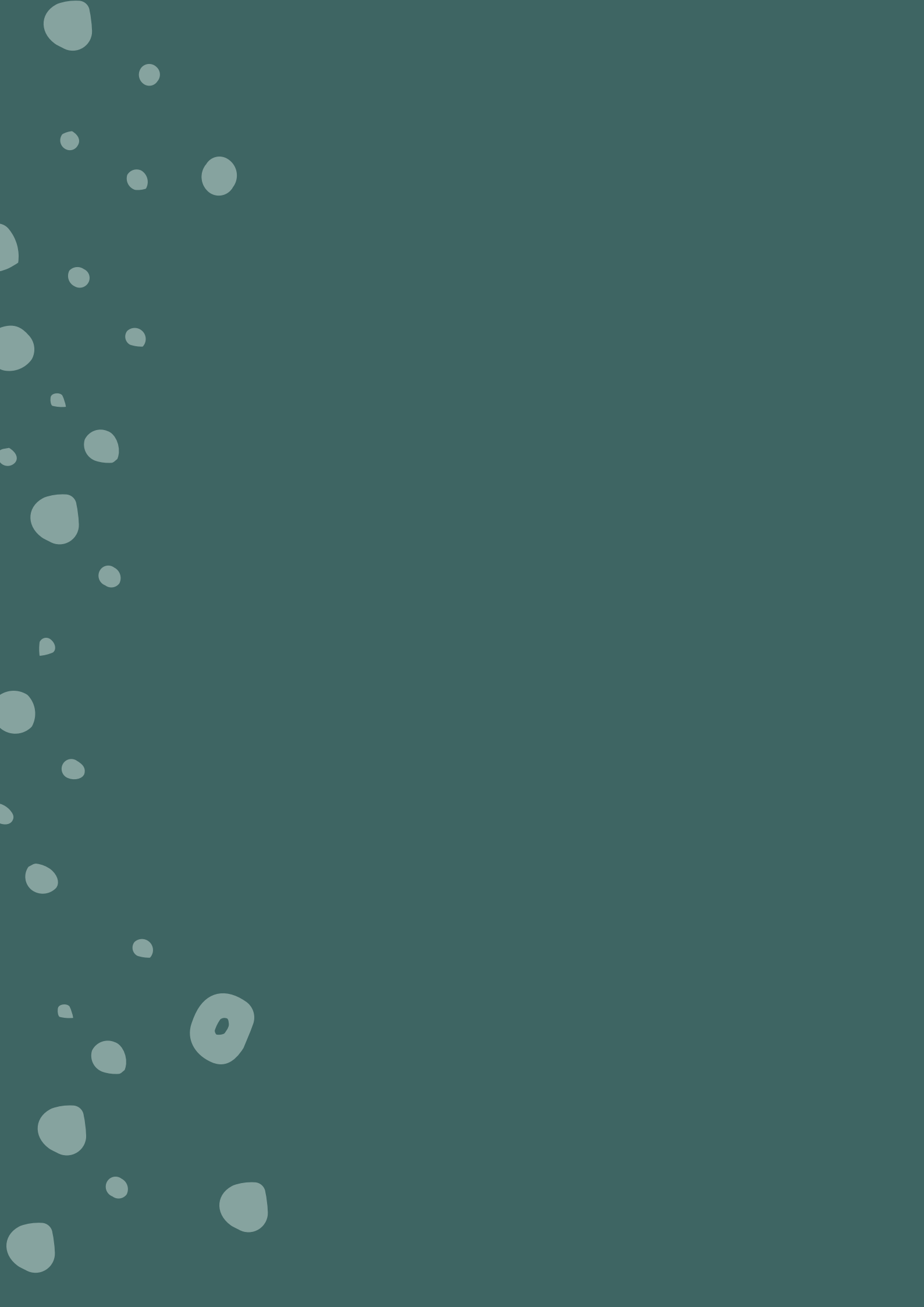


WANDER WOMAN REPORT 2026







Acknowledgement of Country

Reflections Holidays acknowledges the Traditional Owners and Custodians of the lands on which we live, work and play.

