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New campaign leverages Open Championship to highlight golf holidays in Northern Ireland

Tourism Ireland, in conjunction with Tourism Northern Ireland, has launched a new campaign in the United States to coincide with this week's 147th Open Championship at Carnoustie. The campaign highlights our world-class golf and reminds American golfers that next year's Open takes place at our very own Royal Portrush.

A new 30-second ad airs this week on the hugely popular NBC Golf Channel – reaching millions of households across the US. And email marketing will reach more than 500,000 Golf Channel subscribers over the coming weeks. The key message is that Northern Ireland offers some of the best golf in the world and that Royal Portrush will host The Open in 2019.



This complements Tourism Ireland's successful 'Home of Champions' campaign, which runs on the NBC Golf Channel and on [golfchannel.com](#) around the Majors.

To read our press release click [here](#).



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