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Newspapers in New York and Boston 'wrapped' in Northern Ireland

A new Tourism Ireland promotion for Northern Ireland has targeted 850,000 American commuters with an eye-catching, four-page wrap in Metro newspapers in New York and Boston, highlighting holidays there and good value airfares with Norwegian.

As well as the Metro wraps, the campaign also includes:

- radio ads, reaching hundreds of thousands of listeners in New York and Boston
- three double-page spreads in the travel section of Metro in New York and Boston
- full-page Northern Ireland ads in Metro newspapers in both cities
- advertising on Facebook, driving potential visitors to the Belfast section of Tourism Ireland's website, Ireland.com

This campaign with Norwegian is just one element of Tourism Ireland's extensive promotional programme aimed at boosting travel to Northern Ireland from the United States in 2018.



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