

Activities by Region (All trips, millions)	All trips	West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorks
Total Trip Volume	104.46	8.50	9.88	8.50	12.15	14.19	4.31	17.92	19.74	11.25
Just relaxing	22.03	1.70	2.04	1.89	1.49	3.17	1.16	3.22	4.97	2.79
Sightseeing on foot	20.10	1.11	1.68	1.27	2.36	3.25	0.85	2.88	4.98	2.38
Short walk/ stroll - up to 2 miles/ 1 hour	17.58	1.10	1.79	1.18	1.17	2.77	0.80	2.77	4.84	1.82
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	11.27	0.62	1.07	0.77	0.62	2.18	0.59	1.53	3.02	1.32
Sightseeing by car	10.99	0.60	1.06	0.76	0.43	1.51	0.54	1.52	3.80	1.26
Visiting a beach	9.67	0.09	1.17	0.63	0.05	0.75	0.56	1.43	4.37	0.83
Centre based walking (i.e. around a city/town centre)	8.87	0.56	0.72	0.64	1.43	1.14	0.44	1.36	1.85	1.08
A special event of a personal nature e.g. wedding, christening	6.81	0.53	0.79	0.54	0.64	1.00	0.34	1.33	0.99	0.83
Visiting a country park	5.70	0.50	0.64	0.51	0.32	0.84	0.25	0.88	1.45	0.57
Visiting a museum	5.23	0.34	0.49	0.19	1.36	0.62	0.29	0.68	1.00	0.59
Swimming (indoors or outdoors)	5.02	0.20	0.58	0.54	0.06	0.73	0.27	0.67	1.76	0.39
Visiting a cathedral, church, abbey, other religious building	4.76	0.30	0.51	0.32	0.37	0.58	0.32	0.81	1.12	0.77
Visiting a historic house, stately home, palace	4.72	0.34	0.42	0.50	0.44	0.43	0.34	0.91	1.32	0.34
Had a picnic or BBQ	4.69	0.25	0.45	0.34	0.20	0.58	0.11	0.75	1.75	0.49
Visiting a theme/amusement park	4.42	0.28	0.46	0.54	0.25	0.56	0.10	1.06	1.03	0.34
Visiting a garden	3.97	0.33	0.27	0.26	0.36	0.36	0.22	0.67	1.42	0.30
Special shopping for items you do not regularly buy	3.73	0.35	0.23	0.34	0.52	0.62	0.19	0.61	0.79	0.32
Visiting a castle/other historic site	3.65	0.21	0.28	0.22	0.24	0.35	0.39	0.66	1.17	0.37
Viewing architecture and buildings	3.31	0.26	0.22	0.17	0.53	0.41	0.18	0.62	0.77	0.34
Visiting another type of attraction	3.13	0.10	0.23	0.20	0.45	0.54	0.15	0.56	0.78	0.26
Other sightseeing (e.g. on a coach, boat trip)	2.89	0.07	0.25	0.10	0.32	0.59	0.12	0.55	0.68	0.29
A live music concert	2.63	0.20	0.14	0.18	0.64	0.41	0.11	0.30	0.47	0.22

Activities by Region (All trips, millions)	All trips	West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorks
Total Trip Volume	104.46	8.50	9.88	8.50	12.15	14.19	4.31	17.92	19.74	11.25
Sunbathing	2.59	0.08	0.30	0.14	0.05	0.14	0.06	0.37	1.23	0.28
Going to the theatre	2.40	0.17	0.17	0.12	1.13	0.24	0.04	0.26	0.27	0.10
Visiting an art gallery	2.31	0.11	0.15	0.09	0.69	0.31	0.10	0.27	0.54	0.22
Visiting a wildlife attraction/ nature reserve	2.26	0.14	0.21	0.16	0.02	0.25	0.18	0.35	0.84	0.20
Attending a food/local produce event (e.g. food festival, farmers market)	2.22	0.22	0.21	0.2	0.33	0.28	0.06	0.34	0.48	0.18
Going to the cinema	2.21	0.24	0.29	0.19	0.32	0.35	0.10	0.32	0.34	0.21
Visiting a zoo/safari park	1.92	0.16	0.28	0.07	0.15	0.25	0.02	0.39	0.65	0.09
Cycling - on a road/surfaced path	1.75	0.10	0.22	0.14	0.10	0.41	0.10	0.24	0.41	0.15
Attending an outdoor fair/ exhibition/show	1.55	0.09	0.23	0.19	0.12	0.18	0.03	0.21	0.38	0.20
Visiting a scenic/historic railway	1.43	0.10	0.15	0.07	0.05	0.17	0.09	0.14	0.47	0.26
Visiting an interpretation/visitor/heritage centre	1.42	0.11	0.09	0.13	0.10	0.24	0.07	0.21	0.49	0.14
