

New Irish Research Reveals Essential Ingredients For The Perfect Road Trip



- *George Ezra is riding shotgun in the top spot of the essential list of music required on a road trip*
- *Belfast-born Hollywood actor Jamie Dornan is the most-desired Northern Ireland (NI) celebrity to make road trip memories with*
- *Almost three quarters of those surveyed state spending quality time with family and friends is their main aim when embarking on a trip*

Thursday 21st March 2019: New survey results have revealed today that almost three quarters of people in the Republic of Ireland use a road trip to spend quality time with friends and family, but interestingly, their ultimate Northern Ireland road trip companion is Hollywood actor Jamie Dornan.

The independent survey was carried out across the Republic of Ireland in February 2019, showcasing what people feel makes the perfect road trip.

Leading Irish comedian Neil Delamere is sharing the survey results and encouraging others to follow in his comedic footsteps, as he recently embarked on a packed road trip to Northern Ireland.

Across Ireland, 67% of people are happy to go on a road trip lasting three to six hours, making the most of the trip by staying two nights or more (62%). Of all surveyed, 22% said posting the perfect picture on social media was on their list of top road trip priorities.

Music to set the scene is essential when embarking on a road trip, with George Ezra in 'shotgun' position as almost half of people chose him as the top artist to be played through the speakers. While counties such as Galway, Mayo and Sligo get into the road trip spirit with folk music, those from Kildare, Offaly, Wexford and

Wicklow prefer a relaxing journey listening to classic music. Across the board, ABBA proved a top favourite for an in-car singalong, particularly with those over 44 (32%).

Neil Delamere has recently explored all that the research has revealed, unearthing the must-see and do experiences in Belfast, the Causeway Coastal Route and the Walled City of Derry. Therefore, to get inspired by Neil's own journey and others like it, make sure you're getting the best scenic snaps on your trip and exploring new places.

- *The Neil Delamere Dander* – a road trip full of laughter, action and adventure exploring top highlights from NI
- *The Taste Buds Trip* – with some of the finest food and drink in the world you'll be spoilt for choice at every destination
- *The Road Trip of Thrones* – immerse yourself in a world of fantasy as you drive through the land of Westeros and Winterfell, official filming locations of Game of Thrones®
- *Momentous Mountain Trail* – experience the breath-taking drama and majesty of Northern Ireland mountains
- *The Great Fermanagh Escape* – drive through a haven of natural spaces where quality time together lasts longer

Fiona Cunningham, Tourism NI ROI Market Manager, said, "It has been really interesting to hear what people think makes the perfect road trip. For anyone the Republic who has never explored Northern Ireland, Neil's recent trip showcases the many thrilling adventures that can be had, and the great places to see that are a little bit different and off the beaten track. From spending time with family and friends, soaking up the culture, or sampling local cuisine there are road trips for everyone to make unique memories along the way – what's keeping you?"

Neil Delamere commented, "I really was in awe of what Northern Ireland has to offer on my road trip, every corner you turn there is an amazing view or something new to experience, with excellent food and accommodation too. I often head North for gigs and work, but it was great to take the time to really explore as a tourist, get stuck in to fun activities, both old and new, and really have the craic with the local people there. It is on our doorstep, with Belfast less than two hours from Dublin, and I would highly recommend it for a road trip."

To create your perfect road trip visit www.discovernorthernireland.com for inspiration and ready-made itineraries.