

scoot



UNPACKING THE SOLO TRAVEL TREND

FOREWORD

Solo travel, once considered a niche activity, has now become a growing trend, attracting a diverse array of travellers seeking personal growth and unique experiences. This white paper explores the motivations, challenges, and benefits associated with solo travel, providing insights into this transformative form of exploration. From the freedom to forge one's own path to the immersive experiences of cultural encounters, solo travel presents a powerful opportunity for individual growth and a deeper understanding of the world.

As the travel industry continues to evolve, understanding the nuances of solo travel will help businesses better cater to the needs and aspirations of this group of travellers. This paper focuses on the Asia-Pacific (APAC) region and aims to enhance that understanding, serving as a valuable resource for airlines and travel companies looking to stay competitive and adapt to the dynamic travel landscape.

The journey of solo travel is not merely about places; it is about the connection with oneself and the personal transformation that lead to a growing number of travellers wanting to embark on this journey.

Through this white paper, Scoot, the low-cost subsidiary of Singapore Airlines, also hopes to encourage more travellers to look within and embrace new opportunities to connect to more places, as well as to other people and culture.



KEY FINDINGS AT A GLANCE

■ Who are solo travellers?

Solo travellers are people who embark on trips alone, a trend that has received more attention in recent years. Scoot recognises the importance of understanding this group, especially with its single ticket bookings representing 40% of bookings in 2024. Solo travellers comprise a diverse demographic with a balance of men and women. Solo travel is not just for singles, in fact, most solo travellers are often in a relationship. They tend to be financially independent, with millennials representing the most prominent generation.

■ 25-34 year olds take the lead on solo travel

The largest group of solo travellers in Asia-Pacific is aged between 25 and 34, comprising 30% of the total respondents. This is followed by those aged 35-44, with nearly a quarter (23%) of solo travellers in this category. Data from Scoot reveals a similar pattern, with individuals aged 25-44 accounting for 58% of single ticket bookings, indicating a trend of this age group seeking solo adventures.

■ A passport to discovery

Nearly three-quarters (73%) of APAC solo travellers prefer international travel. While they travel internationally, most choose to explore countries closer to home, staying within the same region. APAC countries dominate the top 10 destinations visited in the past 12 months, as well as those planned for future solo travel.

■ Jet, set, repeat

Over six in 10 solo travellers (62%) have taken multiple trips in the last 12 months, and nearly a third (32%) are frequent travellers who embark on three or more solo trips a year. Additionally, a third of solo travellers enjoy extended vacations lasting more than eight days.

■ From street beats to forest retreats

City breaks (short getaways to towns or cities), along with culture and history, nature, beach and visits to family and friends, are the most popular reasons for solo travel in the APAC region.

■ Motivations for solo travel

Primary motivations for travelling alone include freedom, flexibility, independence, and self-discovery. Travellers seek the opportunity to immerse themselves in new experiences at their own pace, take a break from routine, and pursue personal growth and self-reflection.



■ Safety is a primary concern for solo travellers

Personal safety and security, along with managing unexpected changes and language barriers, are the main challenges faced by APAC solo travellers on their journeys. Their hacks to counter unforeseen circumstances include prior research and planning, staying connected, and having access to adequate health and travel insurance to cover unexpected events.

■ Knowing the game plan

An overwhelming majority (96%) of APAC solo travellers engage in some form of planning for their trips. However, planning styles vary, with nearly half (47%) planning every detail of their solo journey, while just over a third are partial planners, organising key necessities like flights and accommodation in advance, but prefer leaving many things to be discovered during the trip. A smaller proportion (16%) are minimal planners who make their decisions on the go.

■ Lower cost, more value

Many solo travellers remain focused on getting from point A to B cost effectively, and affordability is their top priority when choosing an airline. In addition, when it comes to cabin class, the majority of APAC solo travellers opt for economy class options (86%).

■ Solo travellers embrace the services provided by airlines

Overall, 80% of solo travellers value services provided by airlines. Real-time travel updates and flexible seat selection are two of the most popular services used by solo travellers in APAC.

■ Future innovations

To enhance the solo travel experience, increased connectivity, community support, better safety measures, and a more personalised experience are key areas for future innovation.

■ Positive outlook on the solo travel trend

There is a high level of enthusiasm for travelling alone amongst APAC solo travellers. More than eight in 10 (83%) would recommend it to friends, family, and colleagues.



INTRODUCTION

Solo travel is becoming increasingly popular, and it is an exciting time for those who seek the thrill or the serenity of travelling alone. More adventurers are packing their bags and embarking on journeys without companions. In 2024, the global solo travel market had an estimated value of USD 482.34 billion, with a projected annual growth rate of 14.3% between 2025 and 2030. Notably, the Asia-Pacific (APAC) region is expected to exceed this rise, with an estimated growth of 16.1% over the same period*.

The surge in solo travel is driven by a desire for freedom, personal exploration, and the opportunity to escape from everyday routines. As solo travel becomes more popular, it is changing how destinations, attractions, and travel companies cater to travellers, particularly those seeking tailored, and safe adventures.

Unpacking solo travellers' concerns and priorities is essential for airlines and travel companies to better connect with this traveller profile and shape the future of tourism. Singapore-based low-cost carrier (LCC) Scoot recognises this growing trend, with their data revealing that single tickets accounted for 40% of bookings in 2024.

This white paper focuses on solo travellers in the region (i.e. people who have either travelled alone or are planning to travel alone in the past/next 12 months), exploring their characteristics and motivations for travelling alone. It highlights their favourite destinations, the challenges they encounter, how they plan their trips, and their future travel intentions. As an LCC with an extensive network of over 70 destinations across APAC, Europe and the Middle East, Scoot set out to better understand the solo travel landscape in the APAC region, and how this trend may impact airlines and travel companies.

The findings are based on a survey commissioned by Scoot, the low-cost subsidiary of Singapore Airlines. The survey was conducted by YouGov, a global public opinion and data company, among over 5,000 respondents who have either travelled alone within the past 12 months, or plan to do so in the next 12 months. The fieldwork was conducted between 20 and 27 March 2025, and the research covers five countries: Australia, Indonesia, Malaysia, Singapore and Thailand.

* <https://www.grandviewresearch.com/industry-analysis/solo-travel-market-report>

SECTIONS

1. Exploring the solo travel market
2. What makes the APAC solo traveller tick?
3. Preparing for take-off
4. What next? The future of solo travellers



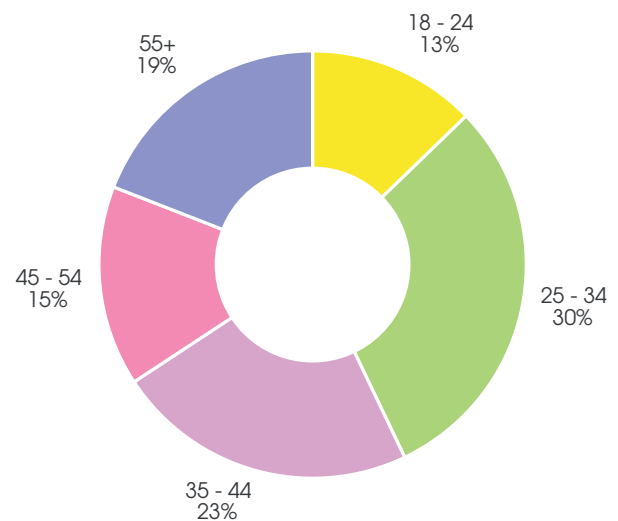
1: EXPLORING THE SOLO TRAVEL MARKET

Whether you are a first-time solo traveller or a seasoned soloist, more and more people are opting to travel alone. But who are the pioneers of solo travel driving this trend, how often do they travel, and where do they prefer to go?

Uncovering the solo traveller – 25-34 year olds drive the solo travel charge

Our survey reveals that 30% of APAC solo travellers are aged 25-34, making this the largest age category for solo adventurers. The second most popular group is those aged 34-44, with nearly a quarter (23%) falling within this category. Additionally, data from Scoot paints a similar picture, with 58% of all solo passengers aged 25-44.

