

**PRESS RELEASE**

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**Britain’s beautiful scenery drives family staycations**

* Lake District is the most desirable destination with 61% of parents rating it ‘must see’
* 80% of parents say a leisure vehicle holiday is a fun and cost effective way to explore the UK
* 75% of parents worry that heavy social media use is a barrier to kids getting outside

[With 53 million Britons enjoying holiday visits within Great Britain last year, compared to just 39 million abroad](http://www.conservativehome.com/wp-content/uploads/2015/07/150730-Rise-of-the-staycation.png), the staycation trend shows no sign of stopping. But what’s the big appeal? New research has revealed that we’re much more appreciative of what’s on our own doorstep and it’s actually the beauty of Britain that keeps families holidaying here.

The survey of parents with children under 16 by [freedomtogo.co.uk](http://www.freedomtogo.co.uk/) revealed that families choose to holiday in the UK over trips abroad for the natural beauty of the region (67%), with the Lake District the most desirable place to see (61%), beating Cornwall into third place (50%).

Over 80% of parents agree that a leisure vehicle holiday is a fun and cost effective way to explore the UK with their family with 85% appreciating the flexibility offered by a caravan, campervan or motorhome to tailor their holiday and enjoy more outdoor pursuits.

**Top 10 ‘must see’ destinations:**

1. Lake District (60.80%)
2. Stonehenge (54.80%)
3. Cornwall (49.80%)
4. Windsor Castle (46.40%)
5. Loch Ness (38.30%)
6. Snowdonia (38.10%)
7. The Peak District (32.80%)
8. The White Cliffs of Dover (31.90%)
9. Roman Baths of Bath (30.40%)
10. Hadrian's Wall (30.30%)

Michaela Strachan, TV presenter and outdoor enthusiast said: “You might think that people holiday here because they don’t want the hassle of getting on a plane or ferry, so it’s interesting to hear that our beautiful scenery is the main attraction.

“There are hundreds of stunning areas in the UK that are on the doorstep of many families with lots of activities that will keep them entertained. The places that have topped the poll are areas of outstanding natural beauty and they are all easily accessible by road, with lots of outdoor adventuring available close by.”

While the Lake District ranks as the most desirable location, only 41% of families have actually been there. Parents are more likely to have enjoyed Cornwall (50%), Brighton Pier (49%) and the North Yorkshire Moors (43%) with their children.

Michaela added: Michaela added: “While parents have seen some great spots with their children, the research also showed us that three quarters are worried that computer games and social media act as a distraction when it comes to getting their kids outside. Going on a UK break is a great way to get outside with the family, enjoy the gorgeous scenery, experience nature and come back feeling thoroughly refreshed. There are so many campsites in stunning areas across the UK, hitching up a caravan or hiring a camper is one of the best ways to get out and about to see what our country has to offer.”

Previous research from [freedomtogo.co.uk](http://www.freedomtogo.co.uk/) has also showed that parents are worried about the level of physical activities carried out by their children, with youngsters found to be missing out on traditional outdoor play. 63% have not climbed a tree, 57% have not swam in the sea and 42% have not ridden a bike or scooter outside in the last twelve months.

The Family Staycation Research was conducted by Opinion Matters on behalf of Freedomtogo.co.uk, a leisure vehicle holiday campaign spearheaded by the NCC (National Caravan Council) and backed by The Caravan Club and The Camping and Caravanning Club. It has been launched to get more people outside and active, exploring beautiful Britain by taking a break in a caravan, campervan or motorhome.

**ENDS**

**Notes to editors**

About Freedom to Go | www.freedomtogo.co.uk

From the humble tent to luxurious lodges; from vintage campervans to modern motorhomes and caravans, leisure vehicle holidays have never been so on-trend. Freedom to Go is a website dedicated to showcasing all these opportunities in one place. Whether you are looking for a spontaneous weekend away, a relaxing break in the countryside or an adventure with family and friends a camping, caravanning or motorhoming break offers the Freedom to Go where you like, when you like. The website has loads of advice and inspiration on everything leisure-vehicle related: including how to get started; a product comparison tool; the most scenic routes and where to buy, hire and book your next camping or caravanning adventure...