

Solo Canadian Women Travellers Just Want to Chill

Booking.com Solo Travel Report reveals majority of Canadian women travelling alone seek stress-free escape

AMSTERDAM--April 28, 2014-- With thoughts turning toward summer holidays and vacations, findings released today from the first **Solo Travel Report** commissioned by Booking.com show an overwhelming majority of Canadian women have embraced travelling alone, tying with Australia for the top spot, with 76 percent reporting having travelled solo in the past. The trend shows no signs of slowing with nearly half considering a solo vacation in the next 12 months.

So what's driving Canadian women to take flight? While globally the report shows women are more inclined to go solo to experience [new cultures](#), Canadian women were found to be simply looking for a time out; with 62 percent seeing travelling solo as a way to escape their daily lives. Nearly half (40 percent) say they would go on a solo vacation to get a break from their regular routine and have some time for themselves. They saw the biggest benefits of travelling alone as being able to truly relax and unwind.

"Canadians are prolific travellers, so it's no surprise to us Canadian women are leading this trend globally," said Paul Hennessy, CMO, Booking.com. "Our research found travelling solo allows Canadian women to indulge in what seems to be a rare commodity in our fast-paced world: time alone. With all of the resources available at their fingertips online at Booking.com, women can instantly find out everything they need about a vacation property."

When it comes to vacationing on their own, Canadian women are most likely to check into a restful, relaxing spa resort to check out of their daily stressful routines. One in two said they would like to escape their work, with no partners, no girlfriends and no kids, within the year. The survey found Canadian solo female travellers prefer [spa retreats](#), [beach holidays](#) and city escapes, and tended to steer away from high-impact activities such as sports, hiking, or skiing trips.

However, escaping their daily lives doesn't mean they're disconnecting. Social media is playing a pivotal role when it comes to women's confidence in being able to go on holiday by themselves. Seven out of 10 women use social platforms to keep in touch with family and friends, and over half find that social media and digital technology instill a sense of safety when travelling solo.

“Our research shows solo female travel is a phenomenon that is here to stay,” Hennessy said. “Booking.com is at the heart of all travel planning, and gives you all that comfort you need when making your accommodation bookings. The Booking.com platform is committed to empower all travellers, no matter whether you’re going it alone or with friends, with the ability to book with confidence anywhere in the world, thanks to our destination finder and 27 million reviews.”

With more than 25 different accommodation varieties and over 450,000 properties in 200 countries, Booking.com has the best accommodation offering in the world, ensuring women travelling alone can feel confident they will get it right every time they book a trip.

‘Brianless’, the latest Booking.com TVC, celebrates the empowerment of the woman solo-traveller. The film tells the story of Jen, who loves her partner Brian, but doesn’t necessarily love the same type of holiday as he does. Will she miss him or will this be her vacation of a lifetime?

‘Brianless’ was created by Wieden+Kennedy Amsterdam and will air on Booking.com’s YouTube channel from April 28 and on Canadian television channels in May.

Click [HERE](#) to view and link to the ‘Brianless’ .30-second spot.

-ENDS-

*Survey conducted by Vision Critical of men and women, 25-45, who have travelled in the last 12 months from the United Kingdom, USA, Canada, Australia and Germany, April 2014

**Findings from a poll of Booking.com users, conducted April 2014

Contact details:

For further information contact:

Marela Lucero – Lee marela@punchcanada.com / 647 837 1260

Erin McKay erin@punchcanada.com / 416 360 6522 x 282

About Booking.com:

Booking.com is the world leader in booking hotel and other accommodations online. It guarantees the best prices for any type of property – from small independents to five-star luxury. Guests can access the Booking.com website anytime, anywhere from their desktops, mobile phones and tablet devices, and they don’t pay booking fees – ever. The Booking.com website is available in 42 languages, offers more than 450,000 hotels and accommodations in

200 countries, features 27+ million reviews written by guests after their stay, and attracts online visitors from both leisure and business markets around the globe. With over 17 years of experience and a team of over 6,500 dedicated employees in 115+ offices worldwide, [Booking.com](http://www.booking.com) operates its own in-house customer service team, which is available 24/7 to assist guests in their native languages and ensure an exceptional customer experience.

Established in 1996, [Booking.com](http://www.booking.com) B.V. owns and operates [Booking.com](http://www.booking.com)[™], and is part of The Priceline Group (NASDAQ: PCLN). Follow us on [Twitter](#), [Google+](#) and [Pinterest](#), like us on [Facebook](#), or learn more at <http://www.booking.com>.