

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
Total Trip Volume	104.46	45.99	19.72	14.36	43.63	14.16	24.87	8.69	18.91	10.10
Just relaxing	22.03	13.00	6.59	5.44	6.44	2.72	5.05	2.22	4.70	3.09
Sightseeing on foot	20.10	14.23	6.67	5.43	6.32	3.90	3.87	2.55	4.04	2.87
Short walk/ stroll - up to 2 miles/ 1 hour	17.58	10.78	5.52	4.34	4.59	2.13	4.19	2.03	4.14	2.77
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	11.27	7.85	3.47	2.88	2.34	1.20	2.50	1.53	3.62	2.62
Sightseeing by car	10.99	8.02	4.00	3.40	2.19	1.25	2.66	1.78	2.76	2.04
Visiting a beach	9.67	7.45	6.47	5.34	0.95	0.60	1.49	0.92	1.27	0.96
Centre based walking (i.e. around a city/town centre)	8.87	4.99	2.29	1.73	4.12	1.94	1.81	0.95	1.10	0.63
A special event of a personal nature e.g. wedding, christening	6.81	1.91	0.77	0.36	3.11	0.86	1.79	0.37	1.34	0.43
Visiting a country park	5.70	3.77	1.38	1.13	1.27	0.55	1.62	0.95	1.83	1.37
Visiting a museum	5.23	3.68	1.00	0.86	2.75	1.82	1.02	0.66	0.79	0.56
Swimming (indoors or outdoors)	5.02	4.18	2.31	2.04	0.77	0.50	0.92	0.76	1.27	1.05
Visiting a cathedral, church, abbey or other religious building	4.76	3.04	1.06	0.89	1.75	1.02	1.23	0.68	1.07	0.68
Visiting a historic house, stately home, palace	4.72	3.35	1.05	0.97	1.51	0.95	1.24	0.81	1.28	0.92
Had a picnic or BBQ	4.69	3.39	1.73	1.43	0.93	0.45	1.05	0.72	1.30	1.00
Visiting a theme/amusement park	4.42	3.69	2.13	1.88	1.04	0.77	0.79	0.63	0.67	0.58
Visiting a garden	3.97	2.55	1.24	1.00	0.91	0.40	1.06	0.56	1.11	0.79
Special shopping for items you do not regularly buy	3.73	2.21	0.91	0.71	1.50	0.85	0.88	0.37	0.64	0.39
Visiting a castle/other historic site	3.65	2.76	1.15	1.00	0.92	0.65	0.91	0.63	0.99	0.73
Viewing architecture and buildings	3.31	2.20	0.54	0.45	1.54	0.94	0.69	0.42	0.76	0.54

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Total Trip Volume	104.46	45.99	19.72	14.36	43.63	14.16	24.87	8.69	18.91	10.10
Visiting another type of attraction	3.13	2.17	0.93	0.83	1.01	0.65	0.67	0.30	0.66	0.49
Other sightseeing (e.g. on a coach, boat trip)	2.89	2.32	1.09	0.97	0.84	0.64	0.53	0.38	0.56	0.46
A live music concert	2.63	1.58	0.52	0.38	1.53	0.93	0.40	0.18	0.29	0.14
Sunbathing	2.59	2.16	1.57	1.39	0.24	0.12	0.33	0.23	0.55	0.49
Going to the theatre	2.40	1.68	0.39	0.33	1.62	1.18	0.28	0.11	0.18	0.09
Visiting an art gallery	2.31	1.55	0.48	0.43	1.21	0.77	0.45	0.28	0.35	0.20
Visiting a wildlife attraction/ nature reserve	2.26	1.69	0.80	0.72	0.33	0.17	0.61	0.35	0.66	0.54
Attending a food/local produce event	2.22	1.26	0.36	0.28	0.81	0.40	0.61	0.26	0.51	0.34
Going to the cinema	2.21	0.85	0.43	0.28	0.97	0.29	0.59	0.20	0.39	0.15
Visiting a zoo/safari park	1.92	1.36	0.81	0.68	0.50	0.25	0.35	0.23	0.37	0.25
Cycling - on a road/surfaced path	1.75	1.25	0.39	0.29	0.29	0.20	0.50	0.35	0.72	0.52
Attending an outdoor fair/ exhibition/show	1.55	0.87	0.39	0.32	0.45	0.16	0.37	0.13	0.42	0.28
Visiting a scenic/historic railway	1.43	1.17	0.55	0.53	0.31	0.21	0.31	0.22	0.35	0.30
Visiting an interpretation/visitor/heritage centre	1.42	1.08	0.32	0.30	0.41	0.30	0.39	0.26	0.45	0.33
