

'At a glance' summaries Outdoor Activities

Age segments

June 2018



How to read the summaries

Markets included and base sizes for age groups

Results are an aggregate of 5 markets:
USA, France, Germany, Netherlands, UK

Only those who have participated in at least one activity on a recent holiday are included in the analysis

The number of respondents each slide of analysis is based on depends on is as follows:
18-24 = 253, 25-34 = 715, 35-44 = 592, 45-54 = 423, 55-64 = 405, 65+ = 154

Sources of data and question wording

REGULAR/OCCASIONAL PARTICIPATION ON HOLIDAY

Have you done these activities regularly or occasionally on holiday?
(Q11)

ACTIVITIES SELECTED FOR ENGLAND TRIP

Which of the following activities would you do on a holiday to England?
(Q29)

TRANSPORT METHODS FOR TRAVELLING AROUND ENGLAND

Which transport would you use to travel around England?
(Q39)

How to read the indexing?



The index number refers to the difference to the average, where the average = 100.

*Dark / Light Green = significantly higher than average
Orange / red = significantly lower than average*



REGULAR/OCCASIONAL PARTICIPATION ON HOLIDAY

	Overall	Index
Gentle country walks (2 hours / 5 miles +)	74%	86
Hill-walking or full day walks	61%	90
Climbing	42%	156
Kayaking	37%	128
Mountain Biking	36%	97
Horse-riding	35%	113
Road Cycling	34%	103
Surfing	27%	135
Canyoning	27%	142
Rafting	25%	119
Windsurfing	21%	124
Coasteering	15%	125

ACTIVITIES SELECTED FOR ENGLAND TRIP

	Overall	Index
Gentle country walks (2 hours / 5 miles)	42%	64
Hill-walking or full day walks	28%	85
Horse-riding	25%	147
Mountain Biking	24%	133
Climbing	21%	233
Road Cycling	20%	133
Kayaking	19%	211
Surfing	15%	250
Canyoning	13%	260
Rafting	12%	200
Windsurfing	9%	225
Coasteering	9%	150

TRANSPORT METHODS FOR TRAVELLING AROUND ENGLAND

	Overall	Index
Train	44%	122
Bus / coach service	30%	130
Car hire	28%	100
Use own car	24%	77
Organised coach tours	14%	88
Cycling as part of tour	14%	100
Taxi/Chauffer	13%	100
Transport provided by friends/family	13%	163
Internal flight within England	10%	125

18-24s are considerably less interested in the walking activities in England, compared to older counterparts. All other activities over-index considerably. Train and buses are the most common method of transport in England for this group.



REGULAR/OCCASIONAL PARTICIPATION ON HOLIDAY

	Overall	Index
Gentle country walks (2 hours / 5 miles +)	79%	92
Hill-walking or full day walks	68%	100
Mountain Biking	48%	130
Road Cycling	42%	127
Climbing	38%	141
Kayaking	38%	131
Horse-riding	38%	123
Surfing	31%	155
Canyoning	29%	153
Rafting	27%	129
Windsurfing	24%	141
Coasteering	19%	158

ACTIVITIES SELECTED FOR ENGLAND TRIP

	Overall	Index
Gentle country walks (2 hours / 5 miles)	54%	82
Hill-walking or full day walks	35%	106
Mountain Biking	24%	133
Horse-riding	21%	124
Road Cycling	19%	127
Climbing	14%	156
Kayaking	10%	111
Surfing	8%	133
Rafting	8%	133
Windsurfing	7%	175
Coasteering	7%	117
Canyoning	6%	120

TRANSPORT METHODS FOR TRAVELLING AROUND ENGLAND

	Overall	Index
Train	40%	111
Car hire	31%	111
Use own car	28%	90
Bus / coach service	24%	104
Organised coach tours	17%	106
Cycling as part of tour	17%	121
Taxi/Chauffer	16%	123
Internal flight within England	14%	175
Transport provided by friends/family	11%	138

25-34 year olds are less interested in the walking activities in England with all other activities over-indexing considerably. Train and car hire are the most common method of transport in England for this group whilst they're also more likely than other 4 ages to use internal flights and taxis.



REGULAR/OCCASIONAL PARTICIPATION ON HOLIDAY

	Overall	Index
Gentle country walks (2 hours / 5 miles +)	86%	100
Hill-walking or full day walks	74%	109
Mountain Biking	47%	127
Road Cycling	37%	112
Horse-riding	36%	116
Kayaking	34%	117
Climbing	31%	115
Rafting	27%	129
Surfing	25%	125
Canyoning	23%	121
Windsurfing	22%	129
Coasteering	16%	133

ACTIVITIES SELECTED FOR ENGLAND TRIP

	Overall	Index
Gentle country walks (2 hours / 5 miles)	62%	94
Hill-walking or full day walks	34%	103
Mountain Biking	22%	122
Horse-riding	17%	100
Road Cycling	14%	93
Kayaking	10%	111
Climbing	9%	100
Coasteering	6%	100
Surfing	5%	83
Rafting	5%	83
Windsurfing	4%	100
Canyoning	4%	80

TRANSPORT METHODS FOR TRAVELLING AROUND ENGLAND

	Overall	Index
Train	34%	94
Use own car	31%	100
Car hire	30%	107
Bus / coach service	23%	100
Organised coach tours	17%	106
Cycling as part of tour	16%	114
Taxi/Chauffer	15%	115
Internal flight within England	9%	113
Transport provided by friends/family	7%	88

With an index of 100 or greater for all activities, there is more general participation across multiple activities for this age group. This group particularly over indexes on interest in Mountain Biking for a trip to England.



