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

Tourism Ireland today launched its Global Greening campaign for 2017, part of its major first half promotional drive to grow overseas tourism this year.

This year's Global Greening is set to be the biggest ever, with a host of landmarks joining the initiative for the first time, including **One World Trade Center in New York, City Hall and Heron Tower in London, Plaça de Catalunya in Barcelona and Matsue Castle in Japan.**

Click [here](#) for the 2017 line-up. Click below to hear more.

Tourism Ireland's Global Greening – now in its eighth year – has gone from strength to strength, with famous attractions and sites around the world going green. The initiative 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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