Watching wildlife, bird watching	1.37	0.11	0.16	0.14	0.06	0.28	0.16	0.17	0.30	0.13
Visiting an aquarium/sea life centre	1.34	0.10	0.14	0.11	0.11	0.20	0.04	0.12	0.45	0.16
Other watersports - non-motorised (kayaking, surfing)	1.30	0.04	0.03	0.02	0.03	0.28	0.04	0.08	0.73	0.08
Other arts/cultural event/show	1.24	0.10	0.08	0.07	0.26	0.19	0.07	0.18	0.23	0.12
Going on a guided tour - on foot, bus or other transport	1.21	0.01	0.09	0.12	0.15	0.19	0.07	0.20	0.30	0.15
Canal/boating trips	1.18	0.05	0.27	0.09	0.04	0.24	0.02	0.14	0.27	0.09
Taking part in indoor sports - 5-a-side football, gym, badminton	1.17	0.14	0.13	0.17	0.05	0.20	0.02	0.17	0.25	0.12
Watching a live football match (not on TV)	1.13	0.11	0.06	0.11	0.15	0.30	0.07	0.12	0.13	0.15
Informal sport (e.g. cricket, rounders, football, skateboarding)	1.11	0.04	0.16	0.08	0.04	0.23	0.04	0.17	0.30	0.09
Taking part in outdoor sports	1.09	0.12	0.09	0.08	0.06	0.18	0.04	0.18	0.32	0.05

Activities by Region (All trips, millions)	All trips	West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorks
Total Trip Volume	104.46	8.50	9.88	8.50	12.15	14.19	4.31	17.92	19.74	11.25
A music festival (e.g. Glastonbury)	1.04	0.08	0.11	0.06	0.15	0.15	0.06	0.21	0.19	0.05
Another arts/cultural festival (e.g. a book festival)	0.98	0.09	0.11	0.05	0.16	0.11	0.04	0.17	0.19	0.10
Running, jogging, orienteering	0.94	0.08	0.08	0.04	0.03	0.17	0.07	0.17	0.30	0.05
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.92	0.24	0.09	0.04	0.15	0.06	0.03	0.12	0.21	0.09
Watching other live sport (not on TV)	0.88	0.08	0.05	0.13	0.10	0.17	0.02	0.11	0.16	0.08
Spa/beauty/health treatments	0.85	0.06	0.05	0.12	0.04	0.11	0.05	0.16	0.20	0.09
Golf	0.69	0.06	0.09	0.03	0.03	0.09	0.02	0.12	0.23	0.05
Fishing - coarse fishing (still water/pike & perch)	0.54	0.07	0.07	0.07	0.01	0.08	0.00	0.05	0.11	0.07
Horse riding, pony trekking	0.51	0.01	0.02	0.08	0.02	0.08	0.02	0.11	0.17	0.03
Fishing - sea angling	0.40	0.01	0.07	0.01	0.00	0.01	0.01	0.07	0.21	0.04
Mountainbiking	0.39	0.02	0.00	0.04	0.01	0.08	0.02	0.06	0.07	0.08
Sailing/yachting	0.36	0.00	0.07	0.03	0.00	0.05	0.02	0.11	0.08	0.02
Motorsports	0.27	0.04	0.01	0.05	0.00	0.05	0.00	0.08	0.02	0.04
Field sports - hunting, shooting etc	0.25	0.01	0.04	0.03	0.00	0.04	0.01	0.09	0.03	0.02
Organised adventure sports (rafting / sphering / canyoning)	0.23	0.00	0.02	0.04	0.01	0.09	0.02	0.02	0.02	0.01
Fishing - game fishing (river/salmon)	0.17	0.01	0.01	0.00	0.01	0.01	0.02	0.05	0.07	0.00
Other watersports – motorised	0.16	0.00	0.00	0.00	0.00	0.07	0.00	0.01	0.07	0.02
Genealogy/tracing ancestors	0.13	0.01	0.01	0.00	0.00	0.01	0.01	0.02	0.06	0.01
Snow sports (e.g. skiing, snowboarding)	0.09	0.00	0.01	0.00	0.01	0.01	0.00	0.02	0.04	0.00
Any other single particular activity	8.42	0.74	0.72	0.93	1.14	0.28	1.24	1.24	1.26	0.97

Activities by Region (All trips, % of total)	All trips	West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorks
Total Trip Volume	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Just relaxing	21.09%	20.00%	20.65%	22.24%	12.26%	22.34%	26.91%	17.97%	25.18%	24.80%
Sightseeing on foot	19.24%	13.06%	17.00%	14.94%	19.42%	22.90%	19.72%	16.07%	25.23%	21.16%
