

Solo travel trend takes off

For the first time, solo travel has tipped the balance of hotel bookings with one in three weekend visitors to Jurys Inn being a single traveller.

The desire to have 'me' time, see new places, and get away from everyday life are the top reasons Brits have been taking more solo trips for pleasure this year.



The hotel group, with Scottish locations in Edinburgh, Glasgow, Inverness and Aberdeen, reported over half of 18-24 year olds look for quality time alone on holiday, whilst those approaching retirement are eager to take a solo trip to visit new places.

Hotel group Jurys Inn has observed a 6% rise in solo travellers in the last 12 months, as the trend to pack a bag and go it alone has continued to grow.

Jurys Inn Head of Marketing, Suzanne Cannon, said: "Many hotels add a singles tax to rooms, but we'd never solo-shame our guests.

"Exploring a new city or holiday destination can be eye-opening, and with 41% of Brits wanting to visit new places, now's the time to join the thousands booking a Jurys Inn stay alone."

For travellers still worried about the expense, Jurys Inn's Summer Sale is on hand to offer up to 20% off the best available Room Only and B&B stay dates until Sunday 9 September 2018.

For more information and to check availability visit: www.jurysinns.com/season-sale