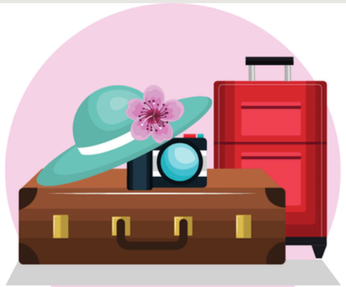
ABTA
The Travel Association

# BEYOND SOLO

*Solo, secured.*

# Experiences Designed for Every Woman



Luxe Style



Nature



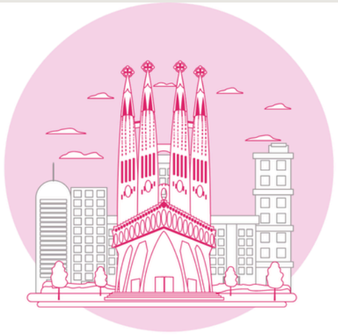
Wellness



Immersive



Beach



Landmarks



Fire & Ice




Gastronomy



Food & Wine



Xmas markets

BEYOND SOLO

# Who we are!

ABTA The Travel Association



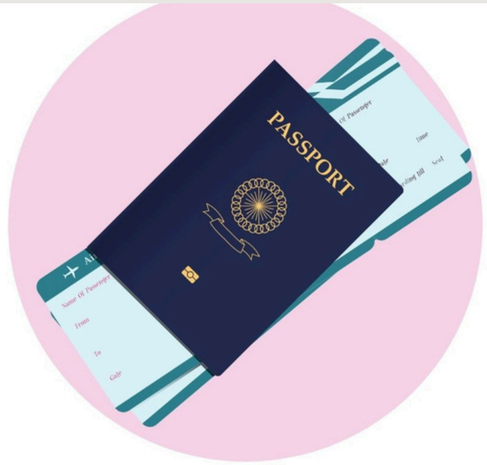
Established in 2023



A Global Network of Empowered Women



Industry Expertise

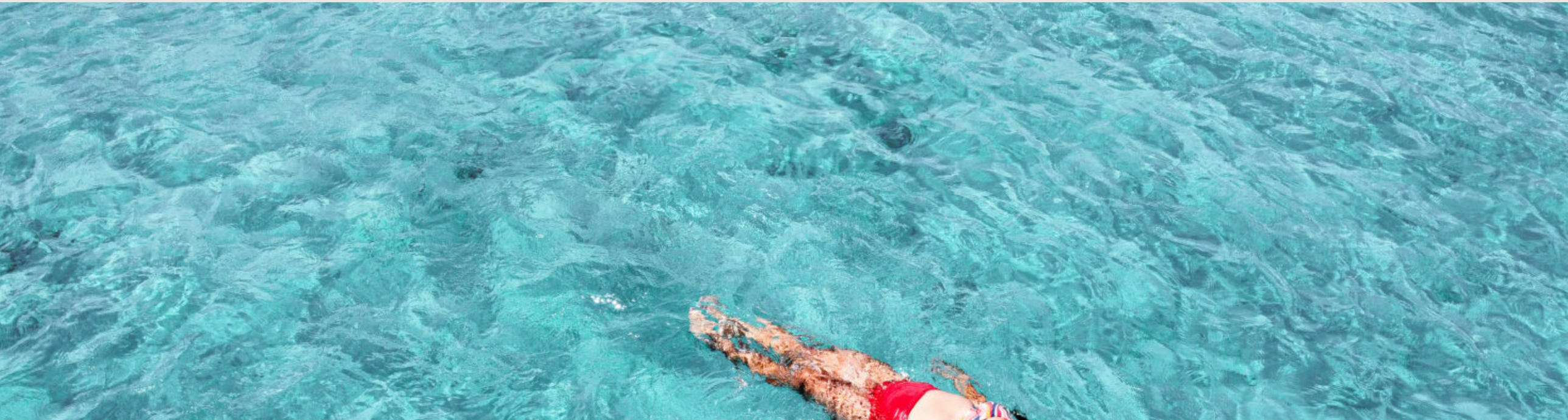


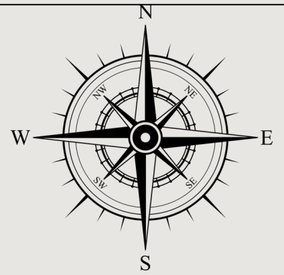

Over 100 Curated Experiences

# The problem

4 out of 5 women feel fear or uncertainty about where to start when planning their first solo trip.

