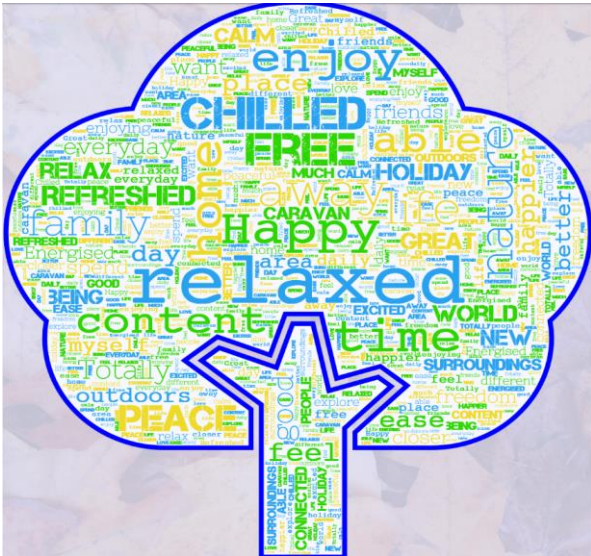




Improved Health and Wellbeing When Visiting UK Holiday Parks and Campsites

Findings from 'Pitching the Value' 2024 Economic Benefit Report¹ suggest that **visiting a holiday park and campsite made people more relaxed, happier, and less stressed while providing them with the opportunity to do more exercise.** The word cloud below illustrates this:



Holiday parks and campsites support an active and healthier lifestyle

Almost half (44%) of holiday park and campsite operators participating in the 2024 Economic Benefits study provided information on how they encourage health and wellbeing, the most frequent examples include:

- **access to waterways/beaches, cycle routes and walks provision and information**
- **encouraging dog owners**
- **on site healthy food options**
- **provision of local health and wellbeing facilities and promotion within the wider community**

"Encouraging healthy leisure activities such as walking, cycling, swimming...water sports at local reservoir (kayaking, sailing, paddle boards)." **Holiday park and campsite operator**

Visitors actively engage in activities that benefit their health and wellbeing

According to visitors, time spent relaxing was the most commonly undertaken activity when visiting a holiday park and campsite, followed by short walks and time spent with family and friends.

- **57% spend more time relaxing**
- **44% do more short walks**
- **43% do more long walks**
- **40% spend more time with family and friends**

Additionally, when staying on a holiday park and campsite visitors feel:

- **more relaxed (91%)**
- **happier (89%)**
- **less stressed (87%)**

....and do more exercise (68%)

"Like I've escaped from the world and I'm free to breathe, smell, listen and really see clearly and I love it."

Rented Holiday Caravan User, England

"I am more active, do more as a family and enjoy additional time with grandkids as I can accommodate them in caravan. Making wonderful family memories."

Holiday Caravan Owner, Northern Ireland

"Relaxed and content being able to spend quality time with the family which I don't get the opportunity to do at home due to work/busy lifestyle."

Campervan Owner, Scotland

"Incredibly relaxed; it's a joy to see how much our children enjoy themselves and, whilst we still love to travel internationally as a family and explore new cultures, there is no doubt that the honest simplicity of camping feeds the soul in a very special way. We are thrilled to have rediscovered the joys of camping!"

Tent Owner, Wales

¹ This report can be found at www.ukcca.org.uk



UK holiday parks and campsites are supporting the UK policy agenda for health and wellbeing.

There are a number of physical and mental health benefits related to increased relaxation, spending time with family and exercise such as walking and cycling. According to the Chief Medical Officer:

"There is strong, consistent and convincing evidence that regular physical activity is beneficial for a wide range of health outcomes and risk factors."

Data shows that exercise of any kind will:

- **help manage weight**
- **reduce the risk of Type 2 diabetes**
- **reduce the risk of certain cancers**
- **improve flexibility and strength of joints, muscles and bones, and reduce the risk of osteoporosis**
- **increase 'good' cholesterol**
- **boost the immune system**
- **improve mood, reduce anxiety, aid sleep and improve self-image**

The health benefits include hard health outcomes such as reduced all-cause mortality, cardiovascular disease, heart disease, and stroke. Regular physical activity reduces the risk of developing many cancers and improves metabolic health reducing the risk of developing Type 2 diabetes. There are also neurological benefits including reduced risk of dementia and mental health outcomes such as depression and anxiety. Moderate-to-vigorous physical activity has been shown to improve the quality of sleep².

As well as health impacts, there are significant socioeconomic implications. Physical inactivity is estimated to cost the UK £7.4bn annually (including £0.9bn to the NHS alone)³.

Research also shows that **feeling more relaxed can reduce stress in a person's everyday life** which is vital for maintaining overall health, as it can improve mood, boost immune function, promote longevity and allow greater productivity⁴.

New data and economic modelling from AXA UK and the Centre for Business and Economic Research (CBER), indicated that burnout and stress cost the UK economy £28bn in sick days and lack of productivity (in 2022)⁵.

Furthermore, in 2019, in-patient hospital admissions caused by stress-related illnesses in the UK cost around £8.13bn⁶.

In 2019, the Office for Health Improvement and Disparities' introduced the 'All Our Health framework'. It is a call to action to all health and care professionals to embed prevention within their day-to-day work. As part of this, physical activity and mental wellbeing information has been created to help all health professionals:

- understand specific activities and interventions that can prevent physical inactivity
- access key evidence, data and signposting to trusted resources to help prevent illness, protect health and promote wellbeing

The evidence gathered from visitors during this study demonstrates that the UK holiday park and campsite sector is making a positive contribution to visitors' health and wellbeing.

Visitors were:

- increasing their physical activity
- improving their mental health through being more relaxed and less stressed
- accessing the natural environment



²https://assets.publishing.service.gov.uk/media/5bf41840e5274a2af47c464e/Cycling_and_walking_for_individual_and_population_health_benefits.pdf

³<https://www.gov.uk/government/publications/physical-activity-applying-all-our-health/physical-activity-applying-all-our-health#:~:text=Physical%20inactivity%20is%20associated%20with,35%25%20less%20active%20by%202030>

⁴ <https://www.mindbodygreen.com/articles/why-stress-management-is-so-important-for-your-health>

⁵ <https://www.hrgrapevine.com/content/article/2023-03-29-burnout-is-costing-the-uk-economy-28bn-a-year>

⁶ <https://www.statista.com/statistics/1135048/costs-of-stress-related-illnesses-in-the-uk/>