

For Immediate Release

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Scoot White Paper Reveals Upwards Trend in Solo Travel in Singapore

- *Freedom, flexibility, and personal growth are main motivations for solo travel*
- *Singaporeans see solo travel as an opportunity for self-discovery and wellbeing*

SINGAPORE – Scoot, the low-cost subsidiary of Singapore Airlines (SIA), today announced the findings of a survey on solo travelling. Commissioned by Scoot, YouGov conducted a survey with over 5,000 respondents across five countries within the Asia-Pacific (APAC) region to unpack the growing solo travel trend across the region. By examining traveller demographics, travel motivations and considerations, planning behaviours, as well as cultural attitudes, Scoot's white paper offers a window into the mindset of today's self-directed explorer.

Solo Travel Emerges as Mainstream Travel Choice

From large group travel organised by travel agencies to smaller group travel with family and friends, the way people travel has evolved throughout the years. Once seen as a niche pursuit, solo travel among travellers from Singapore has increasingly become a common lifestyle choice, particularly for younger travellers. Almost eight in 10 (79%) of the respondents from Singapore took multiple solo trips in the past year, and half among these travellers (49%) embarked on three or more solo trips in the past year. Millennials are at the forefront of this shift, making up 51% – and the largest cohort – of current and aspiring solo travellers, compared to 40% across APAC.

Solo vacations are highly recommended across the region by those who have embarked on such trips. In Singapore, 85% of respondents would recommend solo travel to others. This growing trend is closely tied to broader lifestyle shifts, from increased demands at work and home to a rising emphasis on personal well-being. 55% of solo travellers from Singapore cite freedom and flexibility to plan their own itineraries as their primary motivation, while 52% view solo travel as an opportunity to take a break and focus on themselves. Notably, 46% of the respondents value the independence of exploring new places at their own pace.

Across APAC, most respondents from Singapore cited solo travel as a catalyst for personal growth and self-discovery (45%, compared to the regional average of 40%). This inclination reflects recent behavioural trends within Singapore's highly connected and fast-paced society. For many in Singapore, solo travel is becoming a powerful way to unplug, reconnect with themselves, and prioritise mental well-being.

Scoot's findings dovetail the increased focus on mindfulness, health and wellness in recent years. The white paper highlights how travel, especially solo travel, has

evolved from simply being a leisure activity to one that travellers growingly seek for reflection and self-discovery.

“While the findings do not represent the end to group and family travel, the way we travel expresses our individuality and allows for self-discovery. Scoot’s white paper sheds light on the behaviour, motivations, preferences and expectations of an emerging segment of travellers today,” said Agatha Yap, Director of Marketing, Communications & Loyalty, Scoot.

“With an extensive network especially in the Asia-Pacific, Scoot is excited to be able to play a role in enabling access to some of the most sought-after and yet-to-be discovered destinations, empowering more travellers, whether solo or group, to explore the world with greater confidence and enthusiasm,” she added.

Research and Planning are Key Priorities for Solo Travellers

Results revealed that solo travellers are highly intentional in their approach. An overwhelming majority (98%) shared that they engage in some form of planning for their trips. Aside from flight bookings, the main priorities for more than half of these travellers include accommodation selection (57%), safety considerations (51%), and budget management (42%). They rely heavily on online review platforms, hotel websites and online travel agencies to help them make informed decisions about their flight and accommodation bookings. For food and activity recommendations, they rely on social media.

Japan, China, and Malaysia Top Travel Wishlist, With Value Driving the Journey

The white paper also reveals a strong preference for APAC destinations among respondents from Singapore, with nine in 10 planning trips within the region in the next 12 months. Japan (25%), China (22%), and Malaysia (22%) are the top three travel destinations in the year ahead.

These choices indicate a desire for vibrant cultures, nature escapes, and familiar comfort, reflective of the most popular types of solo trips: city breaks (short getaways to towns or cities) (39%), shopping holidays (39%), cultural and historical experiences (35%), nature holidays (34%), and time for reconnecting with loved ones (32%). To reach these destinations, respondents from Singapore continue to prioritise affordable air travel options, with two-thirds (66%) opting for economy class and one in five (20%) choosing low-cost carriers. This underscores the importance of value as a key driver for those navigating the world on their own.

For more information or to download the full white paper, visit our [website](#).

Editor's Note

Scoot's white paper is derived from a survey conducted by YouGov in five Asia-Pacific countries – Singapore, Malaysia, Indonesia, Thailand, Australia. The survey, commissioned by Scoot, collected responses from more than 5,000 individuals aged 18 years and above, who have travelled solo in the past 12 months or who have an intention to travel solo in the next 12 months.

Media Contacts

We. Communications for Scoot

Email: WE-SGScoot@we-worldwide.com

Scoot Media Relations

Email: mediarelations@flyscoot.com

Mobile: +65 9729 8802

About Scoot

Scoot is the low-cost subsidiary of Singapore Airlines. Scoot painted the skies yellow in June 2012 and merged with Tigerair Singapore in July 2017, retaining the Scoot brand for a new chapter of growth. To date, Scoot operates a modern and efficient fleet of over 50 aircraft, comprising widebody Boeing 787 Dreamliners, single-aisle Airbus A320 family aircraft, and the Embraer E190-E2 aircraft. Scoot currently flies to over 70 destinations across 18 countries and territories in the Asia-Pacific, the Middle East and Europe.

Scoot is more than your typical low-cost carrier (LCC). Scoot is passionate about travel, connecting people and cultures, and pushing boundaries. It does so by continually innovating and seeking new opportunities for growth. As a leading and award-winning LCC, Scoot strives to provide its customers with reliable and quality services, customisable and differentiated product offerings, as well as comfortable and seamless travel experiences at great value.

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