85% of women want to travel but don't have anyone to go with, which stops them from booking.

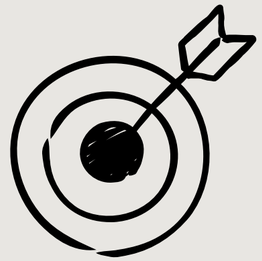





# Vision

- Empower women to travel confidently and independently
- Build a supportive community for shared experiences
- Cultivate meaningful, lasting friendships

# Mission



- Curate personalised travel experiences tailored to women
- Provide expert guidance, safety, and social connection
- Create journeys that are safe, engaging, and unforgettable

# Solution



- Curated small-group trips for women traveling solo
- Safe, supportive experiences that build confidence
- App and meetups connecting travelers before, during, and after trips
- Community-driven travel that creates lasting friendships

# The Team

- Founder & CEO (Sophia): Operations, trip planning, bookings, guest experience
- Network of part-time local guides
- Outsourced app development and accounting
- Growth plan: expand guide network; hire part-time travel agent
- Women-owned and operated with deep customer insight



# Support Network

- Trusted advisors and local travel suppliers
- Strategic support from Business Wales and ABTA
- Collaboration with Solo Female Travellers Club
- Data-driven insights from global solo female travel research
- Ongoing customer feedback and industry networking



# Target Market & Customer Segmentation

## Generation Z- 18-25

**Care more about:**

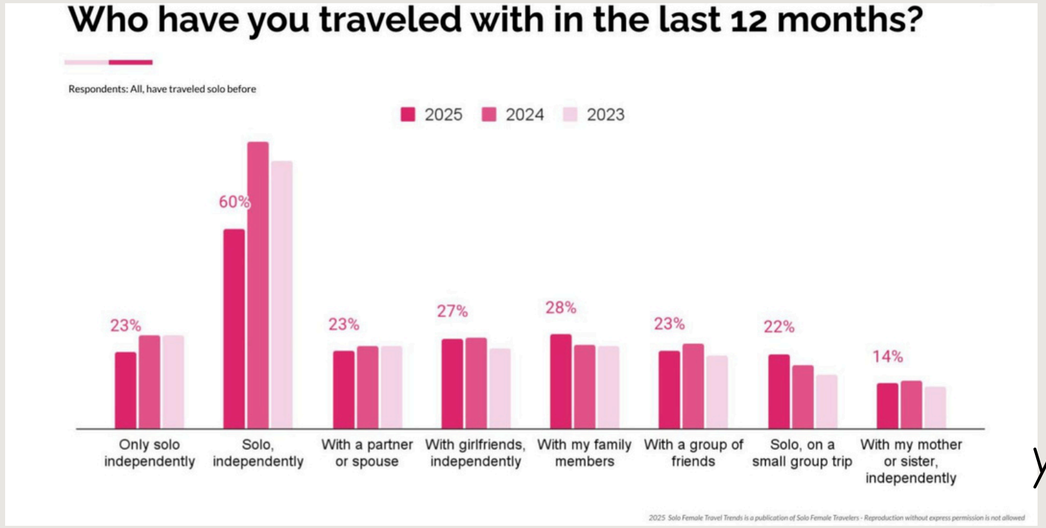
- **Solo travel is meaningful.** It's a challenge and self-growth opportunity, a chance to meet new people, to reset from a major life event, to be alone and to volunteer. They love the flexibility even more than other age group.
- **Safety and something bad happening** is a much higher concern than any other group. They are also more likely to find themselves in dangerous situations and being the victims of a crime.
- **Others**: What other people think, being judged, feeling lonely and eating alone.
- **Popularity & adrenaline**: They are more likely to choose iconic, instagrammable and popular destinations, adventure activities and nature. They also consider the tourism infrastructure.
- **Care free travels**: Less likely to buy travel and health insurance, use anti-theft bags and worry about any of the challenges of solo travel except for safety.