REGULAR/OCCASIONAL PARTICIPATION ON HOLIDAY

	Overall	Index
Gentle country walks (2 hours / 5 miles +)	91%	106
Hill-walking or full day walks	73%	107
Mountain Biking	35%	95
Road Cycling	28%	85
Horse-riding	28%	90
Kayaking	26%	90
Climbing	18%	67
Rafting	17%	81
Surfing	12%	60
Windsurfing	11%	65
Canyoning	9%	47
Coasteering	7%	58

ACTIVITIES SELECTED FOR ENGLAND TRIP

	Overall	Index
Gentle country walks (2 hours / 5 miles)	77%	117
Hill-walking or full day walks	35%	106
Horse-riding	15%	88
Road Cycling	14%	93
Mountain Biking	13%	72
Kayaking	6%	67
Coasteering	5%	83
Climbing	4%	44
Rafting	4%	67
Canyoning	3%	60
Surfing	2%	33
Windsurfing	2%	50

TRANSPORT METHODS FOR TRAVELLING AROUND ENGLAND

	Overall	Index
Use own car	36%	116
Train	32%	89
Car hire	25%	89
Bus / coach service	19%	83
Organised coach tours	14%	88
Cycling as part of tour	14%	100
Taxi/Chauffer	11%	85
Internal flight within England	5%	63
Transport provided by friends/family	2%	25

Walking activities are by far the most attractive activities for this group with other activities having little reach to the 45-54 demographic. Using their own car is the most appealing method of transport in England for this group and internal flights are very unlikely.



REGULAR/OCCASIONAL PARTICIPATION ON HOLIDAY

	Overall	Index
Gentle country walks (2 hours / 5 miles)	95%	110
Hill-walking or full day walks	65%	96
Road Cycling	23%	70
Horse-riding	22%	71
Mountain Biking	20%	54
Kayaking	14%	48
Climbing	11%	41
Rafting	11%	52
Windsurfing	7%	41
Canyoning	7%	37
Surfing	6%	30
Coasteering	2%	17

ACTIVITIES SELECTED FOR ENGLAND TRIP

	Overall	Index
Gentle country walks (2 hours / 5 miles)	86%	130
Hill-walking or full day walks	29%	88
Horse-riding	12%	71
Road Cycling	8%	53
Mountain Biking	8%	44
Kayaking	2%	22
Coasteering	2%	33
Canyoning	2%	40
Surfing	2%	33
Climbing	1%	11
Rafting	1%	17
Windsurfing	1%	25

TRANSPORT METHODS FOR TRAVELLING AROUND ENGLAND

	Overall	Index
Train	35%	97
Use own car	34%	110
Car hire	28%	100
Bus / coach service	21%	91
Organised coach tours	15%	94
Cycling as part of tour	10%	71
Taxi/Chauffer	9%	69
Transport provided by friends/family	5%	63
Internal flight within England	3%	38

Only gentle country walks over indexes with all other activities showing less opportunity compared with other age groups. 55-64 year olds are most interested in using their own car to travel around England.

REGULAR/OCCASIONAL PARTICIPATION ON HOLIDAY

	Overall	Index
Gentle country walks (2 hours / 5 miles)	94%	109
Hill-walking or full day walks	61%	89
Horse-riding	16%	53
Road Cycling	15%	46
Mountain Biking	11%	30
Kayaking	9%	30
Climbing	5%	19
Rafting	4%	19
Windsurfing	2%	14
Canyoning	2%	12
Surfing	1%	3
Coasteering	0%	-

ACTIVITIES SELECTED FOR ENGLAND TRIP

	Overall	Index
Gentle country walks (2 hours / 5 miles)	87%	132
Hill-walking or full day walks	26%	78
Horse-riding	11%	65
Road Cycling	5%	35
Mountain Biking	4%	23
Kayaking	2%	19
Coasteering	3%	49
Canyoning	1%	12
Surfing	0%	-
Climbing	2%	26
Rafting	1%	19
Windsurfing	0%	-

TRANSPORT METHODS FOR TRAVELLING AROUND ENGLAND

	Overall	Index
Use own car	35%	111
Car hire	25%	90
Train	25%	68
Organised coach tours	23%	146
Bus / coach service	20%	89
Taxi/Chauffer	11%	85
Cycling as part of tour	9%	63
Transport provided by friends/family	8%	102
Internal flight within England	3%	37

Those 65+ have an interest in using organised coach tours far more than other age groups.

Gentle country walks are by far the most popular activity for this age range.