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Tourism Ireland capitalises on Masters 'hype' with new golf campaign to reach 9+ million US households

The US Masters gets under way in Augusta today and Tourism Ireland has launched a new golf campaign in the US to capitalise on the 'hype' and promote golf and holidays on the island of Ireland.

A brand new 30-second ad will air to an estimated 8 million households over the coming days on the hugely popular NBC Golf Channel. A further 1.2 million people will see the ad on www.golfchannel.com. The ad will also air in the US later this year around other Major championships, Olympics golf coverage and the Ryder Cup.

Tourism Ireland will 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, Shane Lowry and Darren Clarke – honed and perfected their skills.



Click [here](#) for further details of the campaign.

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