



Newmarket Holidays' Data Shows Retired Women Are Leading the Solo Travel Trend

More than 80% of the operator's Exclusively Solo bookings made by women, and almost 50% are 65 and over



From l to r: Retired women are leading the growth in solo travel at Newmarket Holidays. [Download high-resolution images here.](#)

24 July 2024: Retired women are leading the charge for solo travel, according to bookings data from escorted tours specialist Newmarket Holidays. The analysis comes from more than a year's worth of booking data showing that eight in 10 (81%) bookings for the operator's Exclusively Solo group tours are made by women, and almost half (46%) are aged 65 to 74.

Italy is the most popular destination with a tour soaking up the food and culture of Western Sicily topping the bookings chart. Interest is not limited to short haul destinations, with India's Golden Triangle of Delhi, Agra and Jaipur second in the list of most-booked locations, and a Kenyan safari followed by a beachside escape fourth. The UK is popular too, with a tour exploring the highlights of the Scottish Highlands third in the list of favourites.

Newmarket Holidays' Solo Traveller Collection launched in May 2023 and now includes 10 tours that are exclusive to solo travellers, plus more than 20 standard group tours with no single supplements for guests travelling on their own.

David Sharman, Chief Commercial Officer at Newmarket Holidays says: "In a very short period of time, solo travel has become an incredibly popular product range for us and the growth has been driven by the over 50s market, especially females who are demonstrating a determination to explore the world.

"They feel confident to go away without friends or family, but they want the camaraderie of travelling in a group and the security of knowing there are experts on hand to help them at every step of their adventure.

"Solo travel is traditionally associated with young adventurers, but our data shows that retirees are picking up the mantle, travelling to a wide range of destinations, and enjoying the huge range of

experiences available with escorted tours. It's a trend we think will continue to offer lots of opportunities for agents.”

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Notes to editors:

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 Southeast 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 the Lapland Santa Experience, the Wimbledon Lawn Tennis Championships and performances by classical violinist and orchestra leader André Rieu.

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