Watching wildlife, bird watching	1.37	1.00	0.36	0.29	0.19	0.13	0.30	0.19	0.65	0.48
Visiting an aquarium/sea life centre	1.34	1.04	0.83	0.70	0.25	0.14	0.17	0.11	0.16	0.13
Other watersports - non-motorised (canoeing, surfing etc.)	1.30	1.00	0.68	0.54	0.15	0.10	0.24	0.19	0.29	0.23
Other arts/cultural event/show	1.24	0.78	0.16	0.14	0.55	0.36	0.29	0.13	0.26	0.15
Going on a guided tour - on foot, bus or other transport	1.21	0.94	0.30	0.30	0.48	0.34	0.29	0.23	0.26	0.20
Canal/boating trips	1.18	0.99	0.39	0.33	0.26	0.19	0.29	0.25	0.36	0.30
Taking part in indoor sports	1.17	0.59	0.25	0.20	0.41	0.06	0.26	0.15	0.29	0.21
Watching a live football match (not on TV)	1.13	0.58	0.22	0.19	0.63	0.35	0.22	0.03	0.09	0.03

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	All trips	Holidays	All trips	Holidays	All trips	Holidays	All trips	Holidays	All trips	Holidays
Total Trip Volume	104.46	45.99	19.72	14.36	43.63	14.16	24.87	8.69	18.91	10.10
Informal sport (e.g. cricket, rounders, football, skateboarding)	1.11	0.70	0.33	0.31	0.22	0.09	0.26	0.14	0.35	0.18
Taking part in outdoor sports	1.09	0.70	0.29	0.24	0.27	0.16	0.25	0.12	0.31	0.21
A music festival (e.g. Glastonbury)	1.04	0.69	0.22	0.19	0.45	0.25	0.16	0.08	0.24	0.17
Another arts/cultural festival (e.g. a book festival)	0.98	0.64	0.17	0.15	0.41	0.23	0.24	0.15	0.20	0.14
Running, jogging, orienteering	0.94	0.47	0.23	0.18	0.21	0.09	0.27	0.11	0.25	0.10
An indoor exhibition such as Ideal Home or motor show etc.	0.92	0.43	0.10	0.07	0.46	0.17	0.24	0.10	0.17	0.13
Watching other live sport (not on TV)	0.88	0.60	0.15	0.12	0.44	0.27	0.24	0.17	0.07	0.04
Spa/beauty/health treatments	0.85	0.70	0.12	0.11	0.33	0.24	0.18	0.14	0.22	0.22
Golf	0.69	0.52	0.30	0.23	0.16	0.08	0.18	0.15	0.12	0.10
Fishing - coarse fishing (still water/pike & perch)	0.54	0.45	0.20	0.18	0.04	0.01	0.11	0.09	0.20	0.17
Horse riding, pony trekking	0.51	0.31	0.16	0.12	0.05	0.02	0.16	0.07	0.19	0.12
Fishing - sea angling	0.40	0.31	0.24	0.20	0.03	0.02	0.09	0.04	0.08	0.06
Mountainbiking	0.39	0.23	0.08	0.02	0.09	0.05	0.08	0.04	0.16	0.13
Sailing/yachting	0.36	0.23	0.18	0.11	0.06	0.02	0.11	0.07	0.05	0.04
Motorsports	0.27	0.17	0.01	0.01	0.11	0.07	0.11	0.07	0.06	0.04
Field sports - hunting, shooting etc	0.25	0.15	0.00	0.00	0.03	0.03	0.07	0.04	0.15	0.08
Organised adventure sports	0.23	0.09	0.01	0.00	0.07	0.02	0.04	0.03	0.11	0.04
Fishing - game fishing (river/salmon)	0.17	0.13	0.06	0.05	0.02	0.01	0.03	0.03	0.05	0.04
Other watersports – motorised	0.16	0.14	0.08	0.08	0.03	0.02	0.04	0.02	0.01	0.01
Genealogy/tracing ancestors	0.13	0.05	0.06	0.03	0.02	0.01	0.01	0.01	0.05	0.02
Snow sports (e.g. skiing, snowboarding)	0.09	0.06	0.00	0.00	0.04	0.04	0.03	0.00	0.02	0.02
Any other single particular activity	8.42	2.17	1.06	0.63	4.07	0.89	2.14	0.43	1.31	0.30

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
All Trips	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Just relaxing	21.09%	28.27%	33.42%	37.88%	14.76%	19.21%	20.31%	25.55%	24.85%	30.59%
