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INTREPID TRAVEL LAUNCHES TOURS SPECIFICALLY FOR SOLO PARENT FAMILIES:

THE “FORGOTTEN DEMOGRAPHIC” AMONGST THE TRAVEL INDUSTRY

Intrepid Travel has today launched six new tours specifically designed for solo parents and their children. A first of its kind, the adventure travel company says it is long overdue for the travel industry to cater for solo parent families - who make up more than 15 per cent of all Aussie families¹.

“You only need to look at family holiday packages widely advertised by the travel industry to see they cater for two parents and two children.” said Dyan McKie, Brand Manager Family Adventures Intrepid Travel, and a single mum herself. “In many ways this assumption is archaic and doesn’t reflect today’s families. The travel industry caters for so many niche groups but solo parents have been ignored for too long.”

“Our existing family trips have been increasingly popular with solo parents as it allows children to bond and form their own friendships - meaning the parents enjoy some much deserved rest and relaxation”.

Sixteen per cent of Intrepid family bookings were single parents and their children in the year ending September 2017. Anecdotally, Intrepid is experiencing increased enquiries and requests from solo parents.

To cater to this demand and include tours for all types of families, Intrepid has designed new trips in Costa Rica, Thailand, Northern India, Egypt, Vietnam and Morocco. These destinations were intentionally chosen to make it easier for solo parents as they could otherwise feel intimidated to travel to these destinations alone with their children.

The 15-day [Costa Rica itinerary](#) will see families get active in a range of adventurous activities such as white water rafting, horse riding, hiking through jungle to waterfalls and zooming through the treetops on a zipline. They will also glide through the waterways of Tortuguero National Park to seek out monkeys and turtles by foot and boat.

¹ Census data

The 10-day [Northern India Holiday](#) for solo parent families will see groups taste sizzling curries in Delhi, stroll through the 'Pink City' of Jaipur and take in the famous landmark of the Taj Mahal.

Solo parents who don't want to be restricted to fly and flop holidays or large cruise ships, can explore [Egypt on a nine day itinerary](#) that includes cruising the Nile in a Felucca, camel riding and having dinner with a Nubian family.

For single parents who have always wanted to explore [Morocco](#), they can now do so with an eight day itinerary tailor made for them and their children - from deserts to pristine beaches to the hustle of Marrakech.

Closer to home in Asia, solo parents can enjoy some relaxation with the [12 day Thailand itinerary](#) whilst the kids are entertained with colourful markets in Bangkok to an Elephant Nature Park in Chiang Mai. In [Vietnam](#), families can enjoy a cyclo tour of Hanoi, sleep under the stars whilst cruising the natural wonder of Halong Bay and get tailor made outfits in Hoi An.

In addition to solo parent family itineraries, Intrepid has launched its new 2018 family itineraries including an [eight day Bali Family Holiday](#) designed specifically for teenagers, a [Tanzania Family Safari](#) and an eight day trip in [Mexico](#), which takes families to sunny beaches, forests, lost ruins and colonial townships.

The timing of today's announcement coincides with the last week of the summer school holidays and one of the busiest times to book a holiday - proof that travel is a way of life for all Aussie families.

For more information or to book visit: <https://www.intrepidtravel.com/au/theme/family>

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Notes to editors:

Images are available to download here:

<https://intrepidgroup.bynder.com/web/2c35a95a301c7c0d/intrepid-family/>

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About Intrepid Travel

Intrepid Travel is a global adventure travel company that has been taking travellers off the beaten track to discover the world's most amazing places for 29 years. The company offers more than 1,200 trips in more than 100 countries and on every continent. Every trip is designed to truly experience local culture - to meet local people, try local food, take local transport and stay in local accommodation. A world leader in responsible travel, Intrepid's award-winning tour leaders, small group sizes and included activities mean they offer travellers great value for money.

www.intrepidtravel.com