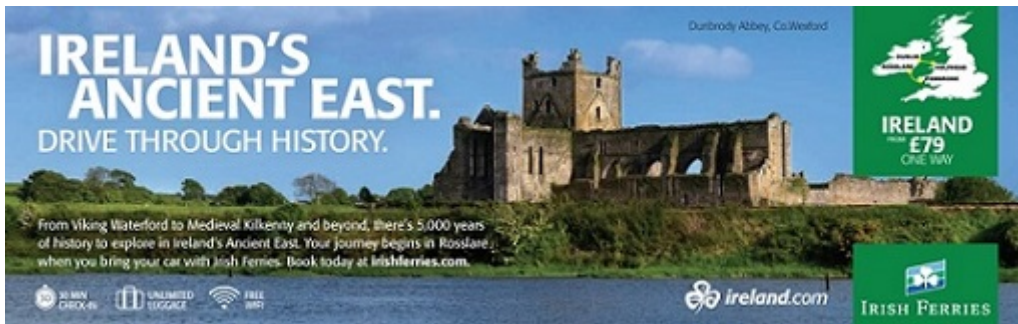




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Boosting Car Touring Visitors from Great Britain this summer 9M+ Britons see ads promoting holidays in the Sunny South East

Check out our latest campaign to encourage British visitors to experience Ireland's Ancient East from the comfort of their own car.



Tourism Ireland has teamed up with Irish Ferries to boost visitors from Great Britain by highlighting the Sunny South East and the Pembroke/Rosslare ferry service.

Visitors who bring their cars to Ireland on holidays tend to stay longer, spend more and are likely to explore more of the countryside. Our ads, which will be seen by over 9 million potential holidaymakers across GB, invite them to 'Drive through History' highlighting experiences in Wexford, Kilkenny and Waterford.

Read our [Press Release](#) to find out more.



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