

SOLO TRAVELER

The definitive resource and community for those who travel alone.

2020 BRAND INFORMATION



The logo for Solo Traveler features the word "SOLO" in a large, grey, sans-serif font. The letter "O" is replaced by a stylized grey icon of a person with arms raised, set within a circle. Below "SOLO", the word "TRAVELER" is written in a smaller, grey, sans-serif font. Below "TRAVELER", the words "GLOBAL REACH" are written in a bold, black, sans-serif font.

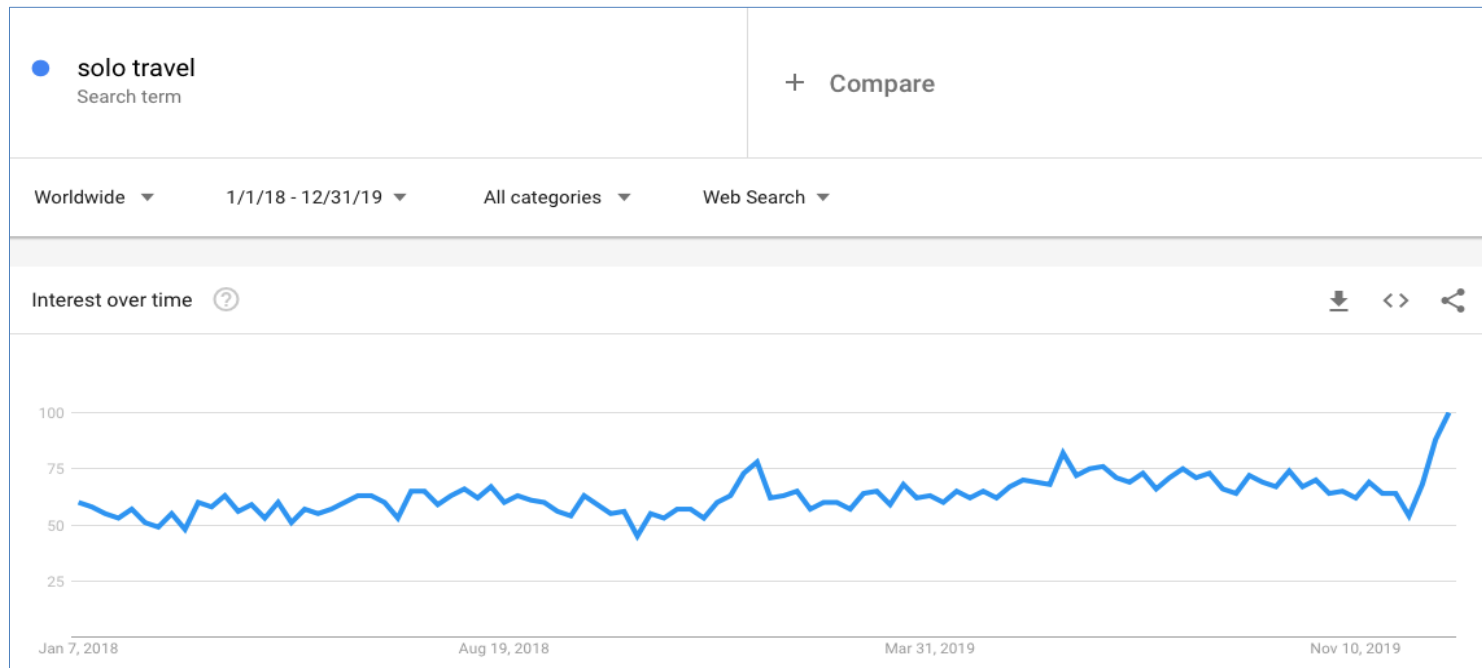
SOLO TRAVELER GLOBAL REACH

ENGAGED TRAVELERS

Solo Traveler is the authority on the solo travel market.

We deliver market insights and direct access to the fast-growing solo travel market. Solo Traveler has the largest, most diverse and engaged community of solo travelers in the world. Our community looks to us for information and inspiration.

The Trend in Search for "Solo Travel" Continues to Grow



The numbers above represent search interest relative to the highest point on the chart. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. Over 2019 the search for “solo travel” was trending upward.



Solo travel #1 trend for 2019 according to Klook. (December 2018) Solo travel, pop culture influence and the Fear of Missing Out (FOMO) effect are among the six driving factors in tours and activities for next year, reveals Hong Kong-based leading travel activities and services booking platform [Source](#).

POWER & INFLUENCE

SOLO TRAVELER IS THE AUTHORITY THAT THE TRAVEL INDUSTRY CAN TRUST.

SERVING SOLO TRAVELERS SINCE 2009, WE UNDERSTAND HOW THEY THINK, WHAT THEY VALUE AND HOW THEY BUY TRAVEL.

OUR HIGHLY ENGAGED COMMUNITY RELIES ON US TO DIRECT THEM TO QUALITY TRAVEL OFFERS.

PARTNERING WITH SOLO TRAVELER GIVES YOU DIRECT ACCESS TO THE RAPIDLY GROWING SOLO TRAVEL MARKET AS WELL AS DATA TO DRIVE YOUR SUCCESS.

4 Emails to our list monthly – 55K Double Opt-in subscribers

58% US – 27% typical open rate, 9% typical click-through rate

12% Canada – 40% typical open rate, 17% typical click-through rate

6% UK – 22% typical open rate, 6% typical click-through rate

6% Australia – 30% typical open rate, 8% typical click-through rate

DIGITAL

New blogposts are published 3 times per week.

