

Frequency Counts of Holiday Interests

Holiday Interest	Frequency Count
Scuba Diving	18,979
Trail Walking	18,870
Mountaineering	18,854
Dancing	12,774
Sightseeing	12,769
Mountain Biking	12,763
Hiking	12,692
Skiing	6,567
Climbing	6,500
Snowboarding	6,385
Cycling	6,362
Yoga	6,351
Water Sports	6,348
White Water Rafting	6,337

Frequency Counts of Holiday Interests
By Gender and Country

	Female				Male			
	England	Northern Ireland	Scotland	Wales	England	Northern Ireland	Scotland	Wales
Mountaineering	9,542	200	826	563	6,643	136	594	333
Water Sports	3,265	73	317	180	2,128	55	206	120
Sightseeing	6,510	140	600	383	4,431	85	370	231
Cycling	3,292	64	270	183	2,187	39	182	139
Climbing	3,301	61	313	200	2,259	53	197	110
Dancing	6,556	144	591	354	4,385	96	388	247
Hiking	6,484	133	573	385	4,401	95	371	240
Skiing	3,426	67	288	150	2,249	43	215	122
Snowboarding	3,205	73	321	189	2,219	38	217	119
White Water Rafting	3,282	63	263	190	2,178	34	211	110
Scuba Diving	9,777	200	816	552	6,551	140	565	363
Yoga	3,325	68	296	166	2,116	59	198	117
Mountain Biking	6,523	135	577	375	4,435	79	382	249
Trail Walking	9,685	189	885	533	6,513	135	581	332