



The Exciting Rise of the Solo Women Travel Market

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Solo women travel is one of the most interesting travel trends in the market right now. Women travelling solo are taking on the world in full force and choosing hiking adventures and “fit-cations” over spa retreats — and they’re happy to go it alone.

One reason that more Millennial women are travelling solo, more often, is due to an increase in social media motivation. When Millennial women check their Instagram feeds, they see friends and influencers travelling to far off destinations like Bali and Japan — two of the top 10 destinations for solo travel in 2017 — due to a bad case of FOMO.

Millennial women are more inclined to travel solo now than ever before also because they know being “selfish” is liberating and one of the surest ways to fulfill their lifelong travel dreams. Being lonely isn’t necessarily a concern because Millennials know they can meet new friends, and connect with their hometown friends wherever they are in the world through social media. Besides, travelling alone is empowering and teaches Millennial women about other cultures so they can return home with a new perspective.

With solo Millennial travel, there is a focus on learning and self-discovery, on personal development and growth, which appeals to women. Chris Skilling, vice president of worldwide product for VBT Bicycling and Walking Vacations says “An active vacation is less isolating than a vacation by motor-coach or at an all-inclusive resort. Participating in outdoor activities immediately bonds travelers, in a way that sitting on a bus and staring out the window cannot.



Not only are women choosing a different kind of adventure for their vacations away from work, smart travel brands are changing their rates and accommodations to appeal to solo women travellers too.

Cynthia Dunbar from REI Adventures recently told Condé Nast Traveler that “since 2010, women traveling with us has grown by 60 percent, and we continue to see this figure grow steadily each year. Last year alone, 58 percent of all our guests were women.” REI Adventures has responded to market demand with a new series of trips targeted at women, where female guides will teach you how to, say, rock climb or mountain bike. Women can also choose to go with a “ready-made group of girlfriends”, or a group of solo women travelling together, on hiking tours through New Zealand’s Southern Alps, mountain biking in the Grand Canyon, or up California’s Mount Shasta.

Booking.com is reporting that 2017 is proving to be a particularly busy time in the solo travel market for Millennials. The travel brand’s recent survey on social media found that:

- 45 percent plan to be more adventurous in their travel plans this year
- 56 percent want to travel further away from home
- The types of experiences Millennial solo women want to experience are adventurous:
- 44 percent want to go on road trips in 2017
- 39 percent want eco tours
- 23 percent want spiritual adventures
- 21 percent want volunteering-based trips

As solo women Millennials get their passports ready to kick their wanderlust into high gear, smart travel brands like American Tourister are preparing to meet the demand.

With Samsonite’s American Tourister brand, the world’s most reputable luggage brand has extended its offering of affordable, fun and durable suitcases – giving even more choice to the solo traveller. Millennials appreciate individuality and that extends to the accessories they carry with them while on the road. “Millennials want to find a case that suits their personality, while also keeping their belongings safe en route” says Erin Reynolds from Samsonite Canada, “With American Tourister, you get the same durability testing and worldwide warranty that Samsonite products have, but you also get designs that are more ‘out-of-the-box’ than a more traditional case.”

Contest alert!

Notable Life has teamed up with Samsonite Brand American Tourister to give away FIVE (5) pairs of tickets to this summer’s hottest music festivals and concerts (Red Hot Chili Peppers, Queen & Adam Lambert, NXNE and Sled Island), AND each prize package comes along with a shiny new set of Air Force 1 luggage pieces.

You can easily enter the contest by clicking the link below, and you can check out the straightforward contest rules here too.