Short walk/ stroll - up to 2 miles/ 1 hour	16.83%	12.94%	18.12%	13.88%	9.63%	19.52%	18.56%	15.46%	24.52%	16.18%
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	10.79%	7.29%	10.83%	9.06%	5.10%	15.36%	13.69%	8.54%	15.30%	11.73%
Sightseeing by car	10.52%	7.06%	10.73%	8.94%	3.54%	10.64%	12.53%	8.48%	19.25%	11.20%
Visiting a beach	9.26%	1.06%	11.84%	7.41%	0.41%	5.29%	12.99%	7.98%	22.14%	7.38%
Centre based walking (i.e. around a city/town centre)	8.49%	6.59%	7.29%	7.53%	11.77%	8.03%	10.21%	7.59%	9.37%	9.60%
A special event of a personal nature e.g. wedding, christening	6.52%	6.24%	8.00%	6.35%	5.27%	7.05%	7.89%	7.42%	5.02%	7.38%
Visiting a country park	5.46%	5.88%	6.48%	6.00%	2.63%	5.92%	5.80%	4.91%	7.35%	5.07%
Visiting a museum	5.01%	4.00%	4.96%	2.24%	11.19%	4.37%	6.73%	3.79%	5.07%	5.24%
Swimming (indoors or outdoors)	4.81%	2.35%	5.87%	6.35%	0.49%	5.14%	6.26%	3.74%	8.92%	3.47%
Visiting a cathedral, church, abbey, other religious building	4.56%	3.53%	5.16%	3.76%	3.05%	4.09%	7.42%	4.52%	5.67%	6.84%
Visiting a historic house, stately home, palace	4.52%	4.00%	4.25%	5.88%	3.62%	3.03%	7.89%	5.08%	6.69%	3.02%
Had a picnic or BBQ	4.49%	2.94%	4.55%	4.00%	1.65%	4.09%	2.55%	4.19%	8.87%	4.36%
Visiting a theme/amusement park	4.23%	3.29%	4.66%	6.35%	2.06%	3.95%	2.32%	5.92%	5.22%	3.02%
Visiting a garden	3.80%	3.88%	2.73%	3.06%	2.96%	2.54%	5.10%	3.74%	7.19%	2.67%
Special shopping for items you do not regularly buy	3.57%	4.12%	2.33%	4.00%	4.28%	4.37%	4.41%	3.40%	4.00%	2.84%
Visiting a castle/other historic site	3.49%	2.47%	2.83%	2.59%	1.98%	2.47%	9.05%	3.68%	5.93%	3.29%
Viewing architecture and buildings	3.17%	3.06%	2.23%	2.00%	4.36%	2.89%	4.18%	3.46%	3.90%	3.02%
Visiting another type of attraction	3.00%	1.18%	2.33%	2.35%	3.70%	3.81%	3.48%	3.13%	3.95%	2.31%
Other sightseeing (e.g. on a coach, boat trip)	2.77%	0.82%	2.53%	1.18%	2.63%	4.16%	2.78%	3.07%	3.44%	2.58%
A live music concert	2.52%	2.35%	1.42%	2.12%	5.27%	2.89%	2.55%	1.67%	2.38%	1.96%

Activities by Region (All trips, % of total)	All trips	West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorks
Total Trip Volume	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sunbathing	2.48%	0.94%	3.04%	1.65%	0.41%	0.99%	1.39%	2.06%	6.23%	2.49%
Going to the theatre	2.30%	2.00%	1.72%	1.41%	9.30%	1.69%	0.93%	1.45%	1.37%	0.89%
Visiting an art gallery	2.21%	1.29%	1.52%	1.06%	5.68%	2.18%	2.32%	1.51%	2.74%	1.96%
Visiting a wildlife attraction/ nature reserve	2.16%	1.65%	2.13%	1.88%	0.16%	1.76%	4.18%	1.95%	4.26%	1.78%
Attending a food/local produce event (e.g. food festival, farmers market)	2.13%	2.59%	2.13%	2.35%	2.72%	1.97%	1.39%	1.90%	2.43%	1.60%
Going to the cinema	2.12%	2.82%	2.94%	2.24%	2.63%	2.47%	2.32%	1.79%	1.72%	1.87%
Visiting a zoo/safari park	1.84%	1.88%	2.83%	0.82%	1.23%	1.76%	0.46%	2.18%	3.29%	0.80%
Cycling - on a road/surfaced path	1.68%	1.18%	2.23%	1.65%	0.82%	2.89%	2.32%	1.34%	2.08%	1.33%
Attending an outdoor fair/ exhibition/show	1.48%	1.06%	2.33%	2.24%	0.99%	1.27%	0.70%	1.17%	1.93%	1.78%
Visiting a scenic/historic railway	1.37%	1.18%	1.52%	0.82%	0.41%	1.20%	2.09%	0.78%	2.38%	2.31%
Visiting an interpretation/visitor/heritage centre	1.36%	1.29%	0.91%	1.53%	0.82%	1.69%	1.62%	1.17%	2.48%	1.24%
