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## Tourism Ireland announces Global Greening line-up for St Patrick's Day 2018

Tourism Ireland today launched its Global Greening campaign for 2018, continuing the organisation's first-half promotional drive to grow overseas tourism to the island.

The initiative – now in its ninth year – has grown from strength to strength, with exciting new attractions and sites around the world joining some 'old favourites' to turn green this year for St Patrick's Day.

Click [here](#) for the 2018 line-up confirmed to date.

The Global Greening campaign helps to generate over €10M in positive publicity for the island of Ireland at an important time for decision-making on holidays.



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