

Activities by Destination Type (Trips, Millions)	All Trips		Seaside		Large city / town		Small town		Countryside / Village	
	All trips	Holidays	All trips	Holidays	All trips	Holidays	All trips	Holidays	All trips	Holidays
<b>Total Trip Volume</b>	<b>104.28</b>	<b>46.16</b>	<b>20.06</b>	<b>14.47</b>	<b>42.99</b>	<b>13.14</b>	<b>24.04</b>	<b>8.96</b>	<b>19.34</b>	<b>10.75</b>
Just relaxing	20.7	12.16	6.62	5.45	5.93	2.25	4.56	2.06	4.37	2.9
Sightseeing on foot	17.96	13.27	5.94	4.99	5.13	3.17	3.72	2.54	4.03	3.17
Short walk/ stroll - up to 2 miles/ 1 hour	17.18	10.61	5.42	4.3	4.73	2.03	3.57	1.79	4.25	2.96
Sightseeing by car	11.17	8.43	4.08	3.51	2.17	1.27	2.58	1.78	3.09	2.44
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	10.99	7.61	3.44	2.79	1.83	0.94	2.51	1.56	3.81	2.76
Visiting a beach	9.4	7.28	6.58	5.44	0.79	0.41	1.22	0.76	1.43	1.04
Centre based walking (i.e. around a city/town centre)	8	4.64	2.17	1.55	3.55	1.72	1.63	0.84	1.08	0.79
A special event of a personal nature e.g. wedding, christening	5.57	1.5	0.63	0.23	2.36	0.57	1.63	0.5	1.06	0.26
Visiting a country park	5.04	3.05	1.15	0.89	1.51	0.63	1.1	0.58	1.58	1.16
Visiting a museum	5	3.58	1.03	0.81	2.55	1.69	0.95	0.68	0.75	0.62
Swimming (indoors or outdoors)	4.41	3.62	2.14	1.9	0.6	0.35	0.74	0.56	1.15	0.95
Had a picnic or BBQ	4.38	3.15	1.72	1.54	0.64	0.32	0.92	0.45	1.32	0.96
Visiting a theme/amusement park	4.05	3.34	1.99	1.79	0.93	0.67	0.72	0.46	0.57	0.5
Visiting a historic house, stately home, palace	3.99	3.1	0.89	0.8	1.14	0.83	1.11	0.81	1.14	0.86
Visiting a cathedral, church, abbey or other religious building	3.87	2.56	0.75	0.56	1.68	1.1	0.93	0.54	0.79	0.55
Special shopping for items you do not regularly buy	3.72	2.08	0.98	0.77	1.6	0.72	0.71	0.31	0.58	0.34
Visiting a garden	3.53	2.59	1.04	0.86	0.77	0.47	1.01	0.7	0.92	0.71
Viewing architecture and buildings	3.41	2.44	0.72	0.54	1.43	0.91	0.85	0.61	0.64	0.52
Visiting a castle/other historic site	3.26	2.53	0.83	0.69	0.93	0.67	0.95	0.71	0.84	0.66
Other sightseeing (e.g. on a coach, boat trip)	2.99	2.29	1.08	0.95	0.88	0.69	0.6	0.43	0.62	0.38

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Sunbathing	2.66	2.2	1.77	1.61	0.27	0.12	0.32	0.19	0.49	0.38
A live music concert	2.57	1.7	0.49	0.4	1.43	0.87	0.34	0.21	0.32	0.22
Visting another type of attraction	2.51	1.71	0.81	0.63	0.81	0.52	0.45	0.25	0.48	0.31
Visiting an art gallery	2.31	1.45	0.57	0.36	1.27	0.73	0.34	0.26	0.3	0.21
Going to the theatre	2.15	1.41	0.23	0.18	1.5	1	0.31	0.17	0.15	0.07
Going to the cinema	2.08	0.99	0.52	0.36	1	0.39	0.38	0.11	0.27	0.19
Visiting a wildlife attraction/ nature reserve	1.96	1.58	0.81	0.76	0.26	0.14	0.41	0.28	0.64	0.52
Attending a food/local produce event	1.72	1.17	0.5	0.4	0.54	0.32	0.39	0.2	0.39	0.31
Visiting a zoo/safari park	1.66	1.26	0.68	0.6	0.35	0.18	0.33	0.22	0.3	0.26
