

Activities on Overnight Trips in England - 2011

Background

In the 2011 GB Tourism Survey, respondents who had taken an overnight trip within England were asked to state what leisure activities they had undertaken as part of that trip.

The results from this question are summarised on the following pages, shown for all overnight trips taken (including holiday, visiting friends and relatives, and business) and split out separately for holiday trips. The results are also available in two separate documents split out by destination type (seaside, countryside, large town/city, small town) and by former Government Office Region.

How to Interpret the Results

Results are shown in millions of trips, and also as a percentage of trips taken. It is important to note that for any given trip, a respondent may have selected multiple activities, so the totals shown add up to much more than 100%.

Some of the Findings

For people taking holidays in England, the most frequently mentioned activities are sightseeing (by foot on 29% of trips, and by car on 18%), “just relaxing” (26% of trips) and walking – whether for short distances (23% of trips) or longer walks (17%).

Holiday activities vary widely by destination type, for example:

- 3% of holiday trips overall included a trip to the theatre – rising to 8% in large towns and cities
- Theme / amusement parks featured on 7% of holiday trips – but on 12% of trips to the seaside
- Holiday trips to small towns were more likely than other destination types to feature trips to historic houses (9%) and gardens (8%)
- Visitors are most active in the countryside, with over a quarter of holiday trips in rural areas featuring a longer walk or ramble

There are also variations by region - the South West is our most relaxed area (34% of holidays there feature “just relaxing”), London leads the way in museum visits (part of one in five holiday trips to the capital), and 19% of holiday-takers in the North East visit a castle or other historic site, more than in any other region.

Want to Know More?

We now have a great wealth of information about activities, which can be analysed in many other ways. If you have any questions about this, or require further analysis, please contact our team at veresearch@visitengland.org

Activities on Overnight Trips in England - 2011	All Trips		Holiday Trips	
	millions	%	millions	%
Total Trip Volume	104.3	100%	46.2	100%
Just relaxing	20.7	19.9%	12.2	26.3%
Sightseeing on foot	18.0	17.2%	13.3	28.7%
Short walk/ stroll - up to 2 miles/ 1 hour	17.2	16.5%	10.6	23.0%
Sightseeing by car	11.2	10.7%	8.4	18.3%
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	11.0	10.5%	7.6	16.5%
Visiting a beach	9.4	9.0%	7.3	15.8%
Centre based walking (i.e. around a city/town centre)	8.0	7.7%	4.6	10.1%
A special event of a personal nature e.g. wedding, christening	5.6	5.3%	1.5	3.2%
Visiting a country park	5.0	4.8%	3.1	6.6%
Visiting a museum	5.0	4.8%	3.6	7.8%
Swimming (indoors or outdoors)	4.4	4.2%	3.6	7.8%
Had a picnic or BBQ	4.4	4.2%	3.2	6.8%
Visiting a theme/amusement park	4.1	3.9%	3.3	7.2%
Visiting a historic house, stately home, palace	4.0	3.8%	3.1	6.7%
Visiting a cathedral, church, abbey or other religious building	3.9	3.7%	2.6	5.5%
Special shopping for items you do not regularly buy	3.7	3.6%	2.1	4.5%
Visiting a garden	3.5	3.4%	2.6	5.6%
Viewing architecture and buildings	3.4	3.3%	2.4	5.3%
Visiting a castle/other historic site	3.3	3.1%	2.5	5.5%
Other sightseeing (e.g. on a coach, boat trip)	3.0	2.9%	2.3	5.0%
Sunbathing	2.7	2.6%	2.2	4.8%
A live music concert	2.6	2.5%	1.7	3.7%
Visiting another type of attraction	2.5	2.4%	1.7	3.7%
Visiting an art gallery	2.3	2.2%	1.5	3.1%
Going to the theatre	2.2	2.1%	1.4	3.1%
Going to the cinema	2.1	2.0%	1.0	2.1%
Visiting a wildlife attraction/ nature reserve	2.0	1.9%	1.6	3.4%
Attending a food/local produce event (e.g. food festival, farmers market)	1.7	1.6%	1.2	2.5%
Visiting a zoo/safari park	1.7	1.6%	1.3	2.7%
Attending an outdoor fair/ exhibition/show (e.g. gardening or agricultural show)	1.5	1.4%	1.0	2.1%
Visiting an aquarium/sea life centre	1.4	1.4%	1.2	2.6%
Watching wildlife, bird watching	1.4	1.4%	1.1	2.4%
Visiting a scenic/historic railway	1.3	1.3%	1.1	2.4%
Cycling - on a road/surfaced path	1.3	1.3%	1.0	2.3%

Activities on Overnight Trips in England - 2011 (cont.)	All Trips		Holiday Trips	
	millions	%	millions	%
Total Trip Volume	104.3	100%	46.2	100%
Watching other live sport (not on TV)	1.2	1.1%	0.7	1.5%
Visiting an interpretation/visitor/heritage centre	1.2	1.1%	0.9	2.0%
Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing)	1.1	1.0%	0.8	1.7%
A music festival (e.g. Glastonbury)	1.0	1.0%	0.7	1.4%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton etc.	1.0	0.9%	0.6	1.2%
Informal sport (e.g. cricket, rounders, football, skateboarding)	0.9	0.9%	0.6	1.4%
Canal/boating trips	0.9	0.9%	0.8	1.7%
Going on a guided tour - on foot, bus or other transport	0.9	0.9%	0.7	1.6%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	0.9	0.9%	0.7	1.4%
Golf	0.9	0.8%	0.7	1.6%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.8	0.8%	0.4	0.9%
Running, jogging, orienteering	0.8	0.8%	0.5	1.0%
Other arts/cultural event/show	0.8	0.7%	0.4	0.9%
Watching a live football match (not on TV)	0.7	0.7%	0.3	0.7%
Spa/beauty/health treatments	0.7	0.7%	0.6	1.4%
Fishing - coarse fishing (still water/pike & perch)	0.7	0.6%	0.5	1.1%
Another arts/cultural festival (e.g. a book festival)	0.7	0.6%	0.4	0.8%
Fishing - sea angling	0.5	0.5%	0.5	1.0%
Motorsports	0.5	0.4%	0.3	0.7%
Organised adventure sports (whitewater rafting/sphering/canyoning/gorge walking)	0.4	0.4%	0.2	0.4%
Mountainbiking	0.4	0.4%	0.3	0.7%
Sailing/yachting	0.3	0.3%	0.3	0.6%
Other watersports - motorised	0.3	0.2%	0.2	0.4%
Horse riding, pony trekking	0.2	0.2%	0.2	0.4%
Fishing - game fishing (river/salmon)	0.2	0.2%	0.2	0.5%
Field sports - hunting, shooting etc	0.2	0.2%	0.1	0.2%
Genealogy/tracing ancestors	0.1	0.0%	0.0	0.1%
Any other single particular activity	8.8	8.4%	2.5	5.4%