

27 September 2021



PRESS RELEASE

Great West Way revealed to be UK's most Instagrammed Road Trip

The Great West Way® touring route between London and Bristol has been revealed to be the most Instagrammed road trip in the UK. An [analysis by Tempcover](#) of hashtags used on the platform during the summer of 2021 showed that the Great West Way hashtag appeared 157,415,253 times, making it top of their league table of 50 UK road trips.

The Great West Way follows the route of one of the six Great Roads proposed by King Charles I in the 17th century but exploring the route by road is only one of the options; the Great West Way actually encompasses 500 miles of navigable routes, including waterways and railways, so can be enjoyed on foot, bike, by boat, train or a mix of modes.

David Andrews, Director of Great West Way said, 'We know that the Great West Way is teeming with Instagrammable locations, but it's great to have its popularity confirmed by this hashtag analysis. The route is so accessible – visitors from London and across the south of England can be walking in stunning rural landscapes, exploring some of England's most iconic heritage, shopping in traditional market towns, or enjoying village life on the Great West Way within an hour or two of leaving their desk, and we're delighted that they have been sharing their discoveries on Instagram and inspiring others to explore the route for themselves.'

Notes for editors:

Note to editors:

Follow and engage with us on our social channels Facebook [@GreatWestway](#), Instagram [@GreatWestWay](#) and Twitter [@theGreatWestWay](#)

Images for **Great West Way** can be downloaded from our Flickr gallery via this link

<https://www.flickr.com/gp/129320754@N03/3g1fd7>.

Photos may be used in print and/or online for the promotion of tourism to the Great West Way and photos used must be credited to www.GreatWestWay.co.uk, unless otherwise stated in the title of the photo. Full terms and conditions can be found [here](#).

About the Great West Way

The Great West Way is one of a number of successful projects to receive funding from the UK Government's £40 million Discover England Fund, administered by VisitEngland. For further information go to www.discoverenglandfund.org

The Story of the Great West Way booklet is available at:

www.GreatWestWay.co.uk/storyoftheGreatWestWay

Great West Way and England's Great West Way are registered trademarks.

For further information contact:

Amanda Snowe

amandasnowe@GreatWestWay.co.uk

07891 682380