



Newmarket Holidays Launches Solo Traveller Collection

25 group tours include five curated exclusively for solos guests



From l to r: Hvar town in Croatia, Amritsar's Golden Temple (India) and Elephant and Mount Kilimanjaro in Amboseli National Park. [Download high-res images here.](#)

1 June 2023: Newmarket Holidays has launched the Solo Traveller Collection, a new range of escorted group tours for guests holidaying on their own.

The collection features 25 short and long haul tours, with five that have been curated exclusively for solo travellers.

New solo-only options cover a variety of Newmarket Holidays' most popular destinations including the Scottish Highlands (from £825pp), the culinary and cultural highlights of Western Sicily (from £1,249pp), the heavenly Croatian islands of Korčula and Hvar (from £1,889pp), a Kenyan safari and beach break (from £3,479pp), and an exotic adventure through India's Golden Triangle (from £2,875pp).

What's more, a 15% saving can be made on these prices for the 5 exclusively solo tours for any bookings made before 9th June 2023, by using the code SOLO.

In addition, 20 of the operator's existing UK, Europe and worldwide itineraries have been adapted to offer no single supplements on selected departure dates throughout the year. Options include a nature-centred getaway to the Norwegian fjords, a wine-lover's favourite visiting the vineyards fringing the Douro River of Portugal, or an exciting exploration to discover Inca treasures in Peru's Sacred Valley.

Head of Trade Sales, Richard Forde explains: "Our trade partners love our wide choice of departure dates and competitive pricing on our escorted tours. They've been asking for more of the same for the solo traveller, and this is the catalyst. Agents have not only 25

tours to choose from but also a vast range of dates to offer their customers and two fantastic options for the solo traveller”

The new launch is a response to Newmarket Holidays’ own search and booking data that shows a big rise in single person bookings in the 50 plus age group, alongside evidence from independent reports and Google search data that shows 'solo travel' is a growing trend.

Verity Rice, Director of Product, Purchasing & Operations says: “Solo travel is becoming more popular than ever and we recognise that it’s important to ensure we have a wide variety of options for single travellers.

“With five tours that are exclusively for solos, and lots more options for those wanting to join our classic tours without paying an additional supplement, our Solo Collection features getaways that go beyond the guidebooks, and offer the company and community of like-minded travellers. Guests may be travelling solo, but they’ll never feel alone.

“Our five exclusive solo tours include no single supplements, while our classics tours have a limited number of places without single supplements throughout the year on selected dates, so early booking is recommended.”

For the full range of tours visit <https://www.newmarketholidays.co.uk/solo-travel>.

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About Newmarket Holidays

Newmarket Holidays is a multi-award winning, independently owned British tour operator, providing a portfolio of escorted trips, resort-centred stays, and event-focused tours throughout the world. Founded in 1983, Newmarket Holidays has steadily grown and expanded to become one of the UK’s leading and most respected travel companies. High standards of customer care and value are integral to Newmarket Holidays’ operations and this is reflected in the meticulously-designed tours, from accommodation to on-the-ground experiences.

Offering a vast selection of escorted, air-inclusive tours within the UK, Europe, Americas, India and South-east Asia, Newmarket Holidays also presents a range of ocean and river cruises. Additionally the tour operator is a popular provider of concert and event experiences such as Lapland Santa Experience, the Wimbledon Lawn Tennis Championships and performances by classical violinist and orchestra leader André Rieu.

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