

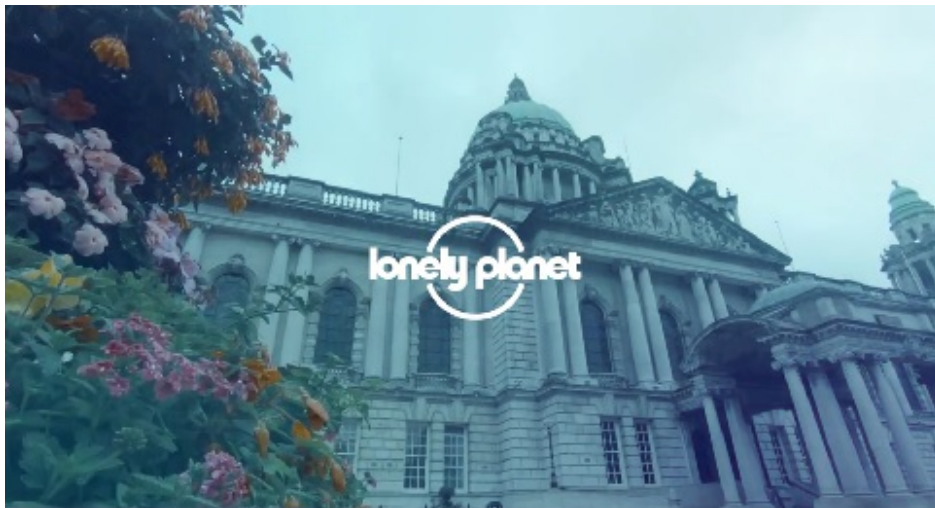


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## Lonely Planet names Belfast and the Causeway Coast the Number One Region in the world to visit in 2018

Belfast and the Causeway Coast have been named the Number One Region in the world to visit in 2018 by *Lonely Planet*. The accolade appeared earlier today in Lonely Planet's 'Best in Travel 2018', its collection of the world's 'hottest' trends, destinations and experiences for the coming year.

Tourism Ireland will take every opportunity to maximise this accolade for Belfast and the Causeway Coast. A new video, celebrating the news and highlighting Belfast and the Causeway Coast, will be shared with more than 1 million people worldwide. Watch it below:



Other activity to maximise this accolade includes:

- a specially created page on our international website, [Ireland.com](http://ireland.com);
- a live Twitter Q&A session, with five leading travel bloggers chatting about their recent visit to Belfast and the Causeway Coast;
- other extensive social activity with our strong community of fans and followers around the world on Facebook (4+ million fans), Instagram (243,000 followers) and Twitter (440,500 followers);
- a major PR and publicity push to our 20,000+ international media contacts;
- and we'll be highlighting the accolade at major fairs such as World Travel Market in London early next month.

Click [here](#) to read our press release.

Tourism Ireland continues to roll out a packed programme of promotions in our autumn campaign. Find out more about the campaign [here](#).

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