Watching wildlife, bird watching	1.31%	1.29%	1.62%	1.65%	0.49%	1.97%	3.71%	0.95%	1.52%	1.16%
Visiting an aquarium/sea life centre	1.28%	1.18%	1.42%	1.29%	0.91%	1.41%	0.93%	0.67%	2.28%	1.42%
Other watersports - non-motorised (kayaking, surfing)	1.24%	0.47%	0.30%	0.24%	0.25%	1.97%	0.93%	0.45%	3.70%	0.71%
Other arts/cultural event/show	1.19%	1.18%	0.81%	0.82%	2.14%	1.34%	1.62%	1.00%	1.17%	1.07%
Going on a guided tour - on foot, bus or other transport	1.16%	0.12%	0.91%	1.41%	1.23%	1.34%	1.62%	1.12%	1.52%	1.33%
Canal/boating trips	1.13%	0.59%	2.73%	1.06%	0.33%	1.69%	0.46%	0.78%	1.37%	0.80%
Taking part in indoor sports - 5-a-side football, gym, badminton	1.12%	1.65%	1.32%	2.00%	0.41%	1.41%	0.46%	0.95%	1.27%	1.07%
Watching a live football match (not on TV)	1.08%	1.29%	0.61%	1.29%	1.23%	2.11%	1.62%	0.67%	0.66%	1.33%
Informal sport (e.g. cricket, rounders, football, skateboarding)	1.06%	0.47%	1.62%	0.94%	0.33%	1.62%	0.93%	0.95%	1.52%	0.80%
Taking part in outdoor sports	1.04%	1.41%	0.91%	0.94%	0.49%	1.27%	0.93%	1.00%	1.62%	0.44%

Activities by Region (All trips, % of total)	All trips	West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorks
Total Trip Volume	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A music festival (e.g. Glastonbury)	1.00%	0.94%	1.11%	0.71%	1.23%	1.06%	1.39%	1.17%	0.96%	0.44%
Another arts/cultural festival (e.g. a book festival)	0.94%	1.06%	1.11%	0.59%	1.32%	0.78%	0.93%	0.95%	0.96%	0.89%
Running, jogging, orienteering	0.90%	0.94%	0.81%	0.47%	0.25%	1.20%	1.62%	0.95%	1.52%	0.44%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.88%	2.82%	0.91%	0.47%	1.23%	0.42%	0.70%	0.67%	1.06%	0.80%
Watching other live sport (not on TV)	0.84%	0.94%	0.51%	1.53%	0.82%	1.20%	0.46%	0.61%	0.81%	0.71%
Spa/beauty/health treatments	0.81%	0.71%	0.51%	1.41%	0.33%	0.78%	1.16%	0.89%	1.01%	0.80%
Golf	0.66%	0.71%	0.91%	0.35%	0.25%	0.63%	0.46%	0.67%	1.17%	0.44%
Fishing - coarse fishing (still water/pike & perch)	0.52%	0.82%	0.71%	0.82%	0.08%	0.56%	0.00%	0.28%	0.56%	0.62%
Horse riding, pony trekking	0.49%	0.12%	0.20%	0.94%	0.16%	0.56%	0.46%	0.61%	0.86%	0.27%
Fishing - sea angling	0.38%	0.12%	0.71%	0.12%	0.00%	0.07%	0.23%	0.39%	1.06%	0.36%
Mountainbiking	0.37%	0.24%	0.00%	0.47%	0.08%	0.56%	0.46%	0.33%	0.35%	0.71%
Sailing/yachting	0.34%	0.00%	0.71%	0.35%	0.00%	0.35%	0.46%	0.61%	0.41%	0.18%
Motorsports	0.26%	0.47%	0.10%	0.59%	0.00%	0.35%	0.00%	0.45%	0.10%	0.36%
Field sports - hunting, shooting etc	0.24%	0.12%	0.40%	0.35%	0.00%	0.28%	0.23%	0.50%	0.15%	0.18%
Organised adventure sports (rafting / sphering / canyoning)	0.22%	0.00%	0.20%	0.47%	0.08%	0.63%	0.46%	0.11%	0.10%	0.09%
Fishing - game fishing (river/salmon)	0.16%	0.12%	0.10%	0.00%	0.08%	0.07%	0.46%	0.28%	0.35%	0.00%
Other watersports – motorised	0.15%	0.00%	0.00%	0.00%	0.00%	0.49%	0.00%	0.06%	0.35%	0.18%
Genealogy/tracing ancestors	0.12%	0.12%	0.10%	0.00%	0.00%	0.07%	0.23%	0.11%	0.30%	0.09%
Snow sports (e.g. skiing, snowboarding)	0.09%	0.00%	0.10%	0.00%	0.08%	0.07%	0.00%	0.11%	0.20%	0.00%
Any other single particular activity	8.06%	8.71%	7.29%	10.94%	9.38%	8.74%	6.50%	6.92%	6.38%	8.62%

