



follow us on [twitter](#)

Biggest ever Global Greening puts island of Ireland in the spotlight as extensive first half marketing campaign continues

From Rome to Rio and London to Las Vegas, over 160 of the world's most iconic landmarks and sites turned green for St Patrick's Day 2015, part of Tourism Ireland's biggest ever Global Greening initiative.

Vast positive coverage has been generated in print, broadcast, social and online media, as the greenings captured imaginations across the world at a key time for holiday planning and decisions.

The Colosseum in Rome, the Sacré Cœur basilica in Paris, Edinburgh Castle, the Great Wall of China, Niagara Falls, the Christ the Redeemer statue in Rio de Janeiro and the famous 'Welcome' sign in Las Vegas were just a few of the sites, helping to generate over €10M in positive publicity at this important time of year.

Niall Gibbons, CEO of Tourism Ireland, said: ***"St Patrick's Day traditionally marks the real start of the tourism season for us and I think we succeeded in bringing a smile to the faces of people around the world over the last few days with our Global Greenings. We also reminded them that the island of Ireland offers the warmest of welcomes and great fun, as well as wonderful scenery and heritage. Our St Patrick's programme spanned Great Britain, Mainland Europe, North America, Australia and New Zealand, as well as emerging markets like China, India, Brazil, the Middle East and South Africa. We continue to use every opportunity to capitalise on this heightened profile; the saturation coverage across the global airwaves, in newspapers and digital media, is an invaluable boost for our first half promotional drive. Thanks to everyone at home and overseas, particularly the Irish Embassy network, the Diaspora and groups like ShamRock Chicago, who worked with us to achieve this coup."***

[Click here](#) to see how the world turned green



[Send to a Friend »](#)

Published by **Publisher Name** © 2015 All rights reserved.

[Email Newsletter Software](#) by Newsweaver