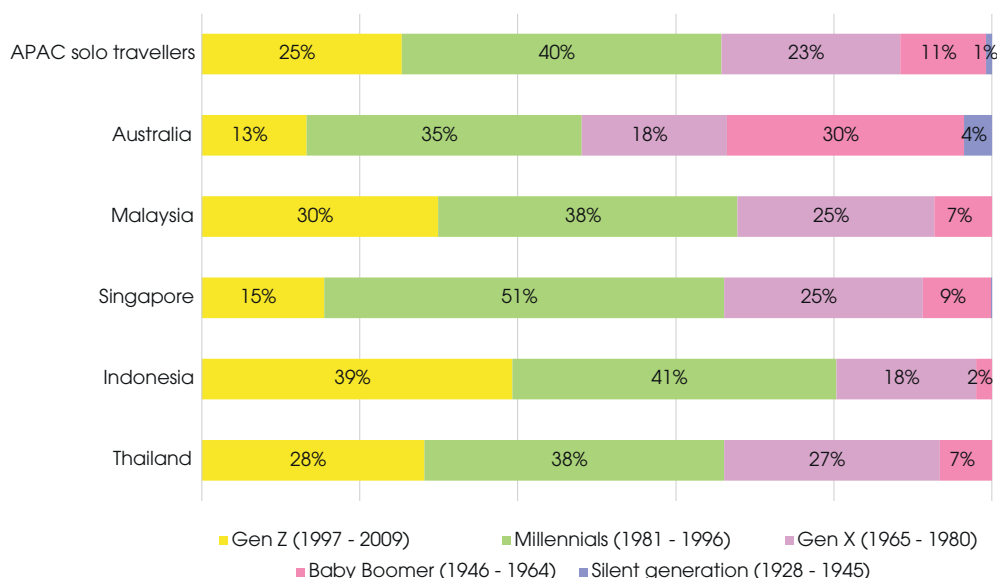
APAC solo travellers by age group



Millennials lead the way in solo travel

Millennials are leading the way in solo travel, accounting for 40% of all respondents, followed by Gen Z (25%). Millennials represent the largest cohort of solo travellers in all countries surveyed, with Singapore reporting the highest percentage at 51%. In contrast, Australia has the highest number of Baby Boomers travelling alone (30%), significantly above the APAC average of 11%. Indonesia boasts the highest percentage of Gen Z travellers at 39%, followed closely by Malaysia (30%) and Thailand (28%).

Solo travellers' generations (birth year) by country



Birth year – Generation recorded

Both genders embrace solo travel

An equal number of men and women are choosing to travel alone in nearly all APAC countries surveyed except for Indonesia, where a slightly higher percentage of men favour solo travel compared to women (55% male vs. 45% female).

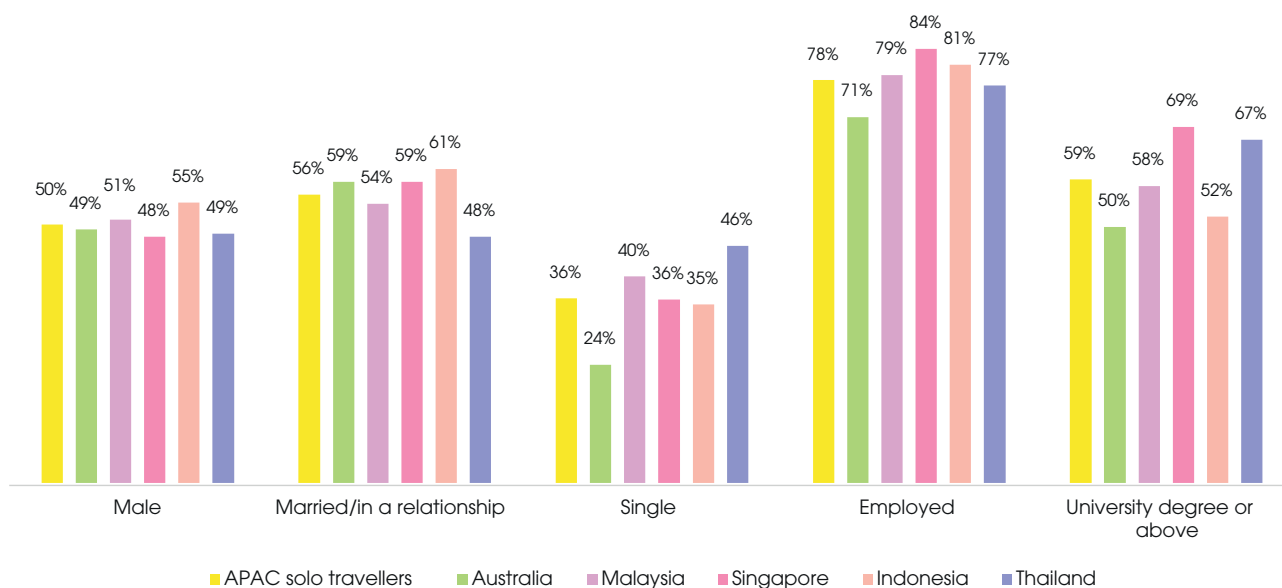
Diverse relationship status

While over a third of solo travellers are single (36%), solo travel is not exclusive to singles. Many are also in relationships or married (56%), and the remainder are divorced, separated or widowed (7%). Thailand has the highest proportion of single solo travellers (46%) among all APAC countries surveyed.

Solo travellers are financially independent and well-educated

APAC solo travellers are financially independent, with over 70% across the five countries surveyed in employment, working either full- or part-time. Australia has the highest percentage of retirees who travel alone. In addition, these adventurers are well-educated, and 50% or more have a university degree across all markets, with Singapore and Thailand registering the highest proportion of degree holders.

Demographic profile of solo travellers by country

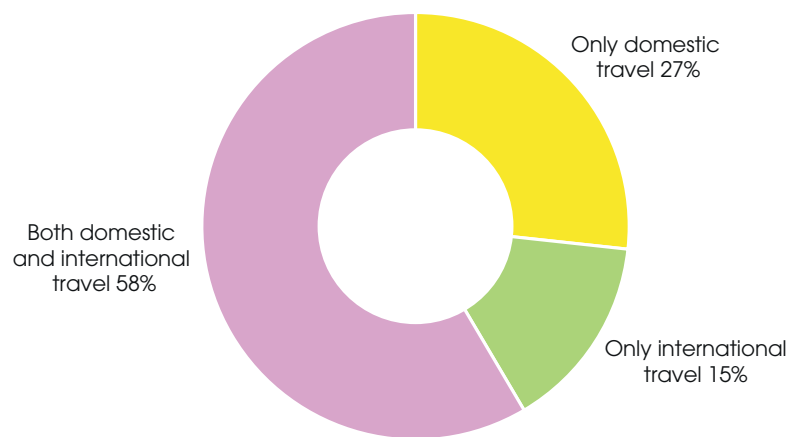


As we dive into the captivating world of solo explorers, we uncover the travel habits, top destinations, number and duration of trips, and payment methods when travelling. We also reveal where they are jetting off to and which destinations and cities are the most popular and what the future holds.

A passport to discovery

Nearly three-quarters (73%) of APAC solo travellers have chosen to travel internationally. 58% opt for a mix of international and domestic destinations. 27% prefer to travel just within their country, and 15% prefer international travel only. Solo travellers from Malaysia (71%) and Australia (65%) are most likely to prefer a combination of domestic and international trips, whereas travellers from Thailand (40%) and Indonesia (34%) tend to lean more toward domestic travel.

