Survey proves holidays ARE good for your health

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One third of Brits ditch the gym soon after joining

A survey conducted by leading beach holiday specialist On the Beach has revealed holidays really are good for your health with more than a quarter of British holidaymakers saying they exercise **more** on holiday than when they are at home back in the UK.

In the busiest holiday booking period of the year and a month in which many Brits struggle to get back to fitness following an overindulgent festive period, the research reveals holidays are good for your health, with 27% saying they exercise more on holiday than at home.

The survey of 1,000 British holidaymakers also revealed almost one in three Brits (29%) admit to not partaking in any regular exercise when they're at home in the UK.

The research also revealed just one in 10 sun-seeking Brits don't partake in any exercise at all during their beach holiday in the sun.

According to one piece of research*, 12% of all gym members in the UK sign up in January, however in this survey, almost one third (31%) admit to giving up on visiting the gym shortly after joining.

Looking good in the sun is important to many British holidaymakers with almost one in five (19%) saying they start working on their *beach bodies* around two to three months before jetting off to their beach holiday destination.

The survey revealed many people are determined to look their best whilst on holiday with almost one in 10 (9%) beachgoers getting to work on their beach body between four and six months before heading to the sun.

Alistair Daly, Chief Marketing Officer at On the Beach comments:

“Our survey suggests that booking a holiday early in the year is good for your health as many people try and get fit months before departure.”

“Not only does a beach holiday mean you could get back home with a nice healthy glowing tan but our survey shows that many of us will come back from our holidays feeling much fitter. After a couple of weeks lounging on a beach, catching up on their well-earned sleep, Brits will no doubt return home healthier and more relaxed.”

Further examples of how holidays are good for your health can be found at the On the Beach blog.

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