Attending an outdoor fair/ exhibition/show	1.49	0.97	0.4	0.33	0.43	0.25	0.34	0.16	0.4	0.26
Visiting an aquarium/sea life centre	1.42	1.19	0.84	0.7	0.33	0.25	0.16	0.1	0.17	0.17
Watching wildlife, bird watching	1.42	1.09	0.46	0.38	0.19	0.09	0.37	0.25	0.56	0.45
Visiting a scenic/historic railway	1.33	1.12	0.58	0.51	0.24	0.19	0.31	0.23	0.29	0.25
Cycling - on a road/surfaced path	1.33	1.04	0.43	0.39	0.22	0.11	0.31	0.22	0.5	0.43
Watching other live sport (not on TV)	1.19	0.68	0.28	0.19	0.55	0.29	0.21	0.1	0.22	0.11
Visiting an interpretation/visitor/heritage centre	1.16	0.92	0.26	0.2	0.37	0.28	0.35	0.26	0.32	0.25
Other watersports - non-motorised	1.07	0.77	0.45	0.37	0.1	0.05	0.25	0.14	0.3	0.21
A music festival (e.g. Glastonbury)	1	0.65	0.13	0.09	0.42	0.24	0.18	0.11	0.28	0.19
Taking part in indoor sports	0.96	0.57	0.34	0.24	0.26	0.09	0.17	0.08	0.22	0.16
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.93	0.64	0.24	0.18	0.25	0.12	0.23	0.16	0.24	0.2
Canal/boating trips	0.92	0.78	0.21	0.18	0.22	0.19	0.25	0.23	0.31	0.25
Going on a guided tour - on foot, bus or other transport	0.9	0.74	0.22	0.2	0.36	0.29	0.2	0.13	0.19	0.16

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Taking part in outdoor sports	0.89	0.65	0.26	0.21	0.19	0.13	0.29	0.17	0.14	0.13
Golf	0.88	0.72	0.31	0.29	0.18	0.1	0.18	0.14	0.23	0.21
An indoor exhibition	0.83	0.41	0.12	0.08	0.47	0.23	0.17	0.07	0.1	0.05
Running, jogging, orienteering	0.81	0.46	0.21	0.18	0.26	0.09	0.14	0.06	0.24	0.14
Other arts/cultural event/show	0.77	0.42	0.14	0.1	0.36	0.19	0.22	0.08	0.12	0.09
Watching a live football match (not on TV)	0.73	0.31	0.12	0.08	0.39	0.18	0.14	0.03	0.09	0.03
Spa/beauty/health treatments	0.73	0.64	0.17	0.15	0.16	0.13	0.11	0.09	0.29	0.26
Fishing - coarse fishing (still water/pike & perch)	0.66	0.5	0.19	0.13	0.04	0.03	0.12	0.09	0.32	0.26
Another arts/cultural festival (e.g. a book festival)	0.65	0.36	0.13	0.1	0.37	0.17	0.11	0.06	0.09	0.06
Fishing - sea angling	0.52	0.46	0.39	0.39	0.05	0.03	0.02	0.01	0.06	0.04
Motorsports	0.45	0.31	0.1	0.07	0.12	0.05	0.12	0.1	0.16	0.12
Organised adventure sports	0.39	0.2	0.05	0.04	0.03	0.02	0.11	0.03	0.2	0.12
Mountainbiking	0.39	0.32	0.08	0.07	0.04	0.01	0.12	0.09	0.18	0.16
Sailing/yachting	0.32	0.27	0.17	0.15	0.04	0.04	0.05	0.02	0.07	0.07
Other watersports – motorised	0.26	0.2	0.14	0.12	0.04	0.02	0.04	0.03	0.04	0.03
Horse riding, pony trekking	0.24	0.17	0.08	0.05	0.03	0.02	0.02	0.02	0.12	0.09
Fishing - game fishing (river/salmon)	0.23	0.22	0.06	0.06	0.02	0.02	0.1	0.1	0.07	0.06
Field sports - hunting, shooting etc	0.18	0.1	0.03	0.01	0.04	0.01	0.02	0.01	0.1	0.07
Genealogy/tracing ancestors	0.05	0.04	0	0	0.02	0.01	0.02	0.02	0.01	0.01
Any other single particular activity	8.78	2.51	1.15	0.59	4	0.9	2.32	0.47	1.44	0.6

