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## Watch actor Richard E Grant discover Belfast in new film 5.5 million 'culturally curious' targeted across Great Britain in Tourism Ireland campaign with Smooth Radio

Titanic Belfast, St George's Market, the Botanic Gardens and Belfast's Cathedral Quarter are just some of the experiences Richard E Grant is encouraging GB holidaymakers to discover, in a brand new short film created by Tourism Ireland and Smooth Radio.

Watch the film [here](#).

The film will also be shared on Ireland.com and with Tourism Ireland's extensive social media audiences in GB. The promotion also includes a competition on the Smooth Radio website, with a chance for two lucky people to win a trip to Belfast.

This campaign is part of Tourism Ireland's extensive promotional programme aimed at boosting travel to Northern Ireland from Great Britain during 2016 and has been created to reach our key 'culturally curious' audience.

Read more in our [press release](#).



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