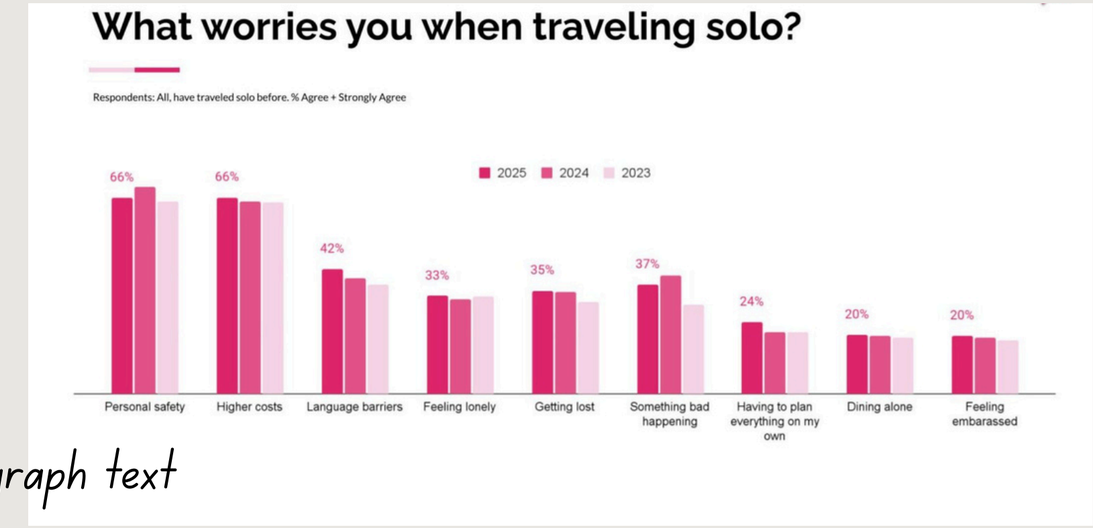
**Care less about:**

- **Safety measures** are implemented less often; they rarely use anti-theft bags, and are less likely to purchase travel and health insurance.
- **Women only group trips** are less interesting, they prefer co-ed environments.
- **The beauty of a destination and how it handled COVID**.

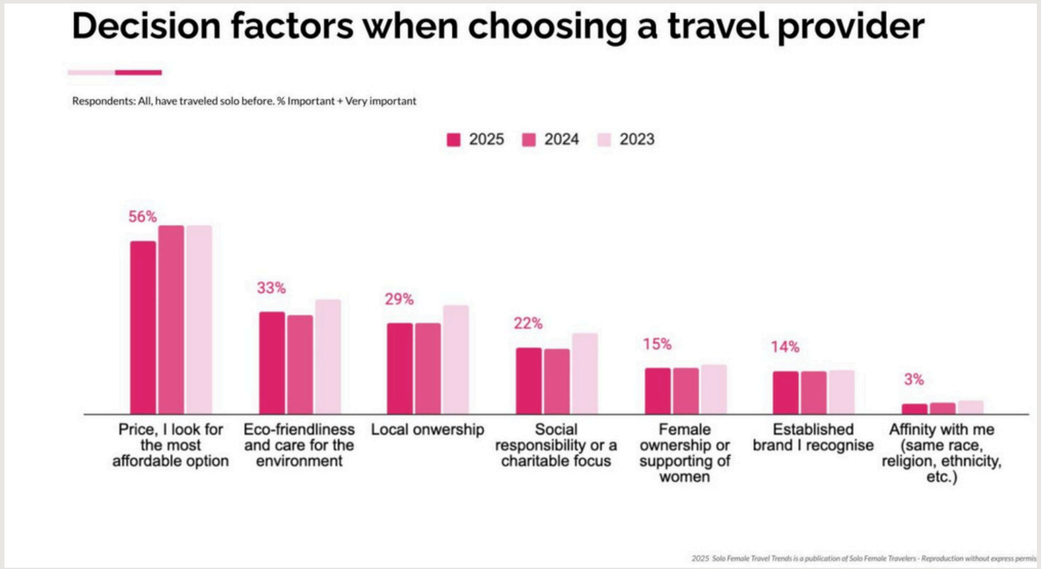
Solo Travel Statistics. (2025)

# Market Research




Your paragraph text




Solo Travel Statistics. (2025)

