



A message on St Patrick's Day

St Patrick's Day takes place this year against the ongoing challenging backdrop of COVID-19. For that reason, we believe that our global St Patrick's Day programme is more important than ever before. During this difficult time, we want to mark St Patrick's Day and to keep the island of Ireland to the fore in a positive light, on the day when people everywhere are thinking about Ireland.

Our Global Greening initiative is taking place once again, with hundreds of iconic landmarks and sites lighting up in green to mark our national day. This year, in particular, our aim is to bring some positivity and hope to the 70+ million people around the world who claim links to the island of Ireland, as well as to you, our travel trade partners who promote the island of Ireland as a holiday destination.

Our new online video, narrated by Liam Neeson, will be shared with our millions of fans and followers on social media, inspiring them to consider holidaying in Ireland in the future. And our fun 'St Patrick's Day at Home' virtual event, will be livestreamed on social media from Johnnie Fox's pub in Glencullen in the Dublin Mountains, as well as from other locations, including Dick Mack's in Dingle and the Duke of York in Belfast. We hope you'll join us for the live event here [Ireland.com/StPatricksDayAtHome](https://ireland.com/StPatricksDayAtHome) on St Patrick's night.

Although St Patrick's Day will be very different this year, our aim is to capitalise on the heightened exposure for the island of Ireland around the globe on 17 March, to ensure that Ireland remains 'top of mind' as a great holiday destination for bookings, when the time is right.

We are thinking of all our valued travel trade partners at this difficult time and want to assure you of our support – from all of us in Tourism Ireland and from the tourism industry across the island of Ireland. Thank you for everything you do for Ireland. When the time is right, we look forward to working with you to encourage as many people as possible to choose the island of Ireland.

Best wishes



Niall Gibbons
Chief Executive, Tourism Ireland