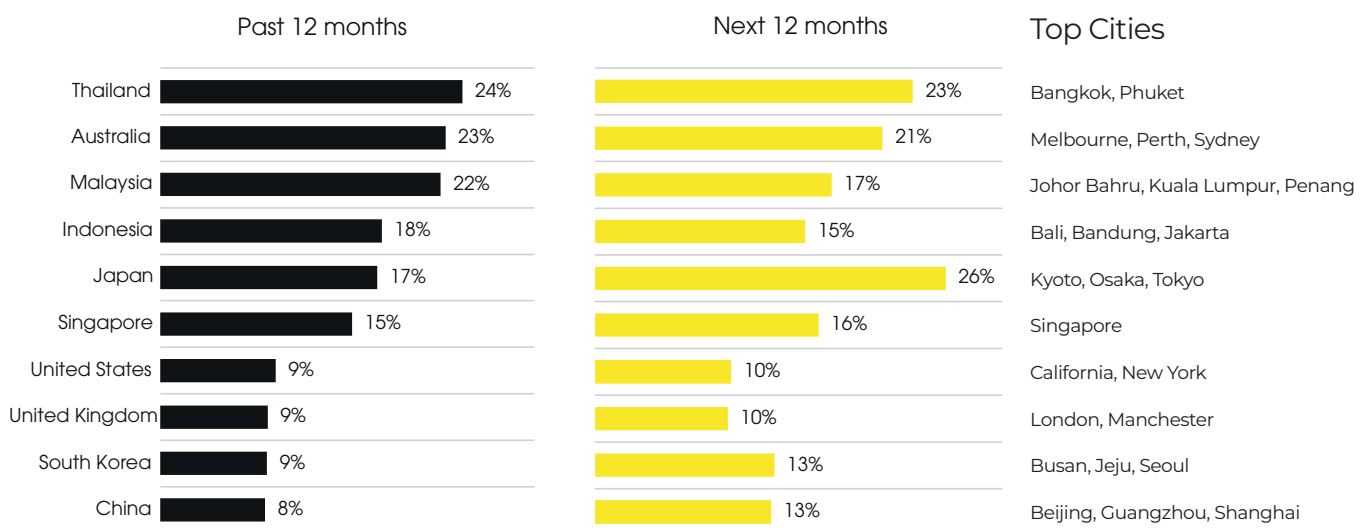
Preference for domestic or international travel when travelling alone



Top 10 destinations for solo travellers

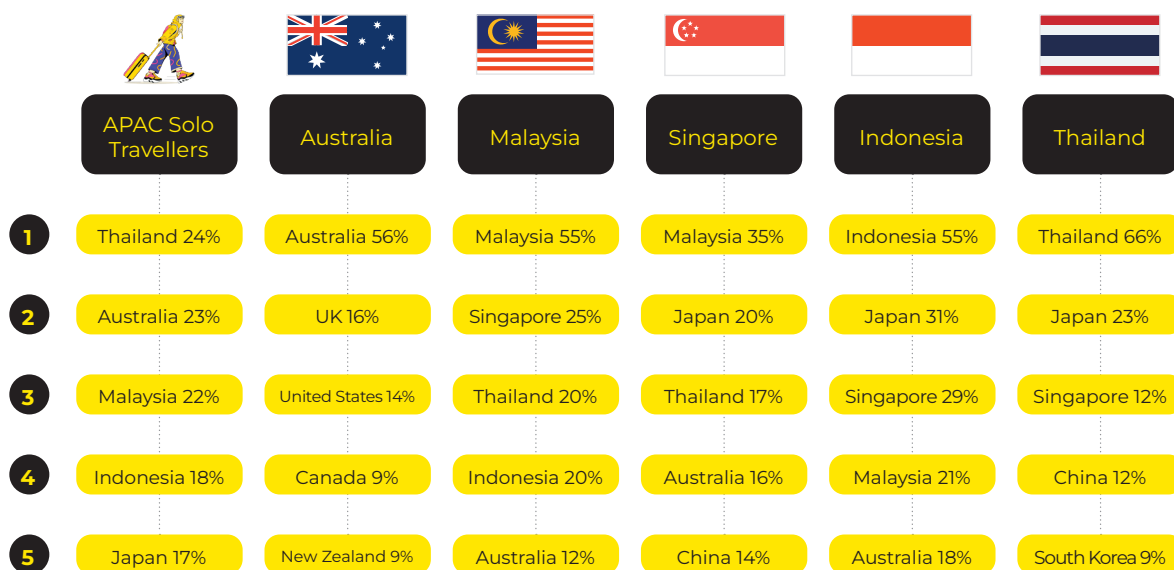
APAC solo travellers show a strong preference for travel within their region. Looking at destinations visited in the past 12 months, three countries in the top five destinations are in Southeast Asia, and eight of the top 10 are within APAC. Similarly, in the next 12 months, nine out of 10 planned trips are also in APAC. Additionally, there are shifts in destination rankings for future travel, with Japan leading as the top destination, and Singapore among the top five destinations solo travellers are considering in the next 12 months. Turning to the top cities visited, popular hot spots include regional capitals, and those with vibrant cultural scenes, beautiful beaches and natural landscapes.

Top 10 destinations solo travellers have visited in the past 12 months or plan to visit in the next 12 months

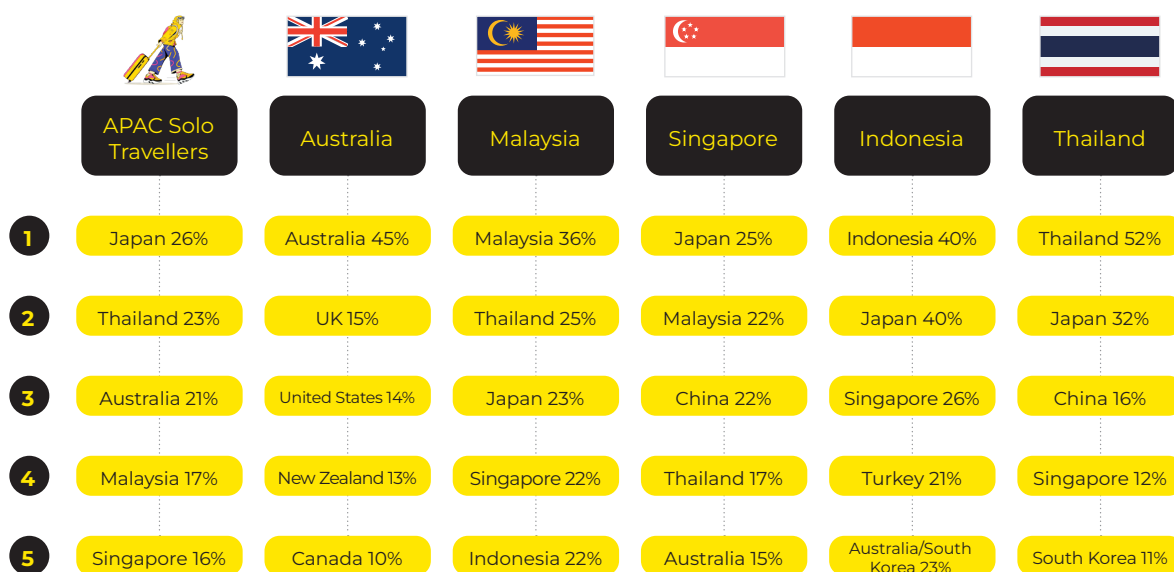


A review of the most popular travel destinations for solo travellers in the past 12 months and in the future, shows a domination of APAC destinations in the top five rankings for all countries surveyed, with the exception of Australia, where USA, Canada and the UK are popular choices among respondents.

Top 5 destinations in the past 12 months by country



Top 5 destinations in the next 12 months by country

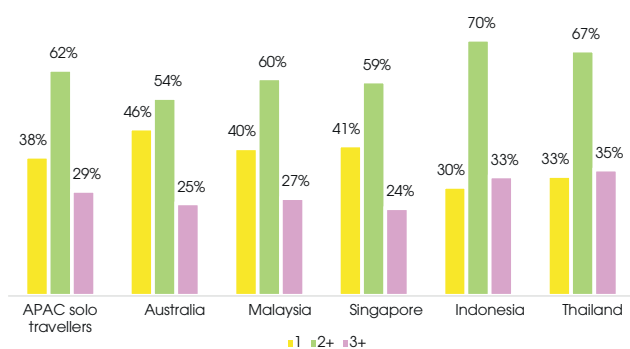


Solo travellers are frequent travellers and take extended breaks

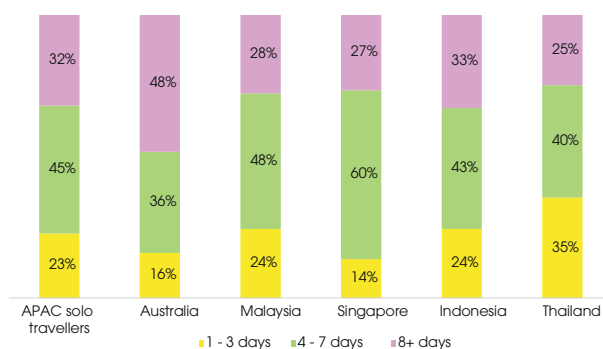
Among those who have taken a solo trip in the past 12 months, less than four in 10 (38%) took only one trip, with over six in 10 (62%) taking multiple trips (two or more). Almost three in 10 (29%) fall into the high-frequency traveller category, taking three or more solo trips in the past 12 months. Thailand (35%) and Indonesia (33%) register the highest number of frequent solo trips in the last year, along with Gen Z travellers.

When it comes to trip duration, almost a quarter of solo travellers (23%) prefer a short getaway lasting one to three days. 45% opt for a longer break of four to seven days, while nearly a third (32%) enjoy an extended trip of eight days or more. Australians, whose preferred travel destinations are further afield, tend to take the longest trips, whereas travellers in Thailand usually take the shortest break.

**Number of solo trips taken
in the last 12 months by country**



**Typical duration of
solo trips by country**

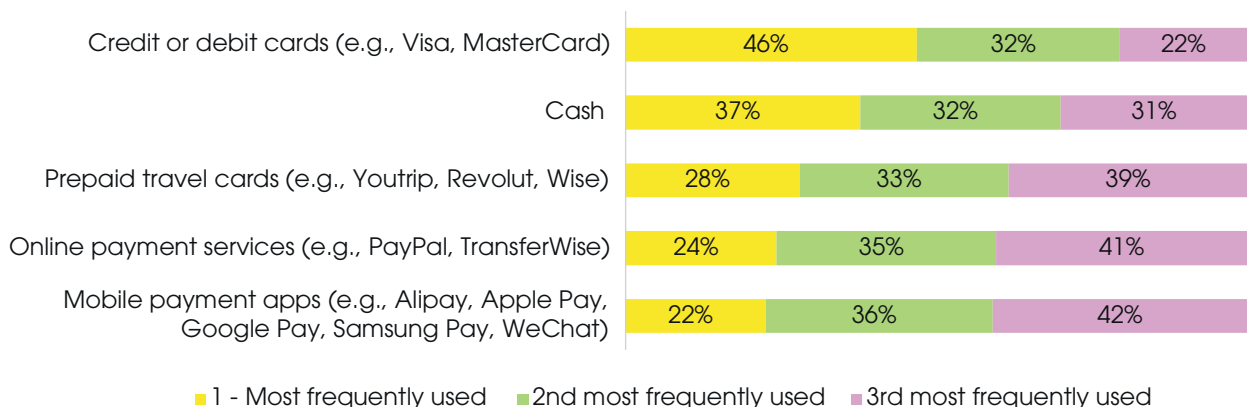


Base: Solo travellers P12M

Cash or card?

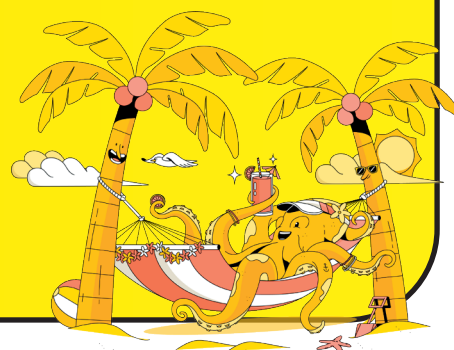
Solo travellers in the APAC region use a variety of payment methods at their travel destination, influenced by personal preferences and planned activities. Overall, 46% are most likely to use credit or debit cards, followed by cash (37%), and prepaid travel cards (28%). Digital payments are less common, with less than a quarter of solo travellers using online payment services and mobile payment apps like PayPal or Apple Pay. Australians, Malaysians, and Singaporeans tend to prefer credit or debit cards, while Indonesians and Thais favour cash or the local currency.

Types of payment methods used when at your destination



WHAT DOES THIS MEAN FOR AIRLINES AND TRAVEL COMPANIES?

Today, there is no 'typical solo traveller'; instead, this group represents a community of like-minded travellers with an array of travel preferences. Airlines, travel and tourism companies must continuously adapt their offerings, marketing strategies and customer experience to ensure relevance and resonance with solo travellers. In doing so, brands can empower solo travellers to explore the world confidently.



2: WHAT MAKES THE APAC SOLO TRAVELLER TICK?

In this section, we explore preferred holiday types, motivations for travelling alone, the challenges of solo travel, how individuals overcome these obstacles and the airline services that are gaining popularity to support solo travellers.

Solo travel types - pack your bags!

APAC solo travellers embrace all manner of trips. Their most popular choices are city breaks (short getaways to towns or cities), immersions with local culture and nature, beach holidays and visiting family and friends. They are less interested in activity-based trips, which may include sports, health spas, camping, theme parks, wildlife parks, and cruises.

Reasons for trips taken/plan to be taken when travelling solo



An analysis of solo travellers across the five markets reveals notable differences in holiday preferences. Shopping is the most popular choice for Singaporeans, while Indonesians show a preference for nature experiences. Australians, on the other hand, travel solo to visit family and friends.



Top 5 solo trip types by country

	 APAC Solo Travellers	 Australia	 Malaysia	 Singapore	 Indonesia	 Thailand
1	City break	Visit friends/family	Culture and history	Shopping	Nature	City break
2	Culture and history	Beach	City break	City break	Beach	Nature
3	Nature	Culture and history	Beach	Culture and history	Culture and history	Visit countryside/rural areas
4	Beach	Visit countryside/rural areas	Nature	Nature	City break	Culture and history
5	Visit friends/family	City break	Shopping	Visit friends/family	Multi-centred holidays*	Beach

*e.g. two or more areas/countries in one trip

Why travel solo?

Travelling alone resonates with people for various reasons. The primary motivations for solo travel can be grouped into four main themes:

1 Independence and flexibility

Travelling with others usually means sticking together, and for over half (52%) of solo travellers in APAC, the main motivation for travelling alone is the freedom and flexibility to create personalised itineraries. This allows them to explore the world on their own terms. Solo travel gives individuals the independence to explore new places at their own pace (44%), enabling them to shape their own agenda for exploration and discovery.

2 Personal growth and development

The second highest motivation for going alone amongst APAC solo travellers is the opportunity to take a break, enabling them to focus on themselves (47%). This includes pursuing the hobbies and interests they enjoy without compromising for others (43%). 40% of APAC solo travellers believe that indulging in solitude encourages personal growth, as they learn different perspectives and discover new things about themselves.

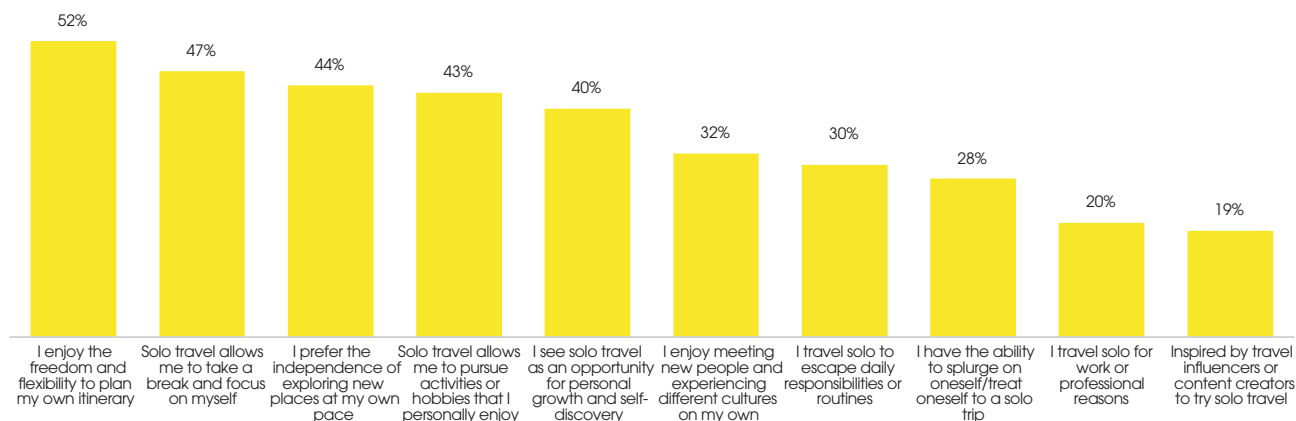
3 New like-minded connections

Travelling alone enables individuals to meet people from diverse backgrounds and engage more easily with strangers than they would when travelling with other people. Almost a third of APAC solo explorers (32%) feel that travelling alone allows them to connect with like-minded people who share a similar sense of adventure, as well as to experience different cultures and activities they might not typically engage with when travelling with others.

