





Why Social Media Matters: Amplifying Your Restaurant Brand



Solo Travel Safety Tips

You don't have to be scared when you travel solo. You do need to be smart.



9:51AM - 08/05/21





We're not telling you anything you don't already know when we say that you need to be just a little bit more careful when traveling alone than when with a companion or a group. Stay away from dark lonely streets. Keep your cash in a money belt. Don't fall in love with the first stranger sitting across from you on the train.

You know all that.

But even those of us who consider ourselves pretty savvy solo travelers find ourselves taking chances we shouldn't. Innocent little moments that we don't give much thought to, maybe chinks in the armor of our travel smarts.

So with that in mind, we thought we'd take a few common thoughts and phrases that might compromise your safety and show you what you may want to say or do instead.

Instead of:

"I just want to disappear off the grid to be by myself where no one can contact me for a while."

Tell at least one trusted friend your destination, and make them promise not to call or text .

The idea of disappearing into the ether has a certain allure. We've all desperately wanted to go into the Wild at least once in our lives, but here's the thing: You need to tell someone where you're going and when you're expected to be back. That way, if friends do decide to send out a search party, your in-the-know friend can soothe their fears. (Hurt feelings, maybe another story.) If the worst happens and you encounter a problem during your trip, that friend will know when to alert the authorities.

Instead of:

"I'm just going to wing it when I get there."

Try:

Some light pre-departure Googling.

Even if you're going away to find a little spontaneity, trust us: Hopping on the wrong train or getting lost on your way to the airport doesn't make a great story for later. It can have serious consequences. This doesn't mean you have to plan every last moment, but try to have one or two general itinerary items on your schedule each day and know the details of how to get there. Fill in time between your planned sightseeing agenda with your will-o'- the-wisp wandering spirit.

"Why yes! You can buy me another drink!"

Try:

"No thanks, I'm done for the night."

A little moderation is never a bad thing no matter where you are, but when you're traveling solo, it's critical. Apart from the

risk of spiked cocktails - which affect men and women alike - you run the risk of being assaulted, robbed or worse when you've over-imbibed. That's why, unless you're with friends, a polite decline of a stranger's offer may be in your best interest.

Instead of:

"Why, yes, please tell me more about the charity you're involved with."

Try:

Just keep on walking.

We know, that's a tough one. But believe it or not, a common pickpocket scam includes a "do-gooder" with a clipboard telling you about a local charity. Maybe they're not even going to ask you for money. They simply want you to sign their petition. But while you're being a good samaritan, an accomplice is behind you picking your pocket. Don't get us wrong, there are legitimate charities out there, but without someone to watch your back, it's better to keep a wide berth.

MORE STORIES LIKE THIS



Geoff Ballotti: Leading Wyndham Hotels & Resorts Into a New Era of Hospitality



Christopher Nassetta's Vision for Hilton: Hospitality, Consistency and the Future of



Franchise Deep Dive: Radisson Hotels Franchise Costs, Fees, Profit, and Data



CEO Anthony Capuano Drives Marriott International's Global Expansion and Innovation in Hospitality



NEXT ARTICLE





The Art of the Hashtag: Increasing Your Restaurant's Discoverability

Markiserv President Ryan Anderson breaks down how restaurants can fine-tune their social media strategy using targeted hashtags, local engagement and evolving platform tools.