We value their cultures, identities and continuing connection to Country, waters, kin and community. We pay our respect to Elders past and present and are committed to building positive, sustainable relationships with local Aboriginal and Torres Strait Islander communities within New South Wales.

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All data used within the report is from Reflections Holidays commissioned research with third-party research firm, Pure Profile. A total of just over 1,000 women were surveyed across Australia.

NICK BAKER

CEO of Reflections Holidays

We are excited to launch the first Reflections Holidays: Wander Woman Report, utilising independent research to provide insight into the motivations and desires of Australian women who regularly travel solo, or plan to.

We believe this is the first piece of research of its kind in Australia and one that will help Reflections Holidays and our industry make strides forward when it comes to catering for solo female travellers.

Solo travelling has significantly grown in popularity over the last few years and women are leading the charge. What was once considered a niche way to experience destinations is quickly becoming Australian females' preferred way of travelling.

Reflections has noticed this increase in demand and we've begun to adapt our holiday parks accordingly, particularly around amenities. We're keen to discover more of what Australian women want to see, so we can make further suitable changes.



I actively seek nature: we all understand its benefits are becoming more pronounced as we face the pressures of everyday modern life. It's important to find time to step away, whether it be a short drive for one night or travelling for weeks around the country in a campervan - we all need a reset.

This report celebrates the female solo traveller movement and provides insight into how and why it's continuing to gather pace.

I hope it also inspires those ready to take their next - or first - solo trip.

Happy trails,

Nick

ASSOCIATE PROFESSOR TAMARA YOUNG

Newcastle Business School, University of Newcastle



Women have always travelled alone. What has changed is that the tourism industry is starting to take them seriously, rather than treating them as an afterthought once couples and families are accounted for.

My research focuses on who tourism listens to, and who it tends to overlook. I also travel solo. The questions behind this research are ones I have considered from both a scholarly and lived perspective.

For the past two decades, the evidence has been consistent and it challenges common assumptions. Women who travel alone are not timid, and they are not naïve about risk. They assess it and go anyway, by choice rather than for lack of a companion. What they are seeking matters more: independence, time that is theirs alone, and a stronger sense of self.

The Wander Woman report adds Australian evidence to this picture, drawing on commissioned research to better understand what women want and value when travelling solo. As an external observer, what stands out is less the findings than the decision to listen and respond.

Safety is a clear example. For a long time, the industry has approached women's safety by focusing on fear, which can limit where and how women feel able to travel. This research points to a different approach: safety that can be designed into place. Lighting that reaches dark areas. Accommodation located in visible, active parts of a site. Staff who are present and easy to approach. When these elements are built in from the start, they expand what is possible. Women can travel from confidence, not caution.

The report also recognises that solo rarely means isolation. Many women want control over when and how they connect with others. They value the ability to move between solitude and social interaction on their own terms. Designing for that balance requires more attention than the industry has given it to date.

The research is also right not to frame solo travel as something only for the young. Many of the most experienced solo travellers are older women, clear about what they want and confident in their choices. The industry's picture of who travels alone should widen to match. Reflections has not assumed what women want. This research asks them directly and reflects a willingness to adapt in response. That approach matters.

There is more to understand: how place shapes the solo experience, how regional destinations can support longer and more meaningful stays, and how tourism design can reflect different life stages and identities.

The women represented here already know how to travel on their own terms. Work of this kind signals that Reflections is leading a shift from assumption to evidence, and from insight to action.

THE RISE OF RESTORATIVE TRAVEL

The appeal of solo travel has increased and there are several reasons why this is the case.

Once perceived as simply a form of escape from life's pressures, solo travel is today about taking control, exercising independence and prioritising and maintaining personal wellness.

Women have realised that they alone understand what they need from a travel experience, and this desire and flexibility to seek intentional time alone is driving their solo trips.