4 Breaking routine

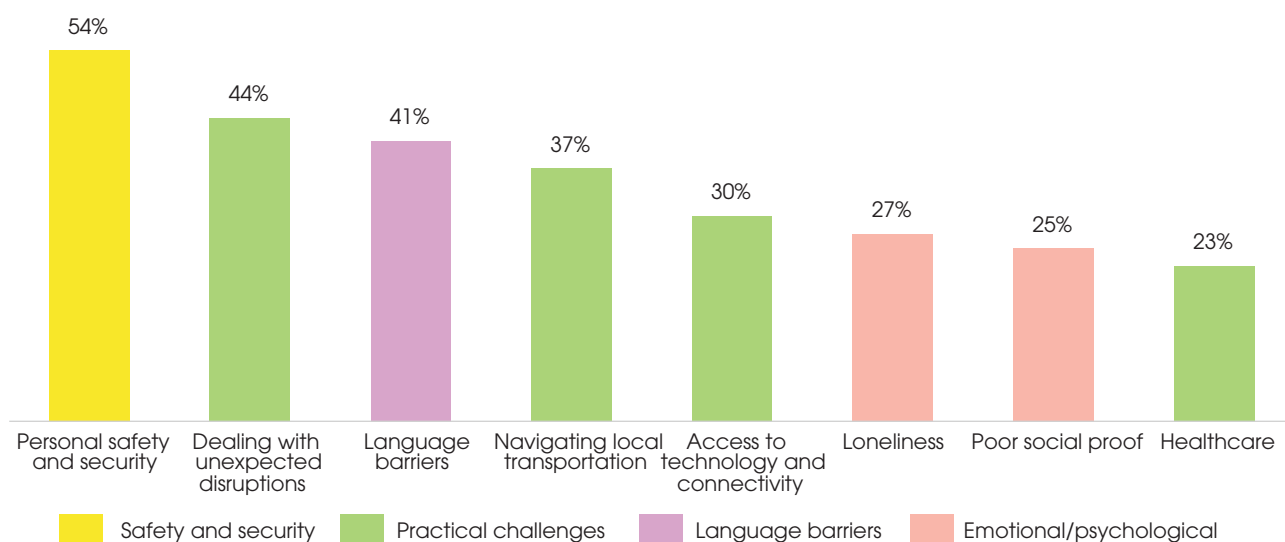
Three in 10 solo travellers cite escaping daily responsibilities or routines as a key motivation for travelling alone. Breaking away from established routines can provide rejuvenation, helping solo travellers gain new perspectives, and experience the world in a different way.

Main reasons for choosing solo travel



Solo travel can offer a sense of freedom and independence, but it can also present challenges. In this section, we will examine the obstacles that APAC solo travellers encounter or anticipate facing, as well the actions they take to overcome these challenges.

Key challenges for APAC solo travellers now and in the future



The current and potential barriers to solo travel can be grouped into four main areas: 1. Safety and security, 2. Practical challenges, 3. Language barriers and 4. Emotional and psychological reasons

1. Safety and security Travelling alone can heighten safety concerns, particularly in unfamiliar destinations, which may lead to solo travellers feeling more vulnerable to theft or harassment. More than half (54%) of APAC solo travellers cite personal safety and security as their primary concern when travelling alone. Across the five countries, Malaysian solo travellers were most concerned about safety and security while travelling, with 64% indicating this as their primary concern.

2. Practical challenges Solo travellers may encounter a range of practical challenges that can complicate their journeys. 44% of APAC solo travellers report difficulties in handling unforeseen disruptions to their travel plans. In addition, navigating local transportation presents another hurdle, particularly unfamiliar transport systems (37%). Ensuring reliable access to technology and

connectivity is crucial, with three in ten solo travellers concerned about the lack of internet access or being unable to stay connected with others when travelling alone. Lastly, nearly a quarter (23%) find it challenging to locate reputable hospitals or clinics for healthcare needs.

■ **3. Language barriers** The third most challenging aspect of travelling alone among APAC solo travellers is the difficulty of communicating fluently in the local language (41%). This can complicate everyday tasks such as ordering food, asking for directions, seeking help in an emergency, or engaging in conversations with locals.

■ **4. Emotional and psychological reasons** Around 27% of APAC solo travellers report loneliness as a key challenge when travelling alone, along with feeling that they are treated differently without companions due to societal norms.

Across the five countries surveyed, almost all (93%) of the respondents indicated that they had experienced or expected to encounter some form of challenge while travelling solo.

Taking action!

While the majority of solo travellers have faced certain challenges during their journey, this form of travel remains attractive.

So, how do solo travellers address these challenges, and what strategies do they adopt? For each of the eight challenges reviewed, respondents were asked what action they had taken, or plan to take to overcome each specific challenge. These actions have been grouped into three core strategies; research and planning, staying connected, and safety and assurance.



Strategy 1 - Research and planning

Research and planning appear as the top two strategies used to address six out of the eight challenges experienced by APAC solo travellers. APAC solo travellers typically research about the destination they will be travelling to, plan their itinerary, access travel apps for assistance, book accommodations with good reviews and security ratings, and ensure flexibility while planning to address unforeseen circumstances. Actions that form the research and planning strategy appear in the top two tiers of all actions taken to counter seven out of the eight challenges that solo travellers encounter when travelling alone.

Strategy 2 – Staying connected

Connectivity emerges as another important strategy to tackle the challenges when travelling solo. The actions that shape this strategy involve not only keeping connected with the people they know, such as family and friends, but also seeking advice from locals or other travellers who can provide practical tips to enhance their experience. For some APAC solo travellers, staying connected includes participating in local tours, enabling them to immerse themselves in the local community to connect with locals and other like-minded travellers. Translation tools also enable APAC solo travellers to connect better with locals and enhance their travel experience.

Strategy 3 – Ensuring safety and assurance

This third strategy adopted by APAC travellers to overcome the potential challenges of solo travel involves implementing safety and assurance measures. These include purchasing health and travel insurance to cover unexpected events, packing essential items like backup batteries and personal safety alarms, and bringing extra emergency funds for unforeseen circumstances.

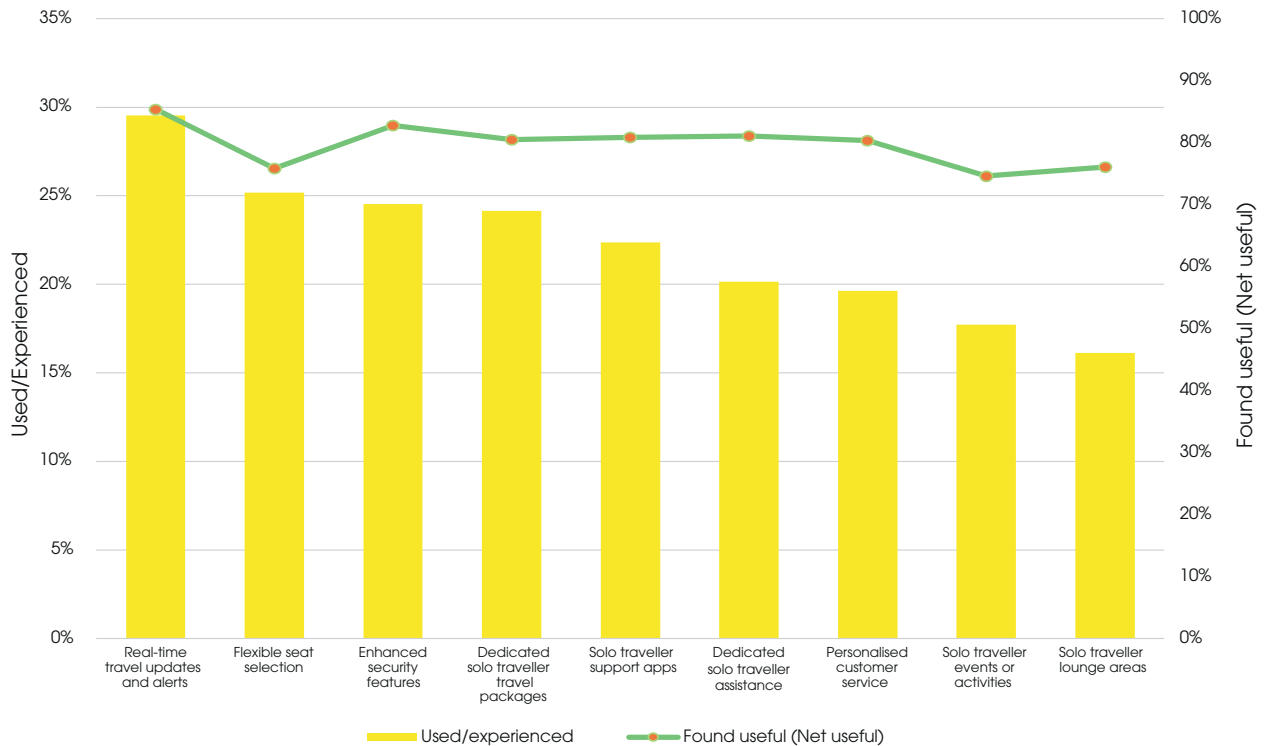
Popularity of airline services that support solo travellers

As the number of solo travellers continues to rise, airlines are adapting and enhancing their service offerings to cater to these evolving needs and preferences. Airlines provide a variety of services, both on the ground and in the air, specifically tailored for solo travellers. These services include dedicated lounges for solo travellers, flexible seat selection and support apps with tailored features such as customised itineraries.

The most popular service among solo travellers in the APAC region is real-time travel updates and alerts, which are valued by 30% of the respondents. This is followed by enhanced security features and flexible seat selection, which each account for 25%. Additionally, nearly a quarter (24%) of solo travellers have utilised dedicated solo traveller packages, while 22% have accessed support apps with tailored features such as customised itineraries, local travel guides and flexible booking. 20% of the respondents have taken advantage of dedicated assistance such as personalised pre-trip planning support or personalised customer service to assist with issues or changes during the trip.

Over 70% of respondents found the services useful, with real-time travel alerts (85%) and enhanced security features (83%) rated as the most beneficial.

Airline services used/experienced that support solo travelling



WHAT DOES THIS MEAN FOR AIRLINES AND TRAVEL COMPANIES?

Solo travellers are intentional when they embark on their trips. Despite potential challenges, they are determined to make their trips happen.

Airlines and travel companies can appeal to solo travellers better if they are able to address the challenges faced by this group. They can start by building an ecosystem that provides seamless booking experiences, from flight tickets to local attractions to mobile connectivity solutions and more.



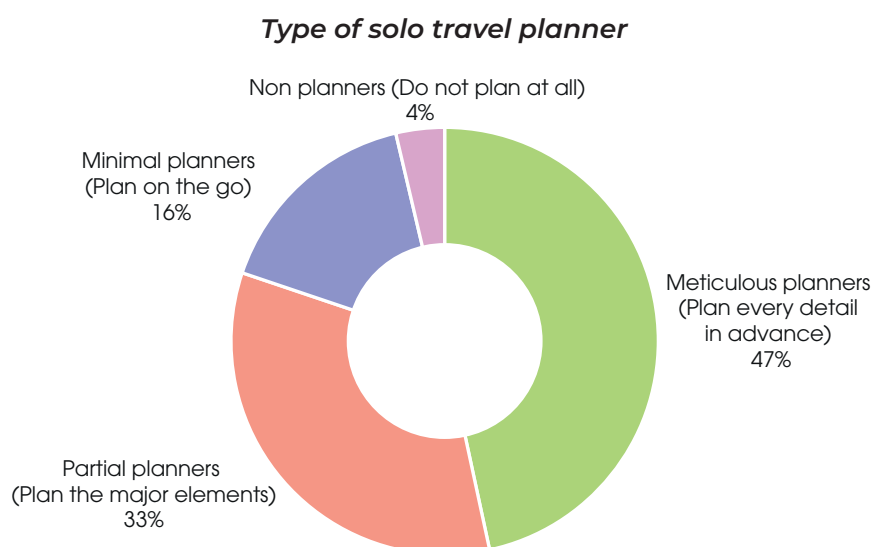
3: PREPARING FOR TAKE-OFF

Planning is a key consideration when travelling, and our survey reveals that 96% of APAC solo explorers engage in some form of planning for their trips. In this section, we examine how far in advance they plan their trips, the different planning styles they adopt, and their preferences when choosing airlines and accommodation. Additionally, we will identify the potential obstacles they encounter while planning their trips and how they overcome these potential setbacks.

To plan or not to plan?

Scoot's 2024 single ticket booking data shows that booking lead times varied depending on individual preferences. Close to four in 10 solo travellers made their bookings two to four weeks ahead of the trip, followed by 32% who booked at least one month in advance, and 29% who booked at least a week in advance.

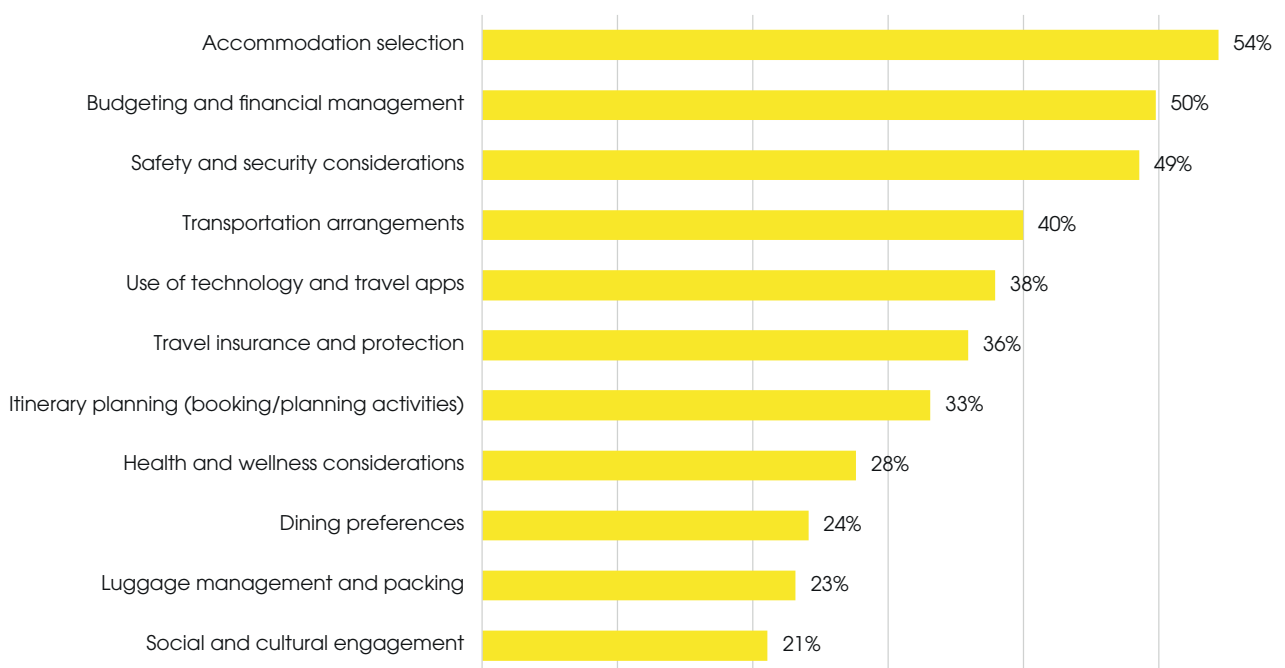
Findings from our survey reveal the planning style of APAC solo travellers aligns closely with Scoot's data on booking lead time. Almost half (47%) describe themselves as meticulous planners who arrange every detail of their trips in advance. A third are partial planners, who take care of the major elements like flights, accommodation and transportation only, while less than a fifth (16%) are minimal planners who like to make decisions on the go. And finally, a small group of 4% travel without any planned itinerary at all. Indonesian (56%) solo travellers are more likely to be meticulous planners, whereas Australians (43%) are more likely to be partial planners.



