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## Wild Atlantic Way is "captivating, stimulating and spectacularly unique" – says actor Richard E Grant

**Campaign with Smooth Radio targets 5.5 million 'culturally curious' in Britain**

A new online film starring actor Richard E Grant discovering the Wild Atlantic Way has been unveiled – it's the latest film in our Smooth Radio campaign which is reaching 5.5 million potential holidaymakers in Britain.

Watch the film [here](#).

The film is encouraging our important 'culturally curious' audience in GB to come and discover the Wild Atlantic Way. It is being promoted on the Smooth Radio website and through on-air mentions.

It will also be shared on Tourism Ireland's website, Ireland.com, and via social media – our extensive audience on Facebook (almost 434,000 fans in Britain alone) and Twitter (more than 68,000 followers). The promotion also includes a competition on the Smooth Radio website, with a chance for two lucky people to win a trip to the Wild Atlantic Way.

Read more in our press release, [here](#).



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