Activities by Region (Holiday trips, millions)	All trips	West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorks
Total Trip Volume	45.99	2.88	4.04	3.61	4.17	7.16	2.02	6.64	11.01	5.21
Sightseeing on foot	14.23	0.70	1.18	0.96	1.47	2.43	0.59	1.62	3.82	1.84
Just relaxing	13.00	0.80	1.16	1.11	0.58	2.00	0.73	1.56	3.45	1.81
Short walk/ stroll - up to 2 miles/ 1 hour	10.78	0.59	1.09	0.76	0.50	1.92	0.53	1.35	3.13	1.25
Sightseeing by car	8.02	0.41	0.78	0.56	0.18	1.17	0.37	0.98	3.00	0.90
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	7.85	0.33	0.74	0.52	0.29	1.75	0.49	0.81	2.09	1.02
Visiting a beach	7.45	0.06	0.93	0.57	0.02	0.58	0.34	0.97	3.41	0.69
Centre based walking (i.e. around a city/town centre)	4.99	0.34	0.34	0.43	0.70	0.68	0.24	0.65	1.08	0.72
Swimming (indoors or outdoors)	4.18	0.16	0.51	0.48	0.04	0.61	0.23	0.50	1.52	0.26
Visiting a country park	3.77	0.33	0.41	0.35	0.10	0.60	0.19	0.50	1.04	0.38
Visiting a theme\amusement park	3.69	0.20	0.40	0.46	0.16	0.48	0.09	0.87	0.90	0.24
Visiting a museum	3.68	0.23	0.29	0.12	0.96	0.45	0.20	0.46	0.73	0.42
Had a picnic or BBQ	3.39	0.20	0.33	0.21	0.08	0.47	0.08	0.48	1.37	0.32
Visiting a historic house, stately home, palace	3.35	0.24	0.34	0.30	0.28	0.29	0.22	0.55	1.09	0.25
Visiting a cathedral, church, abbey or other religious building	3.04	0.18	0.31	0.18	0.21	0.38	0.26	0.36	0.77	0.55
Visiting a castle\other historic site	2.76	0.16	0.16	0.17	0.16	0.27	0.31	0.47	0.92	0.29
Visiting a garden	2.55	0.17	0.18	0.19	0.15	0.27	0.15	0.36	1.06	0.17
Other sightseeing (e.g. on a coach, boat trip)	2.32	0.04	0.21	0.10	0.23	0.54	0.11	0.35	0.58	0.24
Special shopping for items you do not regularly buy	2.21	0.17	0.11	0.17	0.34	0.39	0.08	0.28	0.54	0.21
Viewing architecture and buildings	2.20	0.16	0.15	0.12	0.27	0.29	0.15	0.39	0.54	0.21
Visiting another type of attraction	2.17	0.07	0.11	0.12	0.30	0.43	0.11	0.33	0.62	0.19
Sunbathing	2.16	0.06	0.28	0.11	0.01	0.12	0.06	0.24	1.07	0.26
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	1.91	0.16	0.14	0.18	0.11	0.32	0.12	0.30	0.30	0.34

Activities by Region (Holiday trips, millions)	All trips	West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorks
Total Trip Volume	45.99	2.88	4.04	3.61	4.17	7.16	2.02	6.64	11.01	5.21
Visiting a wildlife attraction\ nature reserve	1.69	0.08	0.16	0.10	0.02	0.18	0.13	0.18	0.73	0.14
Going to the theatre	1.68	0.12	0.10	0.05	0.88	0.17	0.02	0.16	0.19	0.03
A live music concert	1.58	0.12	0.10	0.12	0.39	0.26	0.07	0.18	0.24	0.12
Visiting an art gallery	1.55	0.04	0.12	0.07	0.45	0.17	0.05	0.16	0.46	0.15
Visiting a zoo\safari park	1.36	0.08	0.18	0.03	0.10	0.19	0.02	0.24	0.55	0.06
Attending a food\local produce event)	1.26	0.13	0.10	0.10	0.15	0.16	0.05	0.15	0.31	0.14
Cycling - on a road\surfaced path	1.25	0.08	0.20	0.09	0.03	0.32	0.06	0.18	0.37	0.07
Visiting a scenic\historic railway	1.17	0.08	0.13	0.04	0.02	0.15	0.08	0.11	0.40	0.22
Visiting an interpretation\visitor\heritage centre	1.08	0.08	0.02	0.09	0.06	0.17	0.06	0.16	0.40	0.13
Visiting an aquarium\sea life centre	1.04	0.03	0.12	0.09	0.10	0.15	0.03	0.07	0.38	0.13
Other watersports - non-motorised (canoeing, surfing)	1.00	0.04	0.02	0.02	0.01	0.18	0.03	0.07	0.59	0.06