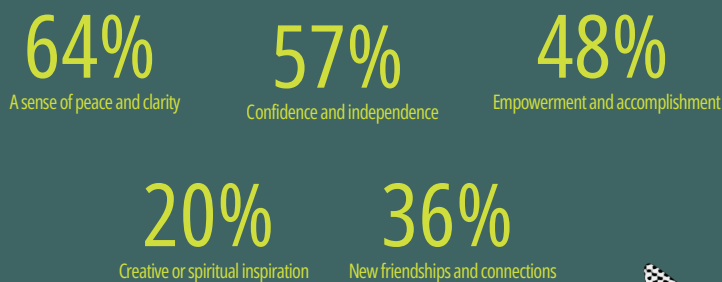
According to the Australian Bureau of Statistics, more than one-third (36%) of Australian women frequently feel rushed or pressed for time, driven by a combination of paid work, unpaid household labor, and caregiving responsibilities. In short, the everyday routine can be exhausting.

This 2025 ABS data is supported by the Reflections Holidays: Wander Woman Report, which shows that activities with a focus on relaxation and escaping routine are by far (72%) the most popular among female solo travellers who favour a total reset, or a slowing down of pace, over a crammed itinerary.

What inspires you most to consider or take a solo trip?



Which feelings or outcomes do you hope to gain from a solo trip?



When thinking about solo travel, which experiences appeal most to you?

72%

Relaxation and escape from routine

46%

Food and culinary experiences

47%

Cultural and historical experiences

28%

Wellness-focused trips (yoga, meditation, spa)

19%

Arts and creative pursuits

27%

Adventure and outdoor activities (hiking, trekking, surfing)



Elizabeth Fallon
Experienced solo traveller and founder of ElizzaExplores

“While I actually started travelling solo relatively young, seeing other women confidently exploring the world on their own was incredibly inspiring. It showed me that solo travel was not only possible but also rewarding, empowering, and fun. I also realised that if I waited for friends' schedules, finances, or travel interests to align perfectly with mine, I would miss out on many experiences I wanted to have. I didn't want to put my travel dreams on hold waiting for the right travel companion!

The more I travelled, the more confidence I gained. Each trip reinforced that I could navigate unfamiliar places, adapt when things didn't go to plan, and make the most of experiences on my own. Looking back, solo travel has been one of the greatest contributors to my independence, personal growth, and confidence.

AGEING LIKE FINE WINE

Solo travel is far from just a young person's game, it's a way of travelling that is being embraced by all generations in slightly different ways.

The Reflections Holidays: Wander Woman Report found younger travellers (18-34) are more digitally-influenced when it comes to deciding what trip is best for them, with a stronger reliance on reviews, forums etc. Meanwhile, more senior travellers back their experience and own research when making travel decisions, with a stronger sense of independence from planning to booking to travelling.

The high confidence is noticeable in women surveyed who are repeat solo travellers - they have a greater understanding and appreciation of what they want and are less inclined to be swayed by external influences. A strong sense of self is prevalent in women aged 65-74 years, with flexibility to travel on their own schedule being the biggest motivating factor for travelling solo.

What inspires you most to consider or take a solo trip? *Flexibility to travel on my own schedule*

53%

35-44 years

52%

45-54 years

63%

65-74 years

How much do online reviews, forums, or travel groups influence your choice of accommodation or destination?

44%

I won't book anything without checking reviews first (18-24 years)

40%

I check reviews and forums as inspiration (25-34 years)

43%

I consider them, but trust my own research more



Jessica Ward, experienced solo traveller:

In my 20s, I travelled in a very chaotic and spontaneous way. I wanted to see as much as possible, spend as little money as I could and say yes to everything. It was fun and I'm so grateful I travelled that way at the time, but now I definitely lean more towards slower and more intentional travel.

"I'm much more focused on how a destination feels now. I'd rather spend longer in one place, stay somewhere beautiful and really experience it properly, instead of rushing through ten cities in two weeks. Solo travel also feels less about proving something to myself now and more about reconnecting with myself and slowing down from everyday life.

PLANNING WITH PURPOSE

When travelling solo, women don't like to leave things to chance and are big on planning.

The decision to embrace a solo trip may be spontaneous, but when it comes to selecting the destination and accommodation, preparation is key. Nearly half of the women surveyed (48%) said they've never booked a spontaneous solo trip away.