# Business Model

## Revenue Streams

- Custom and curated small-group trips
- Membership or subscription fees
- Optional trip add-ons and upgrades
- Strategic brand partnerships and collaborations

## Customer Engagement & Distribution

Customer Engagement & Distribution:

In terms of customer engagement and distribution, TikTok, YouTube, and influencers are used to reach travellers, while the app keeps them engaged, driving loyalty, repeat bookings, and community

## Scalability & Growth

- Social-first, trend-driven acquisition model
- Expansion into new destinations and trip types
- App-led community driving repeat bookings and loyalty
- Low-cost digital marketing and organic growth
- Strategic partnerships supporting scale

# Value Proposition





FEATURES

- Beyond Solo App
- Themed Trips:
- Membership & Digital Perks
- Support:

"Solo. Secured."

BENEFITS

- Confidence
- Connection
- Curated Experiences
- Safety & Trust
- Sustainability

SoloBeyond

# Competitive Analysis.

- Beyond Solo targets women 18–25, a segment most operators overlook.
- Titan Travel serves older travellers with large, fixed tours.
- Wendy Wu focuses on 30+ adults with rigid itineraries.
- Contiki targets mixed-gender groups, not women-only.

# Competitive Strategy

- Women-only, small-group travel
- Trend-led, curated experiences
- Same-age groups + strong safety focus
- Women-founded = real audience insight
- App + meetups build community
- Aligns with Gen Z digital habits

# Marketing Strategy

## Product

- Women-only, trend-led travel experiences
- Curated itineraries + app + community

## Price

- Competitive, accessible tiers
- Subscriptions + loyalty rewards

## Place

- App-based bookings
- Social platforms + meetups

## Promotion

- TikTok, Instagram, YouTube
- Micro-influencers + creators
- Blogs, vlogs, email, campaigns

# Financial Projections

## Key Activities

- Trip planning and supplier coordination
- App development and feature updates
- Social-first marketing and influencer partnerships
- Community events and traveller support

## Key Resources

- Laptop
- Mobile phone
- Travel booking software
- ABTA certification
- Zoom / communication tools
- Outsourced app

## Key Suppliers

- Accommodation providers (hotels, hostels, boutique stays)
- Local transport companies and activity operators
- Destination guides and on-ground partners
- App developers and technical support
- Accounting, ABTA partners, and professional services

