



Kate Winter, Solos
New opportunities

Solos

The UK Singles Market & Solos

- The UK Singles Market
- Issues facing the Single Traveller
- About Solos
- How to target the single traveller
- How to market yourself in the UK

The Singles Market in the UK



- 1 in 10 UK holidaymakers travelled alone in the last 12 months
- 1.2 million single travellers take 4 or more trips abroad
- 3.3 million solo travellers in the UK
- Who is the Singles Market?

Fastest growing sector in the UK travel industry



- Change in attitude towards being single
- Dating/relationship websites
- Continued increase in divorce and separation
- By 2033 it is estimated that 44% of the population of the UK will be single
- The biggest challenges

What is Solos?



- Sell direct to 95% of our customers
- Role of a Tour Leader
- 2012 capacity
- What's in store for 2013 and new opportunities

The Italian offer

Destinations – UK, Europe & Worldwide – across 12 Categories

Italy in the top 5 destinations

12 Categories:-

- Short/City Breaks Bologna, Verona Opera, Rome
- Discovery Lake Como, Italian Riviera, Sorrento, Treasures of Tuscany*
- Food & Drink Italian Style, A Taste of Piceno
- Sun *currently none*
- Cruise 4 of the 13 itineraries
- Activities North Italy Active
- Walks & Treks Madonna di Campiglio & Umbria & Marche
- Ski Val di Sole, Madonna di Campiglio & Folgaria
- Tennis Italian Dolomites - new
- Golf *currently none*

What niche markets need from you

- Competitive Hotel Rates
- Hotel Room Allotment for a Group
- Location, Location ...
- Flexibility of Board Basis
- Travel Dates in High Season
- Product Quality/Standards
- New Product Added Value
- Exceeding Expectations

Checklist of things to do...

1. Research
 - Online
 - Offline
2. First Impression
3. Tailor made approach
4. Presentation
5. Follow-up
6. On-going relationship

Break Out

How can the Emilia Romagna region target the UK Market?

- What changes would you make in the way you currently approach the UK Market?
- What services would you highlight to a UK tour operator (mainstream or specialist/niche) to influence them to choose you as a hotelier/DMC/supplier?

Wrap up, conclusion and final Q&A

TARGET

- **T** - Targeted
- **A** - Attitude
- **R** - Relationship
- **G** – Generate new ideas
- **E** – Exceed
- **T** – Two to one