements in travel design and services, such as flexible dining and personalized experiences, cater to the specific needs of solo travelers, making these journeys more appealing and fulfilling, including seasonal demand within the solo travel Christmas market.

Modern travelers increasingly seek highly personalized experiences that align with their individual interests and schedules, reinforcing momentum in the solo travel service market. Solo travel allows for complete autonomy in itinerary planning, enabling individuals to explore destinations at their own pace without the need to compromise on preferences. For instance, Japan has seen a surge in solo travelers drawn to its seamless transportation infrastructure and solo-dining culture, catering specifically to

independent tourists. The growing number of single professionals, digital nomads, and retirees opting for experiential travel is fueling solo travel demand. Millennials and Gen Z travelers, in particular, prioritize self-discovery and adventure, often engaging in extended solo trips. In response, countries like Iceland and Portugal have developed tailored experiences, including single-occupancy accommodation options and guided solo-friendly tours, trends also mirrored in the female solo travel market and emerging regions such as the Egyptian solo travel market.

The surge in solo travel, particularly among Gen Z and Millennials, is closely linked to a growing interest in self-discovery and wellness. According to American Express Travel, this trend is set to expand further, with 69% of travelers planning solo trips, supporting continued expansion of the U.S. solo travel market. The freedom to curate personal itineraries, travel at one's own pace, and focus on mental well-being is a significant motivator. Reports by Solo Traveler World show that 75% of solo travelers prioritize personal benefits, including self-care and mental health, reinforcing demand in the female solo travel market.

Consumers are increasingly motivated by freedom, flexibility, and self-discovery. Many solo travelers value the ability to craft their own itineraries, pursue their own interests, and explore destinations at their own pace, without the compromises often necessary in group travel. According to an article, a majority of solo travelers cite adventure, stepping out of comfort zones, and meeting new people as key motivations for traveling alone, supporting growth across the solo travel service market and niche segments such as the solo travel Christmas market.

Digital technology further facilitates this trend by simplifying trip planning and safety preparations through online platforms, travel apps, and social communities tailored to independent travelers. For instance, Dublin, Ireland was recently ranked as the top city for solo travel in 2026 by Tripadvisor's Travellers' Choice Best of the Best Awards, reflecting its welcoming atmosphere, cultural attractions, and ease of exploration for solo visitors, factors that continue to strengthen the U.S. solo travel market, the Egypt solo travel market, and the global female solo travel market.

## Global Solo Travel Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the global solo travel market report based on travel type, traveler type,

gender, age group, booking mode, and region:

Travel Type Outlook (Revenue, USD Billion; Volume, Number of Travelers; 2021 - 2033)

Leisure & Vacation Travel

Adventure and Extreme Travel

Safari and Wildlife Travel

Cultural & Heritage Travel

Eco Travel

Business Travel

Others

Traveler Type Outlook (Revenue, USD Billion; Volume, Number of Travelers; 2021 - 2033)

Domestic

International

Gender Outlook (Revenue, USD Billion; Volume, Number of Travelers; 2021 - 2033)

Male

Female

Age Group Outlook (Revenue, USD Billion; Volume, Number of Travelers; 2021 - 2033)

18-24 Years

25-40 Years

41-56 Years

57 Years and Above

Booking Mode Outlook (Revenue, USD Billion; Volume, Number of Travelers;  
2021 - 2033)

Direct Booking

Online Travel Agents and Agencies (OTAs)

Marketplace Booking

Regional Outlook (Revenue, USD Billion; Volume, Number of Travelers; 2021 -  
2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

Japan

China

India

South Korea

Australia & New Zealand & New Zealand

Central & South America

Brazil

Middle East and Africa (MEA)

South Africa

**This report can be delivered to the clients within 4 Business Days**

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