

# BRITS ADMIT TO ONLY EXERCISING WHILST ON HOLIDAY

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61% of Brits admit to doing more exercise on a week's holiday than throughout the rest of the year; blaming the cold weather, low self-confidence and busy schedule for their lack of exercising at home.

A study of 1,225 people found that 77% of Brits made a new year's resolution to lose weight, most of which have already failed and, quite surprisingly, more than 60% admit to doing more exercise in a week's holiday than they would normally do throughout the whole of the year.

www.sunshine.co.uk, the UK's fastest growing independent online travel agent, can reveal that the majority of Brits only exercise on holiday, with 59% spending at least 1.5 hours exercising every day whilst on holiday, compared to just 11% who exercise for the same amount of time every day at home.

The results found that the main reasons for exercising on holiday are the hot sun, having lots of time to spare and an increase in self-confidence; knowing that people aren't likely to be spotted in their swimwear by a work colleague or ex-partner!

According to statistics, 42% of Brits don't undertake any physical activity excluding walking at any point throughout the year, but 91% of Brits admit to swimming or taking part in other physical activities like windsurfing and kayaking whilst on holiday.

34% of respondents also claim they prefer hotels with gymnasiums but only 17% actually have a gym membership at home.

Chris Brown, Managing Director of sunshine.co.uk comments;

"It doesn't particularly surprise me that people exercise more on holiday – the facilities are there for you to use and are usually included within the price of your holiday, but it is concerning that for such a huge number of people, a luxury week in the sun is their only form of fitness for the whole year!

"It just reiterates how important a holiday is – you can let your hair down, spend time doing things you don't usually have the time to do and most importantly, according to these results, not worry about who's going to spot you in your cossie!"

\*\*\*ENDS\*\*\*

For more information or to set up interviews with Chris Brown please call Emma Stockley, 10 Yetis Public Relation Agency, on 01452 348211 or email [emma@10yetis.co.uk](mailto:emma@10yetis.co.uk)

Editors Notes:

- Sunshine.co.uk is the UK's largest independent online travel agent
- The management team behind the company created and managed Holiday Watchdog which was bought

by TripAdvisor in February 2008 for an undisclosed amount of money.