Gen Z Vote For The Lake District - Top UK Road Trips

Sunday 2 October, 2022

The **Lake District** has once again been voted the **UK's top road trip location** in a new piece of research conducted by leading fuel brand - JET.

1250 UK drivers were asked to rank their favourite UK road trips with just over one-fifth (22%) voting for the Cumbrian national park as their favourite destination with 56% voting it into their top three.

Described by Wordsworth as 'the loveliest spot that man hath found' - more than 200 years on, the lakes and breath-taking roads that often hug the water's edge continue to beguile today's UK drivers. And while we could be forgiven for thinking that the romantic lure of the Lakes is lost on the young - think again! Gen Z drivers (18-24) were the most enthusiastic about the Lake District road trip with one-quarter voting it into the top spot and an unequivocal 59% voting it into their top three.

The stunning drive from Devon to Cornwall, ranked in second place this year with The Peak District taking third place. Other popular road trip destinations include: the North Coast 500, North Yorkshire Moors/Road to Whitby and The Cotswolds.

And while all drivers, across all age groups were unanimous in their top choice of the Lake District, there was less agreement when it came to other favoured UK road trips. 18–24-year-olds selected Devon to Cornwall as their second choice with The Peak District, Stone Henge/Cotswolds and North Coast 500, as their next most popular locations. In contrast, the over 65s voted for an arguably more adventurous mix with the North Coast 500 as their second pick, the North Yorkshire Moors in third, Devon to Cornwall fourth and Snowdonia to Anglesey in fifth place.

JET's inaugural road trip study was conducted in September 2020.

The UK's Top Ten Road Trips

1. The Lake District
2. Devon to Cornwall
3. Peak District
4. North Coast 500
5. North Yorkshire Moors/Road to Whitby
6. Cotswolds Roads
7. Stone Henge/Cotswolds
8. Snowdonia to Anglesey
9. Scottish Borders between Northumberland and Edinburgh
10. Norfolk Coast

Gen Z's Top Ten Road Trips:

1. The Lake District
2. Devon to Cornwall
3. Peak District
4. Stone Henge/Cotswolds
5. North Coast 500
6. North Yorkshire Moors
7. The Causeway
8. A303 down to the West Country
9. Norfolk Coast
10. Snowdonia to Anglesey

Top Ten Road Trips 65+:

1. The Lake District
2. North Coast 500
3. North Yorkshire Moors
4. Devon to Cornwall
5. Snowdonia to Anglesey
6. Scottish Borders between Northumberland and Edinburgh
7. Peak District

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8. The Cotswolds roads
9. Stone Henge/Cotswolds
10. The Causeway

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