For those embarking on their first solo trip it can be a little daunting, so doing the necessary research to ensure destinations, activities and facilities are going to suit and enable one to feel relaxed is worth it. For many, solo travel is about freedom, confidence and empowerment and planning helps build these elements and reduces anxiety, especially when it comes to safety.

Melanie McLean
Reflections Holidays
Coffs Harbour Park Manager



"We know that preparation is key for a lot of these travellers, so we ensure our team is always willing and able to help and make adjustments where necessary.

For instance, our powered sites are all quite close to the amenities and camp kitchens, so the focus for the solo female traveller is how confident they are with parking their equipment.

As our unpowered areas are further away and not as brightly-lit as the powered sites, we have one designated unpowered site near the main camp kitchen and amenities that we keep for these travellers. On arrival we provide them the option to choose as some still wish for the more open space of our unpowered areas."

Have past experiences or stories from friends/family affected your willingness to travel solo? How?

25%

Yes - positive stories inspired me

36%

No - I form my own opinions

How much do online reviews, forums, or travel groups influence your choice of accommodation or destination?

27%

I check reviews and forums as inspiration

27%

I won't book anything without checking reviews first

32%

I consider them, but trust my own research more

How much do concerns about emergencies (health, transport, safety) influence where you travel alone?

23%

I research the area, check park layouts, and trust my instincts on the ground

50%

I choose destinations based on safety and easy access to help



YOU CAN GO YOUR OWN WAY

Travelling solo was once considered a last resort option if you didn't have anybody else to travel with - today it's more a case of, who would you ask if you choose to travel with someone?

There's a growing realisation that a travel companion or companions may stifle flexibility and be unwelcome 'noise' for those craving solitude and a restorative solo trip.

Most of us have experienced being in group chats and become frustrated at the continual accommodating of other's needs. Australian women are refusing to be shackled by this - and going their own way is becoming increasingly appealing.

When choosing to share travel, the Reflections Holiday: Wander Women research found not all travel companions are equal. In fact, Australian women would now rather travel solo than go with any family members (partner excluded).

Who makes the best travel companion? (Ranked number 1)

28%

Partner

25%

Best friend

19%

Nobody (go solo)

13%

Siblings

9%

Parents

6%

Workmates



SAFETY FIRST

When travelling solo, what makes you feel most secure during your stay?

60%

Good lighting and visibility - I feel safest when paths and communal areas are well lit

56%

Clear communication and support - knowing staff or hosts are nearby and approachable

50%

Being surrounded by others - I prefer central or busier spots rather than isolated areas



Corallee Vimpani, experienced solo traveller:

"Safety is definitely one of the biggest considerations for me as a solo female traveller. After living full-time in my campervan for the past four years and travelling along the East Coast of Australia alone, I've learnt that feeling safe allows you to truly relax and enjoy the experience.

"I'm always mindful of where I stay, the environment, phone reception, how busy the area is and whether the space feels welcoming and comfortable as a solo woman. However, I also don't like to live a life in fear. There is a balance between being safe and feeling fearful.

"Travelling solo has actually made me feel more capable, aware and confident in myself. I've learnt to trust my intuition, be prepared and stay aware of my surroundings, but I no longer travel from a place of fear."

Safety is by far the biggest area of interest for female solo travellers, the Reflections Holidays: Wander Woman Report reveals. While embracing independence is a key driver, feeling safe is the biggest concern - it's therefore critical for organisations and travel providers to factor this into their operations.

Organisations may have taken steps to account for solo travellers, but the strength of the research shows that personal safety and security will continue to heavily influence destination and accommodation choices. For travel providers, catering to solo travellers should no longer be a 'nice to have' but seen as a requirement.

There's also a difference between feeling safe and being safe: solo female travellers want to be able to fully trust their accommodation provider and notice the 'little' precautions that may have been implemented to make a difference.

What are your biggest concerns about travelling solo?

74%

Personal safety and security

41%

Navigating unfamiliar places

37%

Cost or logistics

33%

Loneliness or isolation



WHAT WOMEN WANT (WHEN IT COMES TO SAFETY)

The Reflections Holiday: Wander Woman Report reveals that almost three quarters of women surveyed (74%) say that personal safety and security is their biggest concern.