Sightseeing on foot	19.24%	30.94%	33.82%	37.81%	14.49%	27.54%	15.56%	29.34%	21.36%	28.42%
Short walk/ stroll - up to 2 miles/ 1 hour	16.83%	23.44%	27.99%	30.22%	10.52%	15.04%	16.85%	23.36%	21.89%	27.43%
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	10.79%	17.07%	17.60%	20.06%	5.36%	8.47%	10.05%	17.61%	19.14%	25.94%
Sightseeing by car	10.52%	17.44%	20.28%	23.68%	5.02%	8.83%	10.70%	20.48%	14.60%	20.20%
Visiting a beach	9.26%	16.20%	32.81%	37.19%	2.18%	4.24%	5.99%	10.59%	6.72%	9.50%
Centre based walking (i.e. around a city/town centre)	8.49%	10.85%	11.61%	12.05%	9.44%	13.70%	7.28%	10.93%	5.82%	6.24%
A special event of a personal nature e.g. wedding, christening	6.52%	4.15%	3.90%	2.51%	7.13%	6.07%	7.20%	4.26%	7.09%	4.26%
Visiting a country park	5.46%	8.20%	7.00%	7.87%	2.91%	3.88%	6.51%	10.93%	9.68%	13.56%
Visiting a museum	5.01%	8.00%	5.07%	5.99%	6.30%	12.85%	4.10%	7.59%	4.18%	5.54%
Swimming (indoors or outdoors)	4.81%	9.09%	11.71%	14.21%	1.76%	3.53%	3.70%	8.75%	6.72%	10.40%
Visiting a cathedral, church, abbey or other religious building	4.56%	6.61%	5.38%	6.20%	4.01%	7.20%	4.95%	7.83%	5.66%	6.73%
Visiting a historic house, stately home, palace	4.52%	7.28%	5.32%	6.75%	3.46%	6.71%	4.99%	9.32%	6.77%	9.11%
Had a picnic or BBQ	4.49%	7.37%	8.77%	9.96%	2.13%	3.18%	4.22%	8.29%	6.87%	9.90%
Visiting a theme/amusement park	4.23%	8.02%	10.80%	13.09%	2.38%	5.44%	3.18%	7.25%	3.54%	5.74%
Visiting a garden	3.80%	5.54%	6.29%	6.96%	2.09%	2.82%	4.26%	6.44%	5.87%	7.82%
Special shopping for items you do not regularly buy	3.57%	4.81%	4.61%	4.94%	3.44%	6.00%	3.54%	4.26%	3.38%	3.86%
Visiting a castle/other historic site	3.49%	6.00%	5.83%	6.96%	2.11%	4.59%	3.66%	7.25%	5.24%	7.23%
Viewing architecture and buildings	3.17%	4.78%	2.74%	3.13%	3.53%	6.64%	2.77%	4.83%	4.02%	5.35%
Visting another type of attraction	3.00%	4.72%	4.72%	5.78%	2.31%	4.59%	2.69%	3.45%	3.49%	4.85%
Other sightseeing (e.g. on a coach, boat trip)	2.77%	5.04%	5.53%	6.75%	1.93%	4.52%	2.13%	4.37%	2.96%	4.55%

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All Trips	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A live music concert	2.52%	3.44%	2.64%	2.65%	3.51%	6.57%	1.61%	2.07%	1.53%	1.39%
Sunbathing	2.48%	4.70%	7.96%	9.68%	0.55%	0.85%	1.33%	2.65%	2.91%	4.85%
Going to the theatre	2.30%	3.65%	1.98%	2.30%	3.71%	8.33%	1.13%	1.27%	0.95%	0.89%
Visiting an art gallery	2.21%	3.37%	2.43%	2.99%	2.77%	5.44%	1.81%	3.22%	1.85%	1.98%
Visiting a wildlife attraction/ nature reserve	2.16%	3.67%	4.06%	5.01%	0.76%	1.20%	2.45%	4.03%	3.49%	5.35%
Attending a food/local produce event	2.13%	2.74%	1.83%	1.95%	1.86%	2.82%	2.45%	2.99%	2.70%	3.37%
Going to the cinema	2.12%	1.85%	2.18%	1.95%	2.22%	2.05%	2.37%	2.30%	2.06%	1.49%
Visiting a zoo/safari park	1.84%	2.96%	4.11%	4.74%	1.15%	1.77%	1.41%	2.65%	1.96%	2.48%
Cycling - on a road/surfaced path	1.68%	2.72%	1.98%	2.02%	0.66%	1.41%	2.01%	4.03%	3.81%	5.15%
Attending an outdoor fair/ exhibition/show	1.48%	1.89%	1.98%	2.23%	1.03%	1.13%	1.49%	1.50%	2.22%	2.77%
Visiting a scenic/historic railway	1.37%	2.54%	2.79%	3.69%	0.71%	1.48%	1.25%	2.53%	1.85%	2.97%