Activities by Destination Type (Trips, % of Total)	All Trips		Seaside		Large city / town		Small town		Countryside / Village	
	All trips	Holidays	All trips	Holidays	All trips	Holidays	All trips	Holidays	All trips	Holidays
<b>All Trips</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Just relaxing	19.9%	26.3%	33.0%	37.7%	13.8%	17.1%	19.0%	23.0%	22.6%	27.0%
Sightseeing on foot	17.2%	28.7%	29.6%	34.5%	11.9%	24.1%	15.5%	28.3%	20.8%	29.5%
Short walk/ stroll - up to 2 miles/ 1 hour	16.5%	23.0%	27.0%	29.7%	11.0%	15.4%	14.9%	20.0%	22.0%	27.5%
Sightseeing by car	10.7%	18.3%	20.3%	24.3%	5.0%	9.7%	10.7%	19.9%	16.0%	22.7%
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	10.5%	16.5%	17.1%	19.3%	4.3%	7.2%	10.4%	17.4%	19.7%	25.7%
Visiting a beach	9.0%	15.8%	32.8%	37.6%	1.8%	3.1%	5.1%	8.5%	7.4%	9.7%
Centre based walking (i.e. around a city/town centre)	7.7%	10.1%	10.8%	10.7%	8.3%	13.1%	6.8%	9.4%	5.6%	7.3%
A special event of a personal nature e.g. wedding, christening	5.3%	3.2%	3.1%	1.6%	5.5%	4.3%	6.8%	5.6%	5.5%	2.4%
Visiting a country park	4.8%	6.6%	5.7%	6.2%	3.5%	4.8%	4.6%	6.5%	8.2%	10.8%
Visiting a museum	4.8%	7.8%	5.1%	5.6%	5.9%	12.9%	4.0%	7.6%	3.9%	5.8%
Swimming (indoors or outdoors)	4.2%	7.8%	10.7%	13.1%	1.4%	2.7%	3.1%	6.3%	5.9%	8.8%
Had a picnic or BBQ	4.2%	6.8%	8.6%	10.6%	1.5%	2.4%	3.8%	5.0%	6.8%	8.9%
Visiting a theme/amusement park	3.9%	7.2%	9.9%	12.4%	2.2%	5.1%	3.0%	5.1%	2.9%	4.7%
Visiting a historic house, stately home, palace	3.8%	6.7%	4.4%	5.5%	2.7%	6.3%	4.6%	9.0%	5.9%	8.0%
Visiting a cathedral, church, abbey or other religious building	3.7%	5.5%	3.7%	3.9%	3.9%	8.4%	3.9%	6.0%	4.1%	5.1%
Special shopping for items you do not regularly buy	3.6%	4.5%	4.9%	5.3%	3.7%	5.5%	3.0%	3.5%	3.0%	3.2%
Visiting a garden	3.4%	5.6%	5.2%	5.9%	1.8%	3.6%	4.2%	7.8%	4.8%	6.6%
Viewing architecture and buildings	3.3%	5.3%	3.6%	3.7%	3.3%	6.9%	3.5%	6.8%	3.3%	4.8%
Visiting a castle/other historic site	3.1%	5.5%	4.1%	4.8%	2.2%	5.1%	4.0%	7.9%	4.3%	6.1%
Other sightseeing (e.g. on a coach, boat trip)	2.9%	5.0%	5.4%	6.6%	2.0%	5.3%	2.5%	4.8%	3.2%	3.5%

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Sunbathing	2.6%	4.8%	8.8%	11.1%	0.6%	0.9%	1.3%	2.1%	2.5%	3.5%
A live music concert	2.5%	3.7%	2.4%	2.8%	3.3%	6.6%	1.4%	2.3%	1.7%	2.0%
Visting another type of attraction	2.4%	3.7%	4.0%	4.4%	1.9%	4.0%	1.9%	2.8%	2.5%	2.9%
Visiting an art gallery	2.2%	3.1%	2.8%	2.5%	3.0%	5.6%	1.4%	2.9%	1.6%	2.0%
Going to the theatre	2.1%	3.1%	1.1%	1.2%	3.5%	7.6%	1.3%	1.9%	0.8%	0.7%
Going to the cinema	2.0%	2.1%	2.6%	2.5%	2.3%	3.0%	1.6%	1.2%	1.4%	1.8%
Visiting a wildlife attraction/ nature reserve	1.9%	3.4%	4.0%	5.3%	0.6%	1.1%	1.7%	3.1%	3.3%	4.8%
Attending a food/local produce event	1.6%	2.5%	2.5%	2.8%	1.3%	2.4%	1.6%	2.2%	2.0%	2.9%
Visiting a zoo/safari park	1.6%	2.7%	3.4%	4.1%	0.8%	1.4%	1.4%	2.5%	1.6%	2.4%