Watching wildlife, bird watching	1.00	0.06	0.12	0.10	0.02	0.24	0.16	0.08	0.21	0.09
Canal\boating trips	0.99	0.05	0.20	0.09	0.03	0.18	0.02	0.11	0.26	0.08
Going on a guided tour - on foot, bus or other transport	0.94	0.01	0.07	0.06	0.10	0.16	0.06	0.13	0.27	0.15
Attending an outdoor fair\ exhibition\show (e.g gardening or agricultural show)	0.87	0.03	0.15	0.10	0.02	0.13	0.02	0.13	0.21	0.12
Going to the cinema	0.85	0.04	0.13	0.12	0.11	0.14	0.02	0.10	0.14	0.06
Other arts\cultural event\show	0.78	0.06	0.03	0.04	0.20	0.13	0.05	0.07	0.14	0.06
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	0.70	0.10	0.08	0.04	0.02	0.14	0.03	0.09	0.24	0.02
Informal sport (e.g. cricket, football, skateboarding)	0.70	0.02	0.13	0.06	0.01	0.15	0.04	0.04	0.22	0.05
Spa\beauty\health treatments	0.70	0.03	0.05	0.10	0.02	0.09	0.04	0.13	0.16	0.08
A music festival (e.g. Glastonbury)	0.69	0.05	0.09	0.04	0.06	0.10	0.02	0.15	0.14	0.04

Activities by Region (Holiday trips, millions)	All trips	West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorks
Total Trip Volume	45.99	2.88	4.04	3.61	4.17	7.16	2.02	6.64	11.01	5.21
Another arts\cultural festival (e.g. a book festival)	0.64	0.04	0.06	0.02	0.10	0.05	0.04	0.10	0.15	0.08
Watching other live sport (not on TV)	0.60	0.06	0.04	0.12	0.06	0.10	0.01	0.09	0.09	0.04
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.59	0.03	0.08	0.10	0.02	0.08	0.02	0.09	0.19	0.03
Watching a live football match (not on TV)	0.58	0.01	0.02	0.05	0.08	0.21	0.04	0.02	0.07	0.09
Golf	0.52	0.05	0.04	0.03	0.03	0.08	0.01	0.06	0.19	0.04
Running, jogging, orienteering	0.47	0.02	0.02	0.01	0.01	0.10	0.03	0.05	0.21	0.03
Fishing - coarse fishing (still water\pike & perch)	0.45	0.07	0.07	0.07	0.00	0.05	0.00	0.04	0.09	0.05
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.43	0.13	0.01	0.02	0.06	0.02	0.01	0.05	0.14	0.03
Fishing - sea angling	0.31	0.01	0.07	0.01	0.00	0.01	0.01	0.03	0.15	0.04
Horse riding, pony trekking	0.31	0.00	0.01	0.06	0.01	0.07	0.02	0.03	0.12	0.01
Sailing\yachting	0.23	0.00	0.06	0.02	0.00	0.03	0.01	0.06	0.04	0.00
Mountainbiking	0.23	0.02	0.00	0.03	0.01	0.06	0.01	0.05	0.04	0.03
Motorsports	0.17	0.01	0.00	0.04	0.00	0.04	0.00	0.04	0.01	0.04
Field sports - hunting, shooting etc.	0.15	0.01	0.03	0.02	0.00	0.03	0.01	0.03	0.03	0.01
Other watersports - motorised	0.14	0.00	0.00	0.00	0.00	0.05	0.00	0.01	0.07	0.02
Fishing - game fishing (river\salmon)	0.13	0.01	0.01	0.00	0.00	0.01	0.02	0.03	0.05	0.00
Organised adventure sports (whitewater rafting\sparring\canyoning\gorge walking)	0.09	0.00	0.02	0.01	0.00	0.03	0.00	0.02	0.01	0.00
Snow sports (e.g. skiing, snowboarding)	0.06	0.00	0.01	0.00	0.00	0.01	0.00	0.02	0.02	0.00
Genealogy\tracing ancestors	0.05	0.00	0.01	0.00	0.00	0.01	0.00	0.01	0.03	0.00
Any other single particular activity	2.17	0.17	0.17	0.24	0.29	0.45	0.10	0.22	0.35	0.20

Activities by Region (Holiday trips, % of total)	All trips	West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorks
Total Trip Volume	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sightseeing on foot	30.94%	24.31%	29.21%	26.59%	35.25%	33.94%	29.21%	24.40%	34.70%	35.32%
Just relaxing	28.27%	27.78%	28.71%	30.75%	13.91%	27.93%	36.14%	23.49%	31.34%	34.74%
