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Solo Travel Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Adventure & Extreme Travel, Eco Travel, Leisure & Vacation Travel, Business Travel, Others), By Gender (Male, Female), By Booking Mode (Direct Booking, Online Travel Agents and Agencies (OTAs), Marketplace Booking), By Region & Competition, 2021-2031F

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Abstracts

The Global Solo Travel Market is projected to expand significantly, growing from USD 489.32 Billion in 2025 to USD 1098.58 Billion by 2031, at a Compound Annual Growth Rate (CAGR) of 14.43%. This market segment encompasses individuals who explore destinations independently, managing their own travel plans and logistics without the accompaniment of friends, family, or partners. Key drivers for this growth include a rising consumer demand for personal freedom and flexibility, enabling travelers to customize itineraries precisely to their interests. Furthermore, evolving demographics, such as an increase in single-person households and the mainstreaming of remote work, have empowered a wider population to embark on independent journeys. Data from the Association of British Travel Agents in 2025 revealed that nearly 19% of travelers took a solo holiday in the preceding year, marking the highest level recorded since tracking began. This robust market expansion, however, encounters a significant hurdle in the form of the single supplement. This financial surcharge is levied by hotels and tour operators on solo travelers who occupy accommodations typically priced for double occupancy. This additional expense frequently acts as a prohibitive barrier for budget-conscious consumers, essentially penalizing them for choosing to travel alone. Additionally, ongoing concerns regarding personal safety and security in unfamiliar

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locations continue to pose a psychological obstacle, thereby restricting the overall market potential and deterring hesitant individuals from participating in solo tourism.

Market Driver

The increasing prominence of female empowerment and specialized women-centric travel initiatives is fundamentally transforming the market. Women are increasingly prioritizing safety, community, and shared experiences over entirely independent exploration, prompting tour operators to develop niche itineraries that address security concerns while fostering connection. This strategic shift has successfully engaged a large demographic previously reluctant to travel alone. For instance, Solofemaletravelers.club's March 2025 '2024 Solo Female Travel Trends' report indicated that 75% of women surveyed would be more inclined to book a solo trip if it involved joining a women-only tour, leading to a rise in female-led guide services and accommodation networks designed to instill confidence in these travelers.Complementing this, a heightened consumer focus on mental health, mindfulness, and self-discovery is positioning solo travel as a therapeutic endeavor rather than just a recreational activity. Travelers are actively seeking periods of isolation and autonomy to disengage from hyper-connected daily routines, driving demand for wellness retreats, silent stays, and slow-tourism experiences that encourage introspection. A November 2025 'State of Solo Travel 2025' report by Hostelworld found that 52% of solo travelers cited reconnecting with themselves as their primary motivation. This embrace of intentional solitude is boosting travel frequency, as individuals perceive these trips as essential for their well-being. Reflecting this growing intent, Atlys reported that 62% of global travelers in 2025 planned to undertake between two and five solo trips within the year, underscoring the sustained momentum of this travel segment.

Market Challenge

The single supplement represents a direct financial burden on the Global Solo Travel Market, as it obligates individuals to pay a premium for utilizing accommodations designed for double occupancy. This surcharge creates a disproportionate cost for solo travelers, forcing them to cover the expense of unused capacity and effectively penalizing their independence. By substantially increasing the total trip expenditure, this practice alienates price-sensitive consumer segments and diminishes the perceived value of the travel product, thus hindering the market's ability to fully leverage the growing consumer demand for freedom due to a prohibitively high cost of entry for a

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significant portion of potential customers.This economic barrier is particularly damaging given the increasing number of independent travelers eager to explore but constrained by budget limitations. The mismatch between strong consumer interest and restrictive pricing structures impedes the conversion of travel intentions into actual bookings. According to the Cruise Lines International Association, a 2025 report indicated that 12% of cruise passengers had traveled alone in the preceding year. This statistic highlights a robust and expanding demographic that is currently facing financial penalties due to outdated pricing models, which consequently obstructs the broader growth trajectory of the solo travel industry.

Market Trends

The proliferation of Solo-First Group Travel Networks is fundamentally transforming the market by addressing the inherent paradox of isolation in independent tourism. Diverging from conventional group tours that often cater to couples or impose single supplements, these networks are developing "solo-together" models. These models ensure individual autonomy while providing a pre-established social framework, attracting younger demographics who desire the safety and logistical support of a structured group without sacrificing the freedom of solo exploration. This shift towards socially engineered independent travel is evident in Intrepid Travel's March 2025 'Integrated Annual Report 2024,' which reported a 60% growth in trips tailored for 18- to 35-year-olds, a segment largely comprising solo participants seeking communal adventure formats.Concurrently, the emergence of "Me-Moon" Luxury Getaways is elevating the sector beyond its traditional budget-conscious beginnings, establishing solo travel as a premium, self-celebratory pursuit. This trend involves travelers intentionally dedicating high-value, solitary periods to indulge in personalized luxury, thereby shifting the perception of traveling alone from a functional necessity to an indulgent privilege. This concept has become mainstream, reshaping broader travel itineraries as individuals increasingly incorporate solo luxury segments into larger group vacations to ensure dedicated self-care time. Validating this structural evolution, Hilton's October 2025 '2026 Trends Report' indicated that nearly half (48%) of travelers reported adding solo travel days to their itineraries before or after family vacations, underscoring the increasing prioritization of high-quality independent experiences.

Key Market Players

Intrepid Travel Pty Ltd.

WeRoad S.r.l.

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G Adventures Inc.

Contiki Holidays Limited

Trafalgar.

Flash Pack Ltd.

EF Education First Ltd.

Solos Holidays Ltd

Austin Adventures

Exodus Travels Limited

Report Scope

In this report, the Global Solo Travel Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Solo Travel Market, By Type

Adventure & Extreme Travel

Eco Travel

Leisure & Vacation Travel

Business Travel

Others

Solo Travel Market, By Gender

Male

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Female

Solo Travel Market, By Booking Mode

Direct Booking

Online Travel Agents and Agencies (OTAs)

Marketplace Booking

Solo Travel Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

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Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Solo Travel Market.

Available Customizations:

Global Solo Travel Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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