# Revenue Streams & Pricing Plans





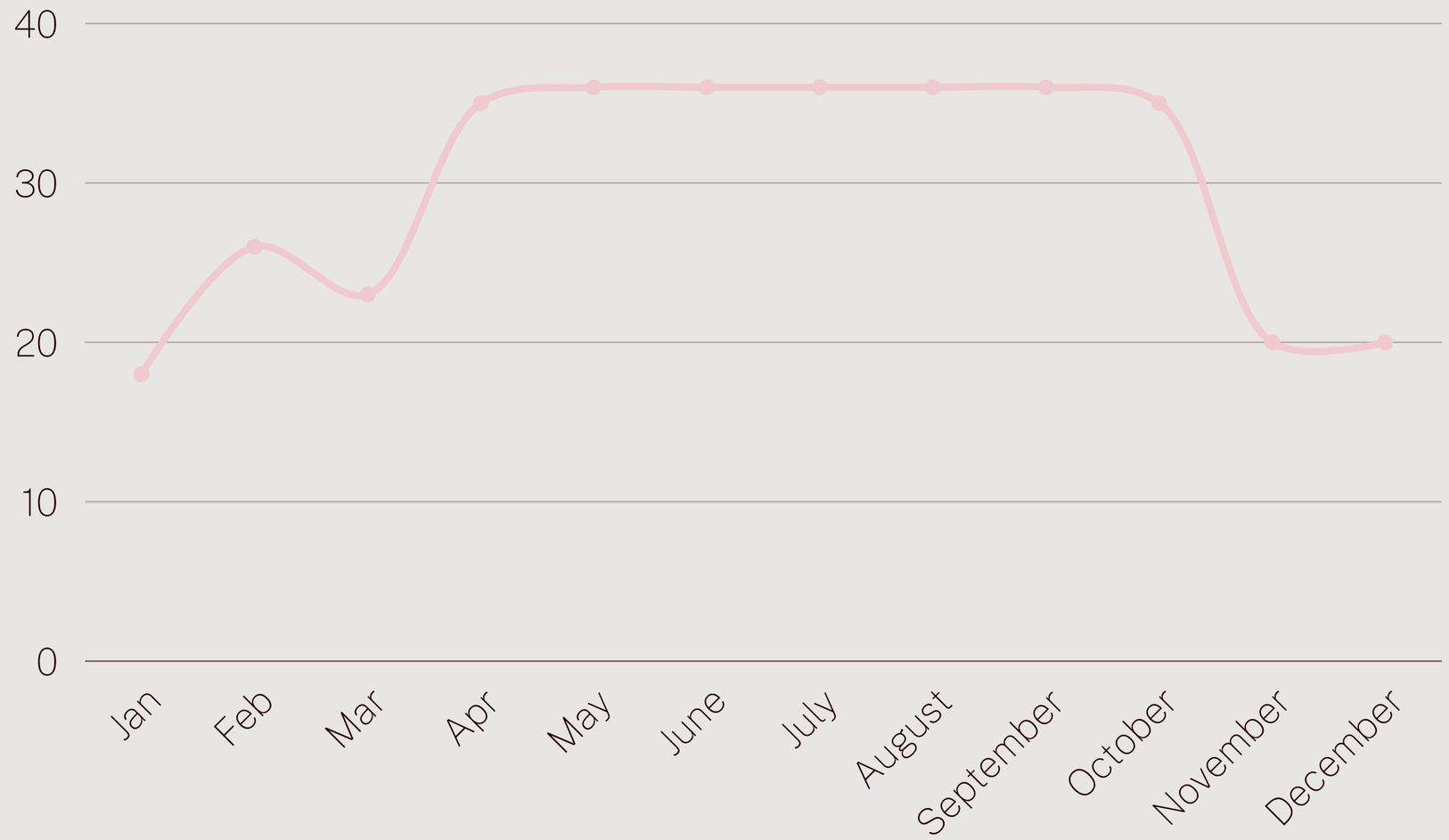





| PLAN | PRICE | INCLUDES | EXTRAS / BENEFITS | |
|---|---|---|---|---|
| Day Trip | £50-£100 | Local trips, activities, transport, group support | Access to SoloBeyond app community, group photos, basic itinerary | |
| Weekendl Getaway | £150- £250 | 1–2 nights accommodation, activities, transport, meals | accommodation, activities, transport, meals<br>Social events, meet-and-greet, priority booking | |
| International Adventure | £600- £2000 | Flights, 5–7 nights accommodation, curated activities, meals | Flights, 5–7 nights accommodation, curated activities, meals | |
| Subscription Package | £150 | Attend 2–4 trips per year at discounted rates | Attend 2–4 trips per year at discounted rates | |
| | | | | |