There's an increasing demand for tailored, female-first travel experiences that have safety at the core. Whether it is female-only group travel and creating a sense of community or altering amenities, such as well-lit facilities - female travellers are and will continue to vote with their feet.

A key motivation behind the Wander Woman Report is to gather independent research to help Reflections Holidays and the wider industry better understand what initiatives solo female travellers appreciate and would like to see.

It's now time to take heed and adapt as necessary.

The popularity of solo travelling for females will only increase and they should be given every possible opportunity to do so in a manner that suits them, especially from a safety perspective.



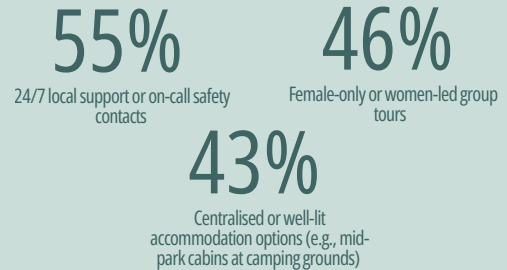
Katie Toney

Reflections Holidays Seal Rocks Park Manager:

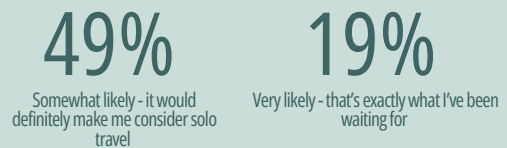
"The biggest things that we find our solo female travellers want are clean and secure amenities blocks, well lit camp kitchens and good signage. We recognise the importance of our communal areas as somewhere solo travellers can go to connect and share stories and so ensuring these are clean and aesthetically pleasing is crucial.

"This piece of research has been hugely enlightening but we welcome direct correspondence from our solo female travellers to let us know how we can support them more. The better we get to know our guests before their arrival the more personalised we can make their stay."

What kind of tailored experiences or services would make you more confident to travel alone? Select all that apply



If travel companies offered solo female travel packages (e.g., safe central cabins, small-group tours, or local guides), how likely would you be to book?



SOLO, BUT NOT ALONE

For women embarking on a solo travel experience for the first time, the thought of being alone with your own thoughts and not interacting with others for a period of time may be overwhelming.

The Wander Woman Report reveals that travelling solo doesn't mean women necessarily want to be alone in the strictest sense of the word. Almost half of those surveyed (49%) said they would likely consider solo travel if travel companies offered solo female travel packages featuring items like safe central cabins and small group bookings.

The Report showed that females want the aspect of community when travelling solo as well as the flexibility to dictate the manner and frequency with how this occurs.

The Report's data reflects the shift in society towards subscription models, where we want the option to be able to dip in and dip out of a service. Women don't necessarily want to be alone for the entirety of their trips, but they want control over how they engage socially and not have to commit. The ability to completely switch off and not worry about another human being is incredibly motivating for most, but connection is still craved.



How likely are you to join events or activities at your accommodation or destination to meet like-minded travellers?

15%

Very likely - I actively seek these opportunities

67%

Somewhat likely - depends on the people and vibe

What type of social experiences appeal to you while travelling alone?

43%

Group tours or shared excursions

36%

Local workshops, classes, or cultural activities

39%

Casual meet-ups in cafés, hostels, or social apps

Do you prefer fully independent travel, or opportunities that balance solo time with social interaction?

62%

A mix - I enjoy solo time and occasional group activities

21%

Fully independent - I travel best alone

17%

Mostly social - I prefer travelling in small groups

How likely are you to join events or activities at your accommodation or destination to meet other travellers?

43%

If the vibe's right, I'm in

30%

Depends on my energy

14%

I love meeting new people and swapping travel stories



NO-STRINGS COMMUNITY

Most of us have met fellow-minded travellers while on a holiday - whether they've become lifelong friends or an occasional social media contact - and this sense of community is appreciated by solo female travellers.

Just as female travellers want to be alone but welcome the option of being social on their terms, the Wander Woman Report shows that women are open to embracing community travel networks if they are informal, genuinely provide a benefit, are easily accessible and don't require too much of a commitment.