Key planning priorities

Aside from booking flights, solo travellers in APAC tend to prioritise accommodation, budgeting, and safety and security. Once those are covered, they then turn to practical considerations, such as in-destination transportation, the use of technology to assist with managing and navigating their journeys, and organising insurance. Meanwhile, social engagement and dining preferences are less important when planning a solo trip.

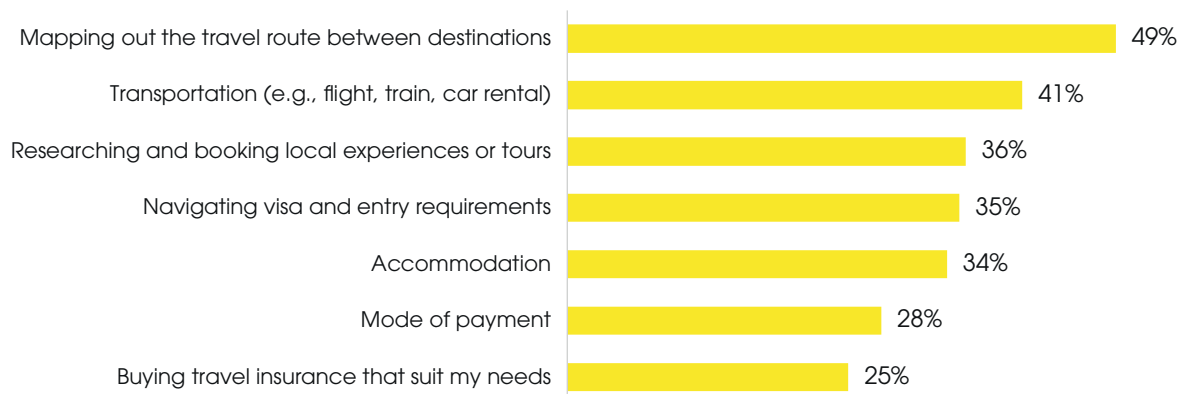
Key aspects prioritised when planning for solo travel



Planning challenges

APAC solo travellers encounter various challenges when planning their trips, especially when mapping out travel routes (49%) and choosing transportation options (41%). Other difficulties involve researching and booking local experiences (36%), managing visa and entry requirements (35%), and finding appropriate accommodations (34%).

Key aspects of solo travelling found challenging



Travel considerations – where to stay, what to pack and how to fly?

Looking at essential aspects of travel such as accommodation, what type of luggage to bring, which cabin class to book, and deciding which airline to use, solo travellers have varied preferences, but tend to prefer to travel light and prioritise economy class fare types.

Accommodation preferences

When exploring where to stay, more than half of solo travellers in APAC (55%) tend to go for hotels with ratings of 3 stars or below. In addition, 33% prefer luxury stays with four- or five-star ratings, 32% prefer Bed & Breakfasts, 31% prefer to stay with friends and one in five choose rentals or hostels (22%). However, finding accommodation can often be challenging, solo travellers cite safety concerns, unreliable recommendations, and information overload as their main obstacles when searching for somewhere to stay.

Luggage requirements

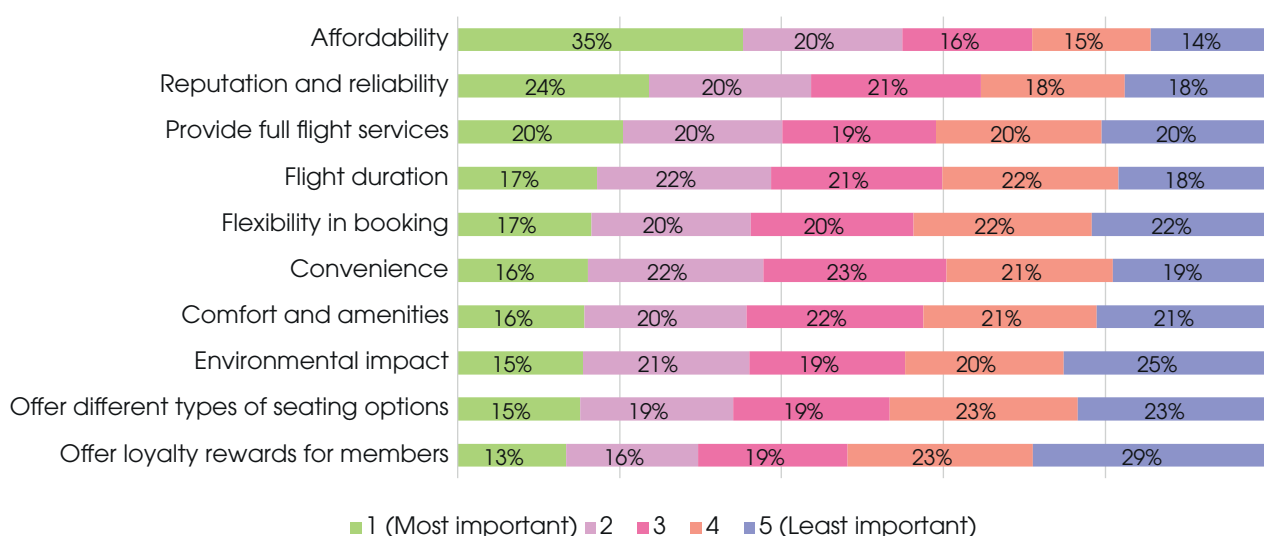
Half of all APAC solo travellers prefer to pack light, bringing nothing larger than a small check-in luggage or carry-on bag. A slightly lower proportion (48%) opt for a moderate luggage allowance, typically consisting of a standard-sized check-in luggage and carry-on bag, while only a small percentage (3%) of solo travellers taking two or more checked-in luggage. When travelling alone, technology and photography equipment are the most common items to bring along (61% and 53% respectively), while a quarter pack camping gear equipments (25%), and 21% bring sports equipment.

Airline choice drivers

When selecting a travel class, the majority of APAC solo travellers typically choose economy class options (86%), followed by business class (11%) and first class (3%). 23% of solo travellers prefer low-cost airlines, while 42% choose full-service carriers, and 35% prefer hybrid or low-cost full-service options. What are the key factors that influence the decision in selecting an airline?

When asked to rank the importance of various factors when choosing an airline for solo travel, affordability emerges as the most important consideration for solo travellers, followed closely by reputation and reliability, as well as the availability of extensive flight services.

Key factors for choosing an airline for solo travel



Travel inspiration

In the APAC region, solo travellers rely on various channels for inspiration and planning different aspects of their journey. For accommodation, they turn to online travel agents, hotel websites, and reviews. When booking flights, airline websites and apps serve as the primary sources, followed by online travel agents and social media platforms. Online travel agents are also the primary choice when arranging in-destination transportation, followed by social media and recommendations from family and friends. For dining options and in-destination activities, travellers primarily consult social media, family and friends, as well as refer to reviews.

Top three channels for travel inspiration

Top 3 Channels	Accommodation	Flights	Food	Activities	In-destination transportation
1	Online travel agency websites	Airline websites / apps	Social media platforms	Social media platforms	Online travel agency websites
2	Hotel websites/apps	Online travel agency websites	Recommendations from family and friends	Recommendations from family and friends	Social media platforms
3	Online review platforms	Social media platforms	Online review platforms	Online review platforms	Recommendations from family and friends

WHAT DOES THIS MEAN FOR AIRLINES AND TRAVEL COMPANIES?

Flexibility, reliability, affordability, and peace of mind are top priorities for solo travellers. Offering flexible flight options like Scoot's Change Your Flight or Cancel Your Trip offerings, value-for-money accommodations, comprehensive travel insurance, and partnerships with travel operators to create a one-stop shop can significantly enhance the planning experience for these travellers.

This white paper also indicates that solo travellers seek ideas from a variety of sources and platforms during the planning stage. To effectively capture this audience, airlines and travel companies should implement a comprehensive strategy, ensuring a strong presence across multiple channels to drive conversions.



4: WHAT NEXT?

THE FUTURE OF SOLO TRAVELLERS

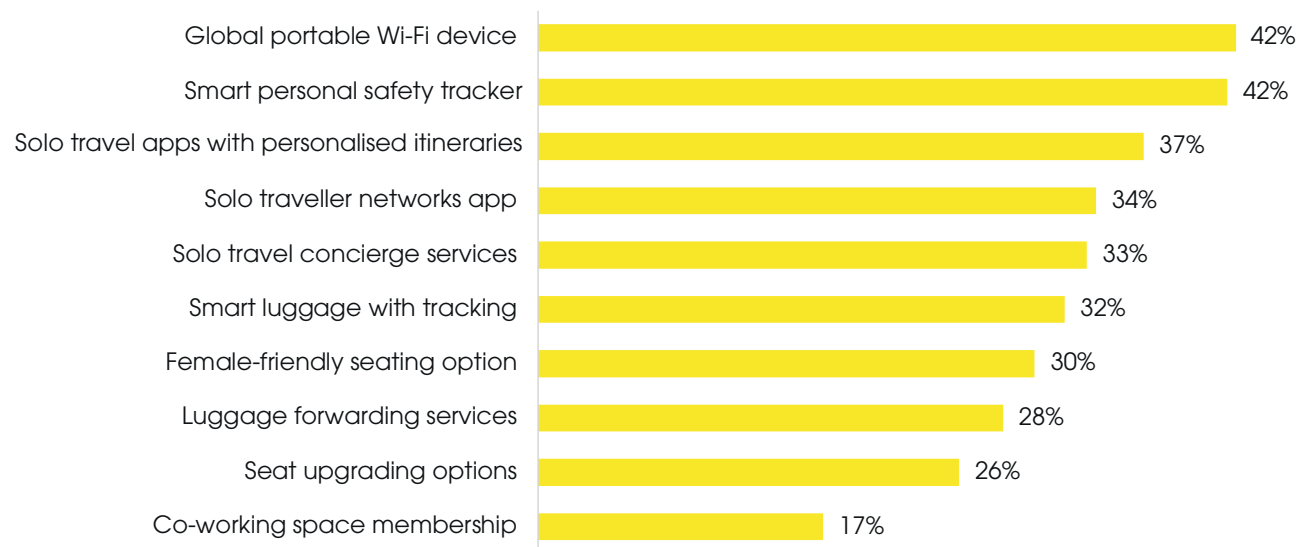
Solo travel is not just a means of exploring the world; it is also a pathway to personal growth. It fosters deeper connections, offers freedom and flexibility, and provides an opportunity to break away from everyday routines. As this trend continues to grow and remain popular, what innovations can we anticipate in the future, and would travellers recommend solo travel to others?

Areas of innovation

To enhance the solo travel experience, what innovations are most appealing and have the greatest potential to transform the future of solo travel in APAC?

Our survey reveals that potential improvements should focus on making solo travel more personalised, enhancing safety, improving connectivity and inculcating a sense of community.

Key Areas of Service or Innovation to Enhance Solo Travel Experiences



Make it personal

Solo travellers in APAC appreciate personalised experiences and tailored services, such as solo travel apps with customised itineraries (37%), concierge services (33%), luggage forwarding (28%), and seat upgrades (26%). These innovations offer opportunities for airlines and travel companies to improve the solo travel experience.

Connectivity and community building

The ability to stay connected anywhere, anytime, through a portable Wi-Fi device or e-SIM while on the move is one of the most appealing services to enhance the travel experience for APAC solo travellers (42%). Additionally, 34% value solo traveller network apps that allow users to meet others, share tips or find travel companions. Innovations designed for specific demographics, such as female solo travellers and digital nomads, were also well-received, with 30% showing interest in female-friendly seating options and 17% valuing co-working space memberships.

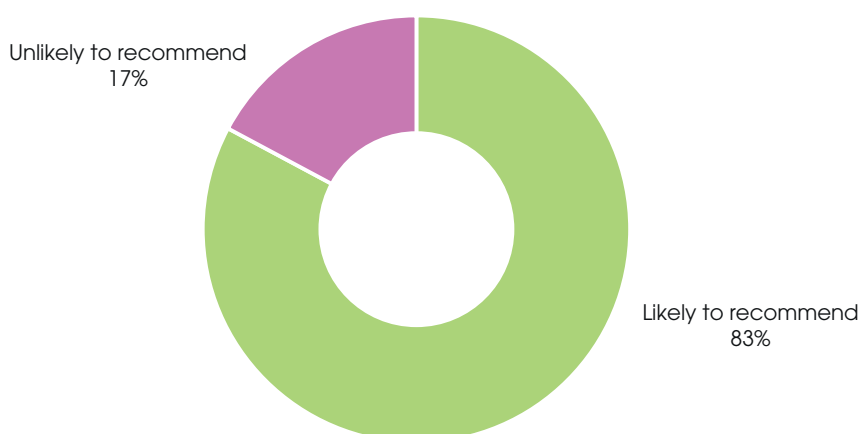
Enhance safety

Improving personal safety and the protection of possessions are two key areas highlighted that could enhance the solo travel experience. Features such as smart personal safety trackers (42%) and smart luggage tracking (32%) are particularly appealing.

Solo travel – spreading the word!

Solo travel has many benefits, enabling travellers to explore new cultures, create unique memories, and experience the world on their terms. Among APAC solo travellers, there is a high level of endorsement for travelling alone, with 83% likely to recommend it to friends, family and colleagues. This strong advocacy is high across all countries surveyed, and highest amongst Indonesian solo travellers (94%).

Likelihood to recommend solo travel to family, friends and colleagues



WHAT DOES THIS MEAN FOR AIRLINES AND TRAVEL COMPANIES?

By understanding the practical and emotional needs of solo travellers, airlines and travel companies can better serve this group of travellers by pushing the boundaries of innovation to customise modular products and self-directed digital services.

Scoot-in-Silence, a dedicated quiet zone on some of Scoot's aircraft for travellers seeking a more restful flight, as well as ScootHub, a one-stop inflight portal accessible from travellers' own mobile devices to browse inspirational travel content and track their flight in real-time, are examples of innovations by the airline to continually provide their passengers with more information and comfort.



ARE YOU READY FOR THE SOLO TRAVELLER?

Solo travel is no longer a niche – it is a movement reshaping the way people engage with the world. Driven by a desire for flexibility, self-discovery and meaningful experiences, travellers today are seeking journeys that reflect their personal values, interests and pace. From urban exploration to nature immersion, solo travellers are empowered by technology, supported by evolving industry offerings, and guided by an intrinsic motivation to connect both inward and outward.

To attract and cater to the solo traveller, airlines and travel companies need to consider their unique needs, provide experiences and services that respect their independence, assure their safety, and enhance their journey. The rise of solo travel presents an exciting opportunity for airlines and travel companies alike. It is a segment that is diverse, dynamic, and full of potential. By understanding the needs and motivations of solo travellers and adjusting their products and services accordingly, airlines and travel companies can tap into this growing market and drive business growth.



Company information:

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.

For more information, visit [FlyScoot.com](https://www.flyscoot.com).