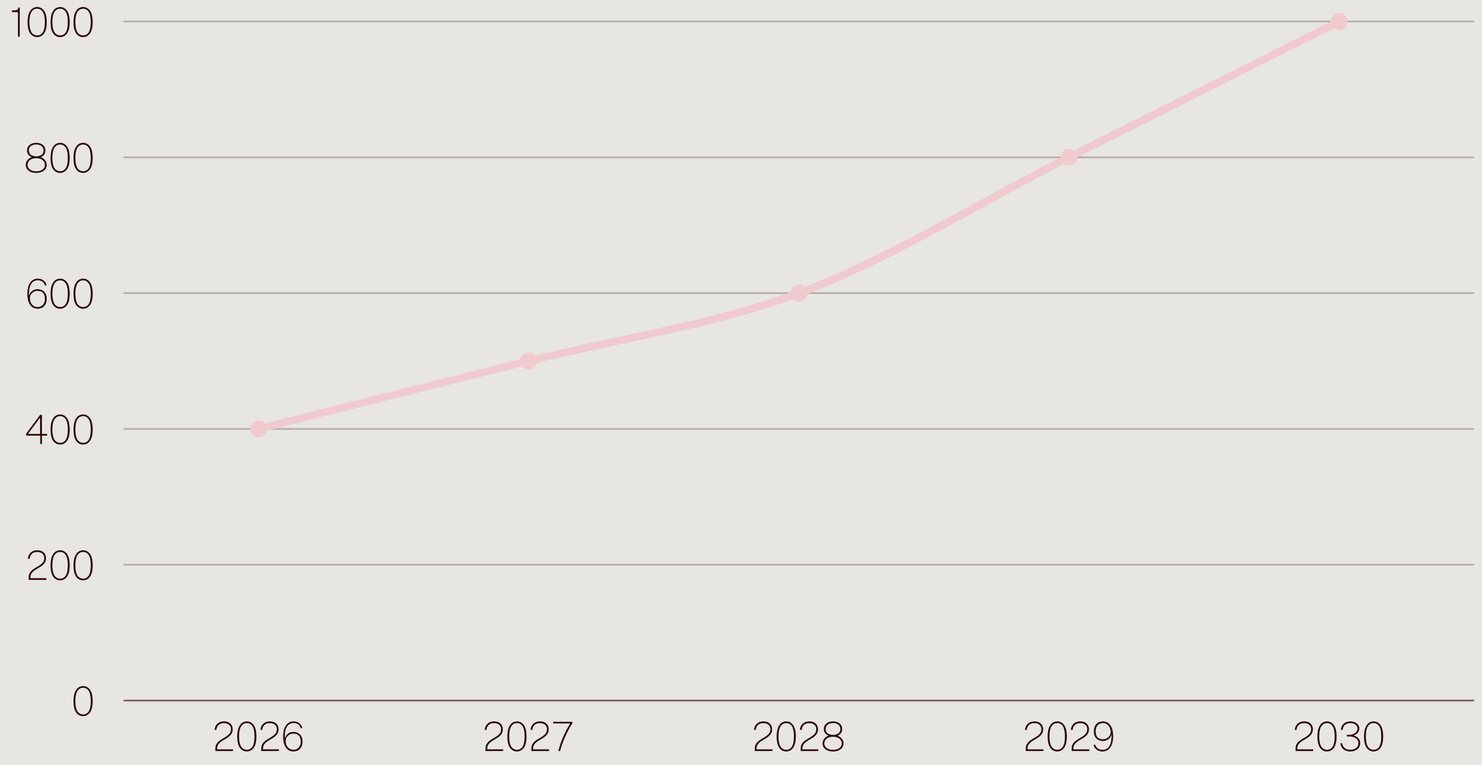
# Current Business Growth

- 1,500+ women travellers
- 800+ reviews, 4.8/5 average rating
- Popular trips: wellness, cultural, summer escapes, slow-travel
- 80% repeat bookings = strong loyalty
- Growing demand for safe, social, women-only travel



# Predicted Business Growth

- Expansion to 100+ destinations
- Increased subscriptions + app engagement
- Recruit 6 part-time UK guides
- Enhanced app: booking, matchmaking, community features
- Larger share of Gen Z solo travel market
- Higher repeat bookings + strong revenue growth (3–5 years)