Being able to obtain advice and recommendations from like-minded travellers, particularly around safety, is the main benefit of community groups, highlighted by those women surveyed.

Would access to an online network of solo female travellers increase your likelihood of taking a solo trip?

17%

Having tips and advice from women would boost my confidence

23%

It would help me find travel buddies in the same place

22%

I'd love a community to share recommendations and safety advice

What type of social experiences appeal to you while travelling alone?

43%

Group tours or shared excursions

39%

Casual meet-ups in cafés, hostels, or social apps

Elizabeth Fallon, experienced solo traveller and founder of ElizzaExplores:

"One of the things I enjoy most about solo travel is having the freedom to choose how I spend my time. Some days I love complete independence, while other days I enjoy sharing experiences and connecting with other people. Having opportunities to engage socially without feeling obligated to do so creates the perfect balance."

Jessica Ward, experienced solo traveller:

"Some of my favourite memories involve people I met completely by chance while travelling. There's something really special about meeting someone in a random place in the world and instantly connecting because you're both sharing the same experience. I still have friends around the world from past trips and I love that travel creates those kinds of connections. Even if you only spend a few days together, those memories stay with you forever."

EXECUTIVE SUMMARY

An activity for all ages - Solo travelling for women is growing in popularity across all generations, irrelevant of age. There are subtle differences in approach, but it's a way of travelling that is appealing, no matter what stage in life you're at.

Social opt-in - most women surveyed would like the option to interact with fellow travellers, but don't want it to impact their trip's flexibility. It depends on what it is, how often and what mood they are in as to how they engage - that's the essence of travelling solo, you are your own boss.

Solo by choice - travelling solo isn't something that 'happens' to people as a result of no suitable travel companions, it's a way of travelling that millions of Australians are keen to embrace.

Safety is paramount - female travellers going solo are doing their research, taking recommendations from fellow travellers to ensure that they can feel safe when in and around their accommodation. The industry needs to recognise this and adapt accordingly.

Preparation is key - despite the flexibility offered by travelling solo, women are still keen to plan accordingly so they can choose suitable options for what they desire. Whether it's social media, friends, family or conducting their own research, spontaneous travel without appropriate due diligence is not what this demographic is about.



CONCLUSION

At Reflections Holidays, embracing the benefits of nature and providing exceptional accommodation opportunities across price points is what we do. Our expertise in managing 40 parks across NSW means that we understand and appreciate what will deliver the best possible experience for our guests.

From ensuring facilities and accommodation are modern and bringing the surrounding areas to life by staging or supporting local events and partnering with councils and small businesses, we look to provide significant value to travellers and regional areas across NSW.

Feedback is something that a business should always be comfortable with receiving and it's part of the motivation behind commissioning this significant piece of research. It's important to understand how we can continue to provide the best overall experience for female solo travellers within our holiday parks.

One of our core mantras is that 'life's better outside' and we look forward to further innovating and adapting our services to specifically cater for solo female travellers. Firstly, because they are a fast-emerging demographic across our sites, and secondly because, as stated earlier in the Report, more than a third of Australian women are feeling the brunt of a combination of paid work, unpaid household labor and caregiving. All of this contributes to their desire to travel alone, and we believe they should be supported when they do.

Several factors are affecting how Australians are looking to travel, from geopolitical issues to cost of living, but one thing remains constant - our desire to explore. We're so lucky to reside where we do, Australia has so much to offer, and we encourage people not to forget what's on their doorstep.

Nick Baker
CEO of Reflections Holidays

ACKNOWLEDGEMENTS

We would like to sincerely thank everyone who contributed to the creation of this report. Our gratitude goes to the researchers and analysts whose insights and expertise made this report possible, the participants who generously shared their experiences and opinions and the case studies and expert voices who made such telling contributions.

About Reflections

Reflections Holidays operates 40 holiday parks across New South Wales and as a Category One Crown land manager it also cares for 45 public reserves on behalf of communities. Reflections is singular in its industry for reinvesting profits back into its holiday parks and reserves, and it is the only holiday park group in the nation that is a certified social enterprise.



If you have any questions or would like to set up an interview with a Reflections Holidays spokesperson, please contact Seven Communications:

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