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## Teeing up golf holidays at the Masters ~ Reaching 7.7M US golf enthusiasts ~

Tourism Ireland has launched a new golf campaign in the United States to coincide with the 81st US Masters in Augusta.

A new 30-second ad is airing to an estimated 6.5 million households over the coming days on the NBC Golf Channel – it will also air later this year around other Major championships and relevant TV shows. A further 1.2 million people will see messages about our world-class golf on [golfchannel.com](http://golfchannel.com).



Tourism Ireland aims to build on its successful 'Home of Champions' campaign, reminding golfers across the US about our fantastic golf courses where our champions – including Rory McIlroy, Pádraig Harrington, Graeme McDowell and Darren Clarke – honed their skills.

Click [here](#) to read more about the campaign.

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