Attending an outdoor fair/ exhibition/show	1.4%	2.1%	2.0%	2.3%	1.0%	1.9%	1.4%	1.8%	2.1%	2.4%
Visiting an aquarium/sea life centre	1.4%	2.6%	4.2%	4.8%	0.8%	1.9%	0.7%	1.1%	0.9%	1.6%
Watching wildlife, bird watching	1.4%	2.4%	2.3%	2.6%	0.4%	0.7%	1.5%	2.8%	2.9%	4.2%
Visiting a scenic/historic railway	1.3%	2.4%	2.9%	3.5%	0.6%	1.4%	1.3%	2.6%	1.5%	2.3%
Cycling - on a road/surfaced path	1.3%	2.3%	2.1%	2.7%	0.5%	0.8%	1.3%	2.5%	2.6%	4.0%
Watching other live sport (not on TV)	1.1%	1.5%	1.4%	1.3%	1.3%	2.2%	0.9%	1.1%	1.1%	1.0%
Visiting an interpretation/visitor/heritage centre	1.1%	2.0%	1.3%	1.4%	0.9%	2.1%	1.5%	2.9%	1.7%	2.3%
Other watersports - non-motorised	1.0%	1.7%	2.2%	2.6%	0.2%	0.4%	1.0%	1.6%	1.6%	2.0%
A music festival (e.g. Glastonbury)	1.0%	1.4%	0.6%	0.6%	1.0%	1.8%	0.7%	1.2%	1.4%	1.8%
Taking part in indoor sports	0.9%	1.2%	1.7%	1.7%	0.6%	0.7%	0.7%	0.9%	1.1%	1.5%
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.9%	1.4%	1.2%	1.2%	0.6%	0.9%	1.0%	1.8%	1.2%	1.9%
Canal/boating trips	0.9%	1.7%	1.0%	1.2%	0.5%	1.4%	1.0%	2.6%	1.6%	2.3%
Going on a guided tour - on foot, bus or other transport	0.9%	1.6%	1.1%	1.4%	0.8%	2.2%	0.8%	1.5%	1.0%	1.5%

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Taking part in outdoor sports	0.9%	1.4%	1.3%	1.5%	0.4%	1.0%	1.2%	1.9%	0.7%	1.2%
Golf	0.8%	1.6%	1.5%	2.0%	0.4%	0.8%	0.7%	1.6%	1.2%	2.0%
An indoor exhibition	0.8%	0.9%	0.6%	0.6%	1.1%	1.8%	0.7%	0.8%	0.5%	0.5%
Running, jogging, orienteering	0.8%	1.0%	1.0%	1.2%	0.6%	0.7%	0.6%	0.7%	1.2%	1.3%
Other arts/cultural event/show	0.7%	0.9%	0.7%	0.7%	0.8%	1.4%	0.9%	0.9%	0.6%	0.8%
Watching a live football match (not on TV)	0.7%	0.7%	0.6%	0.6%	0.9%	1.4%	0.6%	0.3%	0.5%	0.3%
Spa/beauty/health treatments	0.7%	1.4%	0.8%	1.0%	0.4%	1.0%	0.5%	1.0%	1.5%	2.4%
Fishing - coarse fishing (still water/pike & perch)	0.6%	1.1%	0.9%	0.9%	0.1%	0.2%	0.5%	1.0%	1.7%	2.4%
Another arts/cultural festival (e.g. a book festival)	0.6%	0.8%	0.6%	0.7%	0.9%	1.3%	0.5%	0.7%	0.5%	0.6%
Fishing - sea angling	0.5%	1.0%	1.9%	2.7%	0.1%	0.2%	0.1%	0.1%	0.3%	0.4%
Motorsports	0.4%	0.7%	0.5%	0.5%	0.3%	0.4%	0.5%	1.1%	0.8%	1.1%
Organised adventure sports	0.4%	0.4%	0.2%	0.3%	0.1%	0.2%	0.5%	0.3%	1.0%	1.1%
Mountainbiking	0.4%	0.7%	0.4%	0.5%	0.1%	0.1%	0.5%	1.0%	0.9%	1.5%
Sailing/yachting	0.3%	0.6%	0.8%	1.0%	0.1%	0.3%	0.2%	0.2%	0.4%	0.7%
Other watersports – motorised	0.2%	0.4%	0.7%	0.8%	0.1%	0.2%	0.2%	0.3%	0.2%	0.3%
Horse riding, pony trekking	0.2%	0.4%	0.4%	0.3%	0.1%	0.2%	0.1%	0.2%	0.6%	0.8%
Fishing - game fishing (river/salmon)	0.2%	0.5%	0.3%	0.4%	0.0%	0.2%	0.4%	1.1%	0.4%	0.6%
Field sports - hunting, shooting etc	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.5%	0.7%
Genealogy/tracing ancestors	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.2%	0.1%	0.1%
Any other single particular activity	8.4%	5.4%	5.7%	4.1%	9.3%	6.8%	9.7%	5.2%	7.4%	5.6%