

THE LAKE DISTRICT VOTED UK'S FAVOURITE ROAD TRIP

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The Lake District is officially the UK's No.1 destination for a road trip according to new research released today.

Conducted by **JET**, one of the UK's leading fuel brands, 2000 drivers were asked to rank their favourite UK road trips with just over one-fifth (21%) citing the Cumbrian national park as their favourite destination with more than half (52%) placing the Lake District in their top three.

Home to some of the most striking scenery the UK has to offer and the inspiration for poets and writers including William Wordsworth and Beatrix Potter the Lake District is host to a number of dramatic driving routes that scale the heights of mountain passes, meander through breath-taking valleys and circumnavigate luminous lakes. A beguiling mix of driving experiences that secured the Lake District the top spot – beating the drive from **Devon to Cornwall into second spot** with the **Peak District taking third place** which is also the backdrop for JET's new ad campaign – *Keep on Moving*.

"With restrictions on travel over the last few months, more and more of us have taken the opportunity to explore the UK - discovering and driving some of the UK's most beautiful roads." says Áine Corkery, Manager, Brand UK Marketing, Phillips 66 Limited *"And as a business that exists to get the drivers who visit our forecourts back on the road quickly and safely - we were intrigued to find out the nations favourite driving experiences"*.

The drive from Devon to Cornwall, known as the Atlantic Highway, is the UK's second favourite road trip. A long and winding 70-mile stretch of the A39 it hugs the dramatic coastline offering extraordinary sea views and a unique and thrilling driving experience. Unsurprisingly it was overwhelming voted the best road trip by drivers from the South West.

And the Peak District, the UK's first National Park, is the nation's third most-popular driving destination. Close to the cities of Manchester, Stoke-on-Trent, Derby and Sheffield it is one of the most popular tourist destinations attracting millions of visitors every year. It is also a magnet for driving enthusiasts with the winding twisting Snake Pass one of the most famous and beautiful routes.

The research, to discover the UK's favourite road trip destinations, coincides with the launch of a new ad campaign for JET - that has 300+ branded forecourts nationally - and features a man 'driving' a grand piano through the iconic peak district landscape before stopping at a JET forecourt to quickly refuel before once again hitting the open road. A unique, dramatic and joyful journey seen through the eyes of the driver.

The UK's Top 10 Road Trips:

1. Lake District
2. Devon to Cornwall
3. Peak District
4. North Coast 500 (Scotland).
5. North Yorkshire Moors (road to Whitby)
6. Snowdonia to Anglesey
7. Scottish Borders between Northumberland and Edinburgh
8. Stone Henge (Costwolds)
9. Norfolk Coast
10. Cotswolds roads.

Media:



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