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Tourism Ireland wins on the double for 'World Routes Marketing' and 'Best Destination Marketing'

Tourism Ireland fought off tough competition to secure two major wins last night at the international World Route Marketing Awards in South Africa, taking both the overall accolade for 'World Routes Marketing' and the award for 'Best Destination Marketing'.

The Awards recognise excellence in airport and route development marketing and have been running since 1997. The winners are decided by the votes of international airlines.

Accepting the awards, Siobhan McManamy, our Head of Cooperative Marketing, commented: "Tourism Ireland is delighted to have been selected as overall winner for 'World Route Marketing' and also in the 'Best Destination Marketing' category. The awards recognise the great partnerships we have with airports across the island of Ireland and how we work to support their route development efforts."

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