

Activities on Overnight Trips in England - 2012

Background

In the 2012 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. Comparative data for 2011 is also included, along with percentage changes. The results for 2012 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.

Activities related to the 2012 London Olympic Games have been excluded from this analysis. For a summary of these results, please visit the 2012 GBTS page http://www.visitengland.org/insight-statistics/major-tourism-surveys/overnightvisitors/GBTS_2012/GBTS2012.aspx

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 31% of trips, and by car on 17%), "just relaxing" (28% of trips) and walking – whether for short distances (23% of trips) or longer walks (17%).

Holiday activities vary widely by destination type, for example:

- 4% of holiday trips overall included a trip to the theatre and 3% a live music concert – rising to 8% and 7% respectively in large towns and cities. Large cities trips are more likely to include a visit to a museum (13% compared to 8% for all holiday trips)
- Theme / amusement parks featured on 8% of holiday trips – but on 13% of trips to the seaside
- 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 for holiday trips. London has more museum visits (23% compared to 8% of trips overall). Long walks and rambles are more common in the North, while the South West leads the way in sightseeing by car. 15% of holiday-takers in the North East visit a castle or other historic site, more than in any other region.

Want to Know More?

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	All Trips (2012)		All Trips (2011)		% Diff ('11-'12)	Holiday Trips (2012)		Holiday Trips (2011)		% Diff ('11-'12)
	Millions	%	Millions	%		Millions	%	Millions	%	
Total Trip Volume	104.5	100%	104.3	100%		46.0	100%	46.2	44.3%	
Just relaxing	22.0	21.1%	20.7	19.9%	+6.3%	13.0	28.3%	12.2	+26.3%	+6.6%
Sightseeing on foot	20.1	19.2%	18.0	17.2%	+11.7%	14.2	30.9%	13.3	+28.7%	+6.8%
Short walk/ stroll - up to 2 miles/ 1 hour	17.6	16.8%	17.2	16.5%	+2.3%	10.8	23.4%	10.6	+23.0%	+1.9%
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	11.3	10.8%	11.0	10.5%	+2.7%	7.9	17.1%	7.6	+16.5%	+3.9%
Sightseeing by car	11.0	10.5%	11.2	10.7%	-1.8%	8.0	17.4%	8.4	-18.3%	-4.8%
Visiting a beach	9.7	9.3%	9.4	9.0%	+3.2%	7.5	16.2%	7.3	+15.8%	+2.7%
Centre based walking (i.e. around a city/town centre)	8.9	8.5%	8.0	7.7%	+11.3%	5.0	10.9%	4.6	+10.1%	+8.7%
A special event of a personal nature e.g. wedding, christening	6.8	6.5%	5.6	5.3%	+21.4%	1.9	4.2%	1.5	+3.2%	+26.7%
Visiting a country park	5.7	5.5%	5.0	4.8%	+14.0%	3.8	8.2%	3.1	+6.6%	+22.6%
Visiting a museum	5.2	5.0%	5.0	4.8%	+4.0%	3.7	8.0%	3.6	+7.8%	+2.8%
Swimming (indoors or outdoors)	5.0	4.8%	4.4	4.2%	+13.6%	4.2	9.1%	3.6	+7.8%	+16.7%
Visiting a cathedral, church, abbey or other religious building	4.8	4.6%	3.9	3.7%	+23.1%	3.0	6.6%	2.6	+5.5%	+15.4%
Visiting a historic house, stately home, palace	4.7	4.5%	4.0	3.8%	+17.5%	3.4	7.3%	3.1	+6.7%	+9.7%
Had a picnic or BBQ	4.7	4.5%	4.4	4.2%	+6.8%	3.4	7.4%	3.2	+6.8%	+6.2%
Visiting a theme/amusement park	4.4	4.2%	4.1	3.9%	+7.3%	3.7	8.0%	3.3	+7.2%	+12.1%
Visiting a garden	4.0	3.8%	3.5	3.4%	+14.3%	2.6	5.5%	2.6	0.0%	0.0%
Special shopping for items you do not regularly buy	3.7	3.6%	3.7	3.6%	0.0%	2.2	4.8%	2.1	+4.5%	+4.8%
Visiting a castle/other historic site	3.7	3.5%	3.3	3.1%	+12.1%	2.8	6.0%	2.5	+5.5%	+12.0%
Viewing architecture and buildings	3.3	3.2%	3.4	3.3%	-2.9%	2.2	4.8%	2.4	-5.3%	-8.3%
Visiting another type of attraction	3.1	3.0%	2.5	2.4%	+24.0%	2.2	4.7%	1.7	+3.7%	+29.4%
Other sightseeing (e.g. on a coach, boat trip)	2.9	2.8%	3.0	2.9%	-3.3%	2.3	5.0%	2.3	0.0%	0.0%
A live music concert	2.6	2.5%	2.6	2.5%	0.0%	1.6	3.4%	1.7	-3.7%	-5.9%
Sunbathing	2.6	2.5%	2.7	2.6%	-3.7%	2.2	4.7%	2.2	0.0%	0.0%
Going to the theatre	2.4	2.3%	2.2	2.1%	+9.1%	1.7	3.7%	1.4	+3.1%	+21.4%
Visiting an art gallery	2.3	2.2%	2.3	2.2%	0.0%	1.6	3.4%	1.5	+3.1%	+6.7%
Visiting a wildlife attraction/ nature reserve	2.3	2.2%	2.0	1.9%	+15.0%	1.7	3.7%	1.6	+3.4%	+6.2%
Attending a food/local produce event (e.g. food festival, farmers market)	2.2	2.1%	1.7	1.7%	+29.4%	1.3	2.7%	1.2	+2.5%	+8.3%
Going to the cinema	2.2	2.1%	2.1	2.0%	+4.8%	0.9	1.8%	1.0	-2.1%	-10.0%