Short walk/ stroll - up to 2 miles/ 1 hour	23.44%	20.49%	26.98%	21.05%	11.99%	26.82%	26.24%	20.33%	28.43%	23.99%
Sightseeing by car	17.44%	14.24%	19.31%	15.51%	4.32%	16.34%	18.32%	14.76%	27.25%	17.27%
Long walk, hike or ramble (minimum of 2 miles/ 1 hour)	17.07%	11.46%	18.32%	14.40%	6.95%	24.44%	24.26%	12.20%	18.98%	19.58%
Visiting a beach	16.20%	2.08%	23.02%	15.79%	0.48%	8.10%	16.83%	14.61%	30.97%	13.24%
Centre based walking (i.e. around a city/town centre)	10.85%	11.81%	8.42%	11.91%	16.79%	9.50%	11.88%	9.79%	9.81%	13.82%
Swimming (indoors or outdoors)	9.09%	5.56%	12.62%	13.30%	0.96%	8.52%	11.39%	7.53%	13.81%	4.99%
Visiting a country park	8.20%	11.46%	10.15%	9.70%	2.40%	8.38%	9.41%	7.53%	9.45%	7.29%
Visiting a theme\amusement park	8.02%	6.94%	9.90%	12.74%	3.84%	6.70%	4.46%	13.10%	8.17%	4.61%
Visiting a museum	8.00%	7.99%	7.18%	3.32%	23.02%	6.28%	9.90%	6.93%	6.63%	8.06%
Had a picnic or BBQ	7.37%	6.94%	8.17%	5.82%	1.92%	6.56%	3.96%	7.23%	12.44%	6.14%
Visiting a historic house, stately home, palace	7.28%	8.33%	8.42%	8.31%	6.71%	4.05%	10.89%	8.28%	9.90%	4.80%
Visiting a cathedral, church, abbey or other religious building	6.61%	6.25%	7.67%	4.99%	5.04%	5.31%	12.87%	5.42%	6.99%	10.56%
Visiting a castle\other historic site	6.00%	5.56%	3.96%	4.71%	3.84%	3.77%	15.35%	7.08%	8.36%	5.57%
Visiting a garden	5.54%	5.90%	4.46%	5.26%	3.60%	3.77%	7.43%	5.42%	9.63%	3.26%
Other sightseeing (e.g. on a coach, boat trip)	5.04%	1.39%	5.20%	2.77%	5.52%	7.54%	5.45%	5.27%	5.27%	4.61%
Special shopping for items you do not regularly buy	4.81%	5.90%	2.72%	4.71%	8.15%	5.45%	3.96%	4.22%	4.90%	4.03%
Viewing architecture and buildings	4.78%	5.56%	3.71%	3.32%	6.47%	4.05%	7.43%	5.87%	4.90%	4.03%
Visiting another type of attraction	4.72%	2.43%	2.72%	3.32%	7.19%	6.01%	5.45%	4.97%	5.63%	3.65%
Sunbathing	4.70%	2.08%	6.93%	3.05%	0.24%	1.68%	2.97%	3.61%	9.72%	4.99%
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	4.15%	5.56%	3.47%	4.99%	2.64%	4.47%	5.94%	4.52%	2.72%	6.53%

Activities by Region (Holiday trips, % of total)	All trips	West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorks
Total Trip Volume	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Visiting a wildlife attraction\ nature reserve	3.67%	2.78%	3.96%	2.77%	0.48%	2.51%	6.44%	2.71%	6.63%	2.69%
Going to the theatre	3.65%	4.17%	2.48%	1.39%	21.10%	2.37%	0.99%	2.41%	1.73%	0.58%
A live music concert	3.44%	4.17%	2.48%	3.32%	9.35%	3.63%	3.47%	2.71%	2.18%	2.30%
Visiting an art gallery	3.37%	1.39%	2.97%	1.94%	10.79%	2.37%	2.48%	2.41%	4.18%	2.88%
Visiting a zoo\safari park	2.96%	2.78%	4.46%	0.83%	2.40%	2.65%	0.99%	3.61%	5.00%	1.15%
Attending a food\local produce event)	2.74%	4.51%	2.48%	2.77%	3.60%	2.23%	2.48%	2.26%	2.82%	2.69%
Cycling - on a road\surfaced path	2.72%	2.78%	4.95%	2.49%	0.72%	4.47%	2.97%	2.71%	3.36%	1.34%
Visiting a scenic\historic railway	2.54%	2.78%	3.22%	1.11%	0.48%	2.09%	3.96%	1.66%	3.63%	4.22%
Visiting an interpretation\visitor\heritage centre	2.35%	2.78%	0.50%	2.49%	1.44%	2.37%	2.97%	2.41%	3.63%	2.50%
Visiting an aquarium\sea life centre	2.26%	1.04%	2.97%	2.49%	2.40%	2.09%	1.49%	1.05%	3.45%	2.50%
Other watersports - non-motorised (canoeing, surfing)	2.17%	1.39%	0.50%	0.55%	0.24%	2.51%	1.49%	1.05%	5.36%	1.15%
