

Single travelers changing the tour market

By Arthur Frommer, Frommer's

In a surprising announcement, the Bureau of Labor Statistics has found that fully 50 percent of America's adult population now consists of unmarried single people. And because another smaller percentage of the population is married people who nonetheless prefer to travel alone, the result is that more than half of our adult population are persons who travel without a spouse.

That interesting figure has been noted and absorbed by a growing number of tour operators who are now modifying their trips to appeal to solo travelers. The largest of those tour operators, Intrepid Travel, has just announced a sizable tour program for the coming year that will be limited to single or solo people.

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