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## Lonely Planet names The Skellig Ring one of the world's Top Ten Regions to visit in 2017

The Skellig Ring drive in Co Kerry has been named one of the world's top regions to visit in 2017 by Lonely Planet. The accolade appeared earlier today in Lonely Planet's 'Best in Travel' 2017, 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 The Skellig Ring and the Wild Atlantic Way. Our new video, celebrating the news and highlighting the beauty of The Skellig Ring drive, 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);
- extensive social activity with our strong community of fans and followers around the world on Facebook (3.7+ million fans) and Twitter (368,000+ 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.

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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