

# Stena Line And Tourism Ireland Join Forces



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Stena Line, the Irish Sea's leading ferry company, and Tourism Ireland are encouraging British holidaymakers to discover Ireland's hidden gems this summer.



To mark the collaboration between Stena Line and Tourism Ireland, a major new advertising campaign aimed at boosting tourism in Ireland is to be launched. The new adverts will highlight what makes Ireland such an attractive and exciting destination for British holidaymakers, emphasising the fact that it's within easy reach of Britain, and how straightforward and inexpensive it is to get there by car with [Stena Line](#).

Stena Line's UK Communications Manager, Nigel Tilson, said: "Together with Tourism Ireland we are highlighting compelling reasons to travel to Ireland.

"We can provide the perfect solution for couples and families wanting to get away for less. For British holidaymakers Ireland is close to home yet offers something completely different.

"Taking the ferry to Ireland makes so much sense. Travellers can bring their car, pack in as much luggage as they like, and then enjoy the freedom to explore once they get there."

Hidden gems to entice British holidaymakers to Ireland include the little fishing village of Rathmullan on the banks of Lough Swilly in County Donegal and an island-hopping tour of the West Coast known as the Connemara Safari where tourists can see wild dolphins, grey seals, gannets and basking sharks.

Another attractive Irish destination is the Milk Market in Limerick, one of Ireland's foremost farmers' markets, offering an array of cheeses, fish and seaweeds.

Lawrence Bate, Director of Tourism Ireland, said: "Tourism Ireland is delighted to be working with Stena Line on this initiative. There is so much to do and see in Ireland, taking your car over with all your favourite things such as sporting equipment and toys makes great sense and affords great freedom to go where the road takes you. With offers such as those from Stena Line, there has never been a better time to discover Ireland."

**About**

**Stena**

**Line:**

Stena Line is the market leader on the Irish Sea, offering the biggest ferry fleet and the widest choice of routes between Britain and Ireland, including [ferries to Belfast](#) from Stranraer, [ferries to Larne](#) from Fleetwood and routes from Holyhead to Dun Laoghaire and Dublin Port and Fishguard to Rosslare. The company carries over three million passengers on its Irish Sea routes each year, more than its rival operators combined.

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