

Solo Travel packed with satisfaction

37%

have vacationed or explored solo travel with an average of 4 solo trips

97% of solo travelers were satisfied with their solo experience

81% say they plan on taking another solo trip in the next 12 months



Majority of Solo Travelers prefer domestic destinations

68%

travel domestic



California



Florida



Las Vegas

18%

chose international destinations

Caribbean
Puerto Rico
Mexico



Why is Solo Travel the Ultimate in Freedom and Relaxation?

HOLLYWOOD

TRAVEL

SINCE 1958

Solo Travel rejuvenates all, regardless of relationship status

Of the 37% who have traveled solo:

53%

53% are married

39%

39% single or divorced

Biggest benefits of taking a Solo Vacation

46%

Just getting out of town

31%

Seeing something new

25%

The food

Are you planning a Solo Trip?

Start exploring your destinations at travel.aarp.org



AARP
Real Possibilities

Source: AARP Travel Research: Solo Travel. August 2014
(aarp.org/SoloTravelResearch)