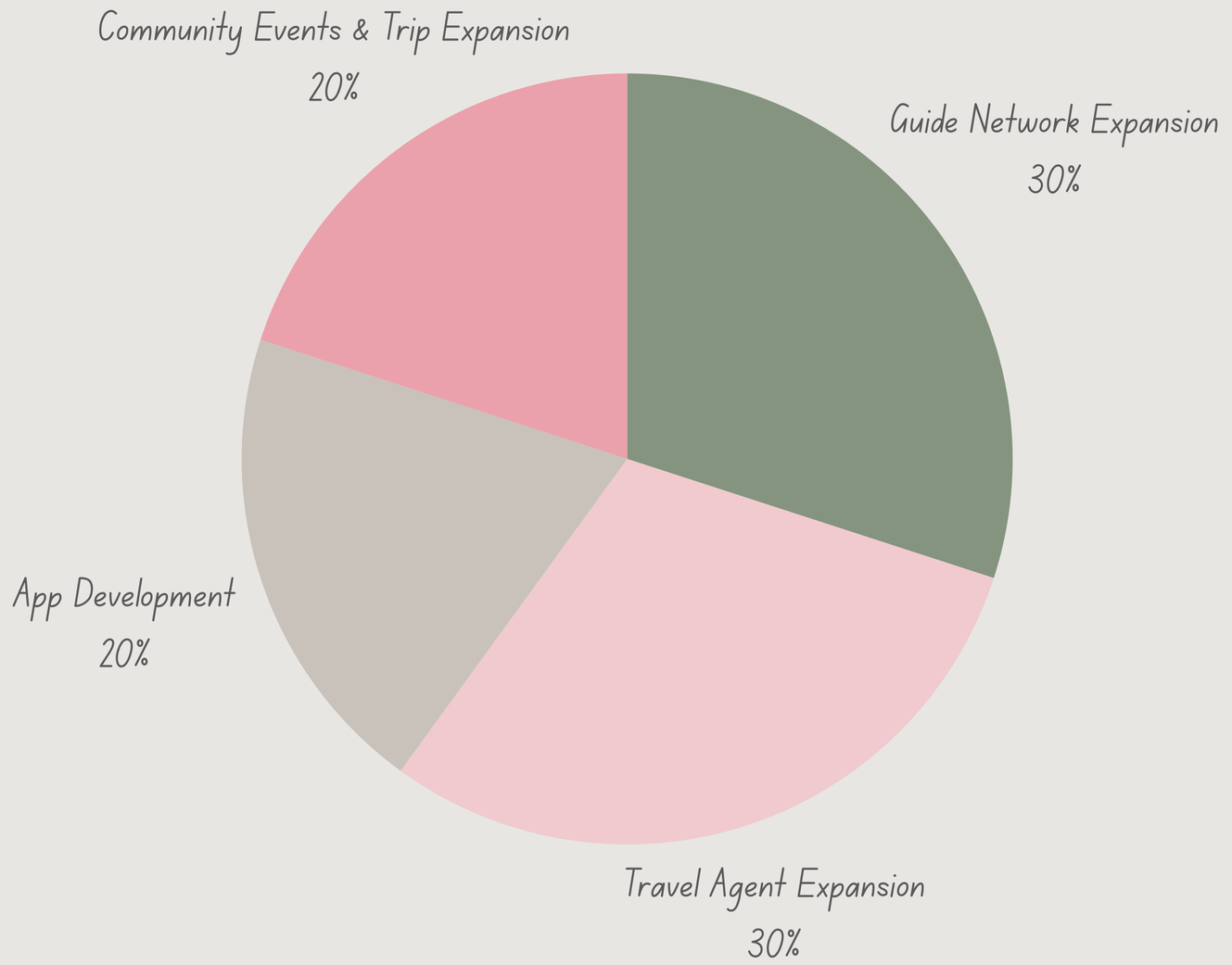
# Investment

01- Guide Network Expansion

02-Travel Agent Expansion

03- Community Events & Trip Expansion

04- App Development & Feature Upgrades



# Swot Analysis

## Strengths

- Clear niche: women-only, Gen Z-focused travel
- Strong early traction (1,500+ travellers, 1,000+ reviews)
- Social-first marketing and strong community model

## Weaknesses

- Small team with high founder dependency
- Limited guide network until investment
- App still developing

## Opportunities

- Fast-growing solo female travel market
- Expansion of destinations, subscriptions, and app features
- Brand partnerships and influencer collaborations

## Threats

- Larger operators entering the Gen Z space
- Economic or global events affecting travel
- Reliance on social media algorithms

# Pestle Analysis

## Political

- ABTA protection and UK travel regulations support consumer confidence.
- Visa rules and international travel policies can affect destination access.

## Economic

- Travel demand among Gen Z remains strong but sensitive to economic downturns.
- Currency fluctuations impact trip pricing and supplier costs.

## Social

- Rising interest in solo female travel and community-based experiences.
- Gen Z prioritises safety, social connection, and Instagram-worthy moment

## Technological

- Growth of mobile apps enables matchmaking, booking, and community features.
- Heavy reliance on social platforms for marketing and customer acquisition

## Legal

- Compliance with travel industry standards, consumer protection, and data privacy laws.
- Contracts with suppliers, guides, and partners must meet regulatory requirements.

## Environmental

- Increasing demand for sustainable, ethical travel experiences.
- Climate concerns and extreme weather can influence destination choices.

# Conclusion

- Beyond Solo empowers young women to travel safely, socially, and fearlessly.
- Your investment enables us to scale our impact and reach more travellers.
- Together, we can lead the fast-growing solo female travel market.

BEYOND SOLO

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