Watching wildlife, bird watching	2.17%	2.08%	2.97%	2.77%	0.48%	3.35%	7.92%	1.20%	1.91%	1.73%
Canal\boating trips	2.15%	1.74%	4.95%	2.49%	0.72%	2.51%	0.99%	1.66%	2.36%	1.54%
Going on a guided tour - on foot, bus or other transport	2.04%	0.35%	1.73%	1.66%	2.40%	2.23%	2.97%	1.96%	2.45%	2.88%
Attending an outdoor fair\ exhibition\show (e.g gardening or agricultural show)	1.89%	1.04%	3.71%	2.77%	0.48%	1.82%	0.99%	1.96%	1.91%	2.30%
Going to the cinema	1.85%	1.39%	3.22%	3.32%	2.64%	1.96%	0.99%	1.51%	1.27%	1.15%
Other arts\cultural event\show	1.70%	2.08%	0.74%	1.11%	4.80%	1.82%	2.48%	1.05%	1.27%	1.15%
Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.	1.52%	3.47%	1.98%	1.11%	0.48%	1.96%	1.49%	1.36%	2.18%	0.38%
Informal sport (e.g. cricket, football, skateboarding)	1.52%	0.69%	3.22%	1.66%	0.24%	2.09%	1.98%	0.60%	2.00%	0.96%
Spa\beauty\health treatments	1.52%	1.04%	1.24%	2.77%	0.48%	1.26%	1.98%	1.96%	1.45%	1.54%
A music festival (e.g. Glastonbury)	1.50%	1.74%	2.23%	1.11%	1.44%	1.40%	0.99%	2.26%	1.27%	0.77%

Activities by Region (Holiday trips, % of total)	All trips	West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorks
Total Trip Volume	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Another arts\cultural festival (e.g. a book festival)	1.39%	1.39%	1.49%	0.55%	2.40%	0.70%	1.98%	1.51%	1.36%	1.54%
Watching other live sport (not on TV)	1.30%	2.08%	0.99%	3.32%	1.44%	1.40%	0.50%	1.36%	0.82%	0.77%
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	1.28%	1.04%	1.98%	2.77%	0.48%	1.12%	0.99%	1.36%	1.73%	0.58%
Watching a live football match (not on TV)	1.26%	0.35%	0.50%	1.39%	1.92%	2.93%	1.98%	0.30%	0.64%	1.73%
Golf	1.13%	1.74%	0.99%	0.83%	0.72%	1.12%	0.50%	0.90%	1.73%	0.77%
Running, jogging, orienteering	1.02%	0.69%	0.50%	0.28%	0.24%	1.40%	1.49%	0.75%	1.91%	0.58%
Fishing - coarse fishing (still water\pike & perch)	0.98%	2.43%	1.73%	1.94%	0.00%	0.70%	0.00%	0.60%	0.82%	0.96%
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.93%	4.51%	0.25%	0.55%	1.44%	0.28%	0.50%	0.75%	1.27%	0.58%
Fishing - sea angling	0.67%	0.35%	1.73%	0.28%	0.00%	0.14%	0.50%	0.45%	1.36%	0.77%
Horse riding, pony trekking	0.67%	0.00%	0.25%	1.66%	0.24%	0.98%	0.99%	0.45%	1.09%	0.19%
Sailing\yachting	0.50%	0.00%	1.49%	0.55%	0.00%	0.42%	0.50%	0.90%	0.36%	0.00%
Mountainbiking	0.50%	0.69%	0.00%	0.83%	0.24%	0.84%	0.50%	0.75%	0.36%	0.58%
Motorsports	0.37%	0.35%	0.00%	1.11%	0.00%	0.56%	0.00%	0.60%	0.09%	0.77%
Field sports - hunting, shooting etc.	0.33%	0.35%	0.74%	0.55%	0.00%	0.42%	0.50%	0.45%	0.27%	0.19%
Other watersports - motorised	0.30%	0.00%	0.00%	0.00%	0.00%	0.70%	0.00%	0.15%	0.64%	0.38%
Fishing - game fishing (river\salmon)	0.28%	0.35%	0.25%	0.00%	0.00%	0.14%	0.99%	0.45%	0.45%	0.00%
Organised adventure sports (whitewater rafting\sparring\canyoning\gorge walking)	0.20%	0.00%	0.50%	0.28%	0.00%	0.42%	0.00%	0.30%	0.09%	0.00%
Snow sports (e.g. skiing, snowboarding)	0.13%	0.00%	0.25%	0.00%	0.00%	0.14%	0.00%	0.30%	0.18%	0.00%
Genealogy\tracing ancestors	0.11%	0.00%	0.25%	0.00%	0.00%	0.14%	0.00%	0.15%	0.27%	0.00%
Any other single particular activity	4.72%	5.90%	4.21%	6.65%	6.95%	6.28%	4.95%	3.31%	3.18%	3.84%