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### **Biggest ever Global Greening lights up the world ~304 iconic landmarks in 50 countries~**

Last week, 304 iconic landmarks in 50 countries around the world turned green for St Patrick's Day – all part of Tourism Ireland's Global Greening initiative and our extensive spring promotional campaign to boost travel to the island. This was our biggest Global Greening to date. It generated over €10M in positive publicity overseas at an important time for travel and holiday decision-making.

Our press release is [here](#) and a growing gallery of highlights [here](#).

Watch Nanjing Cenbest and Nanjing International Finance Center in China join the global greening below.



New sites that took part in 2018 included the Luxor Obélisque at the centre of the Place de la Concorde in Paris, a giant Blue Whale skeleton in the Natural History Museum in London and the San Mamés stadium in Bilbao.



They were joined by some 'old favourites' – including the Sydney Opera House, the London Eye, the Colosseum, the Leaning Tower of Pisa, the Great Wall of China, Niagara Falls, the TV Tower in Tbilisi, Navy Pier in Chicago and the Christ the Redeemer statue in Rio de Janeiro.



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