

The Trillion-Dollar Solo Travel Boom is Snubbing Restaurants For Home Kitchens

As independent travel reaches an all-time high, solo travelers are utilizing communal food experiences as the “voie royale” to find true cultural authenticity.

PARIS, FRANCE, June 11, 2026

/EINPresswire.com/ -- The global solo travel market is undergoing a massive luxury transformation, [on track to cross \\$1.07 trillion by 2030](#). Today's solo traveler is no longer a budget backpacker looking to cut corners; recent industry data reveals that independent travelers spend an average of 42.8% more per person than couples.

Yet, despite their high purchasing power, modern solo travelers are hitting a wall when it comes to one of the most fundamental parts of an itinerary: dinner time.

While dining out with a partner or group is a highlight of any trip, sitting alone at a restaurant table remains a universally isolating experience. To combat "table-for-one fatigue," independent travelers are entirely shifting their booking behaviors. Instead of settling for crowded, generic tourist-trap restaurants, they are utilizing localized food experiences as the “voie royale” (the royal road) to unlock genuine human connection and deep cultural immersion.

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Think about your own life: the best, most authentic conversations always happen crowded around the kitchen counter while the food is being made, Eatwith scales that exact human magic globally.”

Ester Giacomoni, Head of marketing at Eatwith.



A dinner at a local's home in Florence - Eatwith

[Data shows that the modern solo travel boom](#) is being driven by several surprising psychological and lifestyle shifts:

- The "Group Chat" Strike: 74% of solo travelers head out alone simply because they grew tired of waiting on friends

or family to align schedules and budgets. They want absolute freedom, but they do not want total isolation.

- The Kitchen Counter Effect: 75% of independent travelers actively prioritize personal growth on their journeys, with 68% choosing unique cultural experiences and trying new food over passive sightseeing tours or nightlife.
- Not Actually Single: Remarkably, nearly two-thirds of women (65%) surveyed have vacationed entirely without their partner or spouse. They are simply choosing to travel independently to pursue specific personal passions, culinary tastes, and bucket-list experiences.

The Antidote to the Lonely Table

[This behavioral shift](#) has fueled the massive global growth of Eatwith, the world's leading community for authentic culinary experiences. By bringing solo travelers off the pavement and into real neighborhood spaces, Eatwith serves as a premium, social bridge that seamlessly turns a solitary holiday meal into an intimate, communal dinner party. "Think about your own life: the best, most authentic conversations at any party always happen crowded around the kitchen counter while the food is being made," says Ester Giacomoni, Head of marketing at Eatwith. "Eatwith scales that exact human magic globally. A solo traveler in Paris doesn't have to sit alone at a crowded commercial bistro. Instead, they can spend their morning rolling authentic Ethiopian injera with a local host in a historic market, or sipping champagne during a high-end pastry masterclass in a private Parisian apartment. You arrive as a guest, but you leave as an insider with a room full of new friends." As travelers increasingly prioritize authentic human connection over commercialized tourism, the kitchen table is officially solidifying itself as the new social club of global travel.

About Eatwith

Eatwith is the world's largest community for authentic culinary experiences, connecting travelers and food lovers with hand-selected local hosts in over 130 countries. From elegant rooftop dinners and immersive cooking classes to bustling street food tours, Eatwith invites people to step off the tourist track, share a meal, and experience the true soul of a destination like a local.

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