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Total Trip Volume	104.5	100%	104.3	100%		46.0	100%	46.2	44.3%	
Visiting a zoo/safari park	1.9	1.8%	1.7	1.6%	+11.8%	1.4	3.0%	1.3	+2.7%	+7.7%
Cycling - on a road/surfaced path	1.8	1.7%	1.3	1.3%	+38.5%	1.3	2.7%	1.0	+2.3%	+30.0%
Attending an outdoor fair/exhibition/show (e.g. gardening or agricultural show)	1.6	1.5%	1.5	1.4%	+6.7%	0.9	1.9%	1.0	-2.1%	-10.0%
Visiting a scenic/historic railway	1.4	1.4%	1.3	1.3%	+7.7%	1.2	2.5%	1.1	+2.4%	+9.1%
Visiting an interpretation/visitor/heritage centre	1.4	1.4%	1.2	1.1%	+16.7%	1.1	2.3%	0.9	+2.0%	+22.2%
Watching wildlife, bird watching	1.4	1.3%	1.4	1.4%	0.0%	1.0	2.2%	1.1	-2.4%	-9.1%
Visiting an aquarium/sea life centre	1.3	1.3%	1.4	1.4%	-7.1%	1.0	2.3%	1.2	-2.6%	-16.7%
Other watersports - non-motorised (canoeing, kayaking, surfing)	1.3	1.2%	1.1	1.0%	+18.2%	1.0	2.2%	0.8	+1.7%	+25.0%
Other arts/cultural event/show	1.2	1.2%	0.8	0.7%	+50.0%	0.8	1.7%	0.4	+0.9%	+100%
Going on a guided tour - on foot, bus or other transport	1.2	1.2%	0.9	0.9%	+33.3%	0.9	2.0%	0.7	+1.6%	+28.6%
Canal/boating trips	1.2	1.1%	0.9	0.9%	+33.3%	1.0	2.2%	0.8	+1.7%	+25.0%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton	1.2	1.1%	1.0	0.9%	+20.0%	0.6	1.3%	0.6	0.0%	0.0%
Watching a live football match (not on TV)	1.1	1.1%	0.7	0.7%	+57.1%	0.6	1.3%	0.3	+0.7%	+100%
Informal sport (e.g. cricket, rounders, football, skateboarding)	1.1	1.1%	0.9	0.9%	+22.2%	0.7	1.5%	0.6	+1.4%	+16.7%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics	1.1	1.0%	0.9	0.9%	+22.2%	0.7	1.5%	0.7	0.0%	0.0%
A music festival (e.g. Glastonbury)	1.0	1.0%	1.0	1.0%	0.0%	0.7	1.5%	0.7	0.0%	0.0%
Another arts/cultural festival (e.g. a book festival)	1.0	0.9%	0.7	0.6%	+42.9%	0.6	1.4%	0.4	+0.8%	+50.0%
Running, jogging, orienteering	0.9	0.9%	0.8	0.8%	+12.5%	0.5	1.0%	0.5	0.0%	0.0%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.9	0.9%	0.8	0.8%	+12.5%	0.4	0.9%	0.4	0.0%	0.0%
Watching other live sport (not on TV)	0.9	0.8%	1.2	1.1%	-25.0%	0.6	1.3%	0.7	-1.5%	-14.3%
Spa/beauty/health treatments	0.9	0.8%	0.7	0.7%	+28.6%	0.7	1.5%	0.6	+1.4%	+16.7%
Golf	0.7	0.7%	0.9	0.8%	-22.2%	0.5	1.1%	0.7	-1.6%	-28.6%

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Total Trip Volume	104.5	100%	104.3	100%		46.0	100%	46.2	44.3%	
Fishing - coarse fishing (still water/ pike & perch)	0.5	0.5%	0.7	0.6%	-28.6%	0.5	1.0%	0.5	0.0%	0.0%
Horse riding, pony trekking	0.5	0.5%	0.2	0.2%	+150.0%	0.3	0.7%	0.2	+0.4%	+50.0%
Fishing - sea angling	0.4	0.4%	0.5	0.5%	-20.0%	0.3	0.7%	0.5	-1.0%	-40.0%
Mountainbiking	0.4	0.4%	0.4	0.4%	0.0%	0.2	0.5%	0.3	-0.6%	-33.3%
Sailing/yachting	0.4	0.3%	0.3	0.3%	+33.3%	0.2	0.5%	0.3	-0.6%	-33.3%
Motorsports	0.3	0.3%	0.5	0.4%	-40.0%	0.2	0.4%	0.3	-0.6%	-33.3%
Field sports - hunting, shooting etc	0.3	0.2%	0.2	0.2%	+50.0%	0.2	0.3%	0.1	+0.2%	+100%
Organised adventure sports (whitewater rafting / sphering / canyoning)	0.2	0.2%	0.4	0.4%	-50.0%	0.1	0.2%	0.2	-0.4%	-50.0%
Fishing - game fishing (river/salmon)	0.2	0.2%	0.2	0.2%	0.0%	0.1	0.3%	0.2	-0.5%	-50.0%
Other watersports – motorised	0.2	0.2%	0.3	0.3%	-33.3%	0.1	0.3%	0.2	-0.4%	-50.0%
Genealogy/tracing ancestors	0.1	0.1%	0.1	0.1%	0.0%	0.1	0.1%	0.0	+0.1%	0.0%
Snow sports (e.g. skiing, snowboarding)	0.1	0.1%	0.0	0.0%	0.0%	0.1	0.1%	0.0	+0.0%	0.0%
Any other single particular activity	8.4	8.1%	8.8	8.4%	-4.5%	2.2	4.7%	2.5	-5.4%	-12.0%