– 120K Unique Visitors monthly

– 140K Visits monthly

– 230k Pageviews monthly



Deals Page:

– 8K Views monthly

– Average time on page
3:4 minutes

DIRECT-
TO-INBOX

Solo Traveler is your source for data on the solo travel market.

- Annual Reader Survey
- Monthly Facebook Polls
- Tracking of Industry Data

DATA



POWERFUL PLATFORMS

Partnering with Solo Traveler gives you low-risk access to the rapidly growing solo travel market.

SOCIAL

Facebook is our #1 platform for fans and engagement

- Facebook — 260,000 fans
- Twitter — 40,700 followers
- Pinterest 15,500+ followers
- Instagram 8,000+ followers

The largest solo travel community in the world

– Founder of the annual Solo Travel Awards, now in its fourth year.

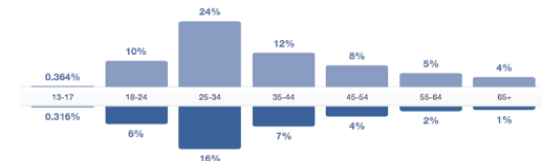
– The go-to source for the media on everything solo travel.

AUTHORITY

VOICES OF
AUTHORITY



Women
63%
Your Fans



Between August 2015 and August 2017, the number of searches on Google for solo travel grew by 58%. [Source](#)

POWERFUL PARTNERSHIPS

Solo Traveler Creates Partnerships that Leverage Insights into Action

INSPIRING TRAVEL TO NEW DESTINATIONS

Working with destination marketing organizations, Solo Traveler inspires people to venture out to new destinations.

DIRECT SALES RESULTS

The Solo Travel Advisory and Deals page deliver proven sales results for tour, cruise, and travel companies targeting the solo travel market.

SPONSORED CONTENT

We deliver sponsored content with information solo travelers need while meeting the objectives of our clients by leveraging the site, social platforms, and our subscriber base.

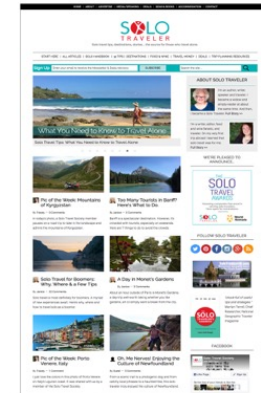
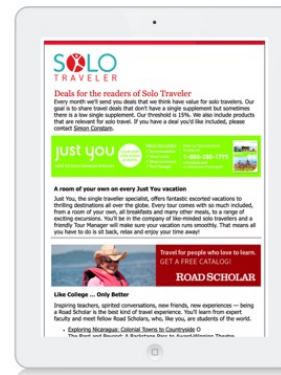
AMBASSADORSHIPS

Solo Traveler develops customized partnerships, from consultation services to multi-channel branding and sales, based on specific client needs.

"We have been working with Solo Traveler since Jan 2015 on the Advisory as well as in other areas. It has always proved to be a successful advertising venue for us with a receptive and engaged audience"

- Exodus Travels

POWERFUL INTEGRATION



BRAND INTEGRATION

Everything we do is integrated with social media and our mailing list to ensure that your brand is integrated with Solo Traveler in a way that benefits, informs, and entertains our audience.

SOCIAL MEDIA

With over 240,000 engaged fans, the Solo Travel Society on Facebook is Solo Traveler's primary social platform.

EMAIL SUBSCRIBERS

With 55,000+ double opt-in subscribers our email list achieves an average open rate of 28%. We send to five geographic splits every Monday morning enabling you to customize your offer by market.

POWERFUL EDITORIAL

Solo Traveler's content is produced by four writers, a boomer, a Gen Xer, and two millennials. This diversity keeps Solo Traveler fresh and relevant for all major demographic groups.

SOLO TRAVELER AUDIENCE

Delivering an audience that travels. The two primary profiles are boomers and millennials.

Educated, Active Travelers

- 84% have university or post-graduate degrees.
- 51% travel 3 or more times per year for pleasure. A further 33% travel twice a year.
- 72% planned to travel more in 2018.
- 53% are interested in international travel, 7% in domestic, and the balance in both.



Social and Engaged

- 63% say they receive travel inspiration from Solo Traveler
- 13% comment on Solo Traveler
- 46% share Solo Traveler content with friends
- 58% are members of our Solo Travel Society on Facebook

"I've been on the Solo Traveler Advisory and Deals page for more than a year. It's been really productive for us. Many of the travelers who have come with us have come from Solo Traveler. We continue to be with them every month."

- Global Heart Journeys

Budget and Luxury Travelers

Spend per week of travel excluding airfare:

- 7% spend more than \$2500/week
- 26% spend \$1,500-\$2,500/week
- 48% spend \$500-\$1,500/week
- 26% spend less than \$500/week

"The folks over at Solo Traveler have been amazing! We've been featured on the Advisory & Deals page for a few months now and they have brought the perfect traffic to our site. The readers tend to be very engaged and interested."

- Clothing Arts

DATA-INFORMED INFLUENCE

Solo Traveler has the information you need to access the fast-growing solo travel market.

Our detailed annual reader survey tells us who's traveling, how often, where, how much they're spending, and more. We know what resonates with solo travelers. With this information we're able to help you better target your message.

Contact us and let us help you tap into the growing solo travel market.

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Funded by the
Government
of Canada

Canada