Visiting an interpretation/visitor/heritage centre	1.36%	2.35%	1.62%	2.09%	0.94%	2.12%	1.57%	2.99%	2.38%	3.27%
Watching wildlife, bird watching	1.31%	2.17%	1.83%	2.02%	0.44%	0.92%	1.21%	2.19%	3.44%	4.75%
Visiting an aquarium/sea life centre	1.28%	2.26%	4.21%	4.87%	0.57%	0.99%	0.68%	1.27%	0.85%	1.29%
Other watersports - non-motorised	1.24%	2.17%	3.45%	3.76%	0.34%	0.71%	0.97%	2.19%	1.53%	2.28%
Other arts/cultural event/show	1.19%	1.70%	0.81%	0.97%	1.26%	2.54%	1.17%	1.50%	1.37%	1.49%
Going on a guided tour - on foot, bus or other transport	1.16%	2.04%	1.52%	2.09%	1.10%	2.40%	1.17%	2.65%	1.37%	1.98%
Canal/boating trips	1.13%	2.15%	1.98%	2.30%	0.60%	1.34%	1.17%	2.88%	1.90%	2.97%
Taking part in indoor sports	1.12%	1.28%	1.27%	1.39%	0.94%	0.42%	1.05%	1.73%	1.53%	2.08%
Watching a live football match (not on TV)	1.08%	1.26%	1.12%	1.32%	1.44%	2.47%	0.88%	0.35%	0.48%	0.30%
Informal sport (e.g. cricket, rounders, football, skateboarding)	1.06%	1.52%	1.67%	2.16%	0.50%	0.64%	1.05%	1.61%	1.85%	1.78%
Taking part in outdoor sports	1.04%	1.52%	1.47%	1.67%	0.62%	1.13%	1.01%	1.38%	1.64%	2.08%

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All Trips	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A music festival (e.g. Glastonbury)	1.00%	1.50%	1.12%	1.32%	1.03%	1.77%	0.64%	0.92%	1.27%	1.68%
Another arts/cultural festival (e.g. a book festival)	0.94%	1.39%	0.86%	1.04%	0.94%	1.62%	0.97%	1.93%	1.06%	1.39%
Running, jogging, orienteering	0.90%	1.02%	1.17%	1.25%	0.48%	0.64%	1.09%	1.27%	1.32%	0.99%
An indoor exhibition	0.88%	0.93%	0.51%	0.49%	1.05%	1.20%	0.97%	1.15%	0.90%	1.29%
Watching other live sport (not on TV)	0.84%	1.30%	0.76%	0.84%	1.01%	1.91%	0.97%	1.96%	0.37%	0.40%
Spa/beauty/health treatments	0.81%	1.52%	0.61%	0.77%	0.76%	1.69%	0.72%	1.61%	1.16%	2.18%
Golf	0.66%	1.13%	1.52%	1.60%	0.37%	0.56%	0.72%	1.73%	0.63%	0.99%
Fishing - coarse fishing (still water/pike & perch)	0.52%	0.98%	1.01%	1.25%	0.09%	0.07%	0.44%	1.04%	1.06%	1.68%
Horse riding, pony trekking	0.49%	0.67%	0.81%	0.84%	0.11%	0.14%	0.64%	0.81%	1.00%	1.19%
Fishing - sea angling	0.38%	0.67%	1.22%	1.39%	0.07%	0.14%	0.36%	0.46%	0.42%	0.59%
Mountainbiking	0.37%	0.50%	0.41%	0.14%	0.21%	0.35%	0.32%	0.46%	0.85%	1.29%
Sailing/yachting	0.34%	0.50%	0.91%	0.77%	0.14%	0.14%	0.44%	0.81%	0.26%	0.40%
Motorsports	0.26%	0.37%	0.05%	0.07%	0.25%	0.49%	0.44%	0.81%	0.32%	0.40%
Field sports - hunting, shooting etc	0.24%	0.33%	0.00%	0.00%	0.07%	0.21%	0.28%	0.46%	0.79%	0.79%
Organised adventure sports	0.22%	0.20%	0.05%	0.00%	0.16%	0.14%	0.16%	0.35%	0.58%	0.40%
Fishing - game fishing (river/salmon)	0.16%	0.28%	0.30%	0.35%	0.05%	0.07%	0.12%	0.35%	0.26%	0.40%
Other watersports – motorised	0.15%	2.17%	0.41%	3.76%	0.07%	0.71%	0.16%	2.19%	0.05%	2.28%
Genealogy/tracing ancestors	0.12%	0.11%	0.30%	0.21%	0.05%	0.07%	0.04%	0.12%	0.26%	0.20%
Snow sports (e.g. skiing, snowboarding)	0.09%	0.13%	0.00%	0.00%	0.09%	0.28%	0.12%	0.00%	0.11%	0.20%
Any other single particular activity	8.06%	4.72%	5.38%	4.39%	9.33%	6.29%	8.60%	4.95%	6.93%	2.97%