**Issued on behalf of Stena Line**

**September 22, 2014**

**GO WHERE YOUR HEART LEADS AND DISCOVER IRELAND**

Leading ferry company, Stena Line has joined forces with Tourism Ireland to launch a new Autumn campaign which aims to highlight great-value breaks and encourage people to explore Ireland and ‘*Go Where Your Heart Leads*’.

The campaign, which includes a TV ad featuring ‘The Lakes’ by up and coming Irish singer songwriter James Vincent McMorrow, gives a taste of some of the stunning Irish landscapes and bustling cities highlighting how people can take the car and discover Ireland at their leisure. As part of the new campaign visitors can take advantage of Stena Line’s fantastic ferry and hotel travel offer from only £59\* per adult per night, based on a two night break. Holidaymakers can choose from hundreds of hotels at great destinations all over Ireland and for those who simply need travel, prices start from as low as £69\* single, car and driver.

Autumn is the perfect time to visit Ireland because in addition to exploring the emerald isle, there is a fantastic selection of festivals and events including the Belfast Festival at Queen’s, the CS Lewis Festival, Wexford Festival Opera, Foyle’s Halloween Carnival and the Cork Jazz Festival.

Stena Line’s Orla Noonan, Head of Travel said: “Taking the car gives you the freedom to explore and pack up the car for every possible adventure. And with a wealth of possibilities it comes as no surprise that the number of people visiting Ireland from Britain has already increased significantly in the first seven months of 2014. And we think autumn is the perfect time to get onboard and experience Ireland’s unique atmosphere and world-class tourism offering. With our amazing Autumn ferry and hotel offer you are guaranteed a great value break too, you cannot buy them separately for less!'

So whether it's the buzz of our cosmopolitan cities like world-famous Dublin or Cork or getting away from it all and exploring one of Ireland's touring routes, the Wild Atlantic Way or the Causeway Coastal Route with Stena Line, you really can *Go Where Your Heart Leads*,” Orla continued.

Stena Line has put together some of the great things to see and do when exploring Ireland this autumn.

In Dublin you can cycle around Phoenix Park, one of Europe’s largest parks; pack a picnic and enjoy lunch in Stephen’s Green and watch the world go by; take a leisurely cruise along the Liffey for an intriguing insight into Dublin’s folklore and history; or take a 35 minute drive out of the city to the highest pub in the country, Johnnie Fox’s, situated in the Dublin Mountains and enjoy dinner in one of Ireland’s most famous pubs.

The Wild Atlantic Way is a remarkable coastal route that stretches for 1,500 miles along Ireland’s dramatic western seaboard taking in some of the most enchanting scenery in the world including the Cliffs of Moher in County Clare and Mullaghmore Beach in County Sligo which is popular with surfers, with so much to explore, from the Inishowen Peninsula in County Donegal to Kinsale in County Cork there will always be something new to discover.

**[more...]**

The Causeway Coastal Route is a way-marked 120 mile trail of outstanding scenic drives and attractions which, taken together, make up what has deservedly been described as 'one of the world's great road journeys'. Along the way people can take in some of Northern Ireland’s most famous attractions including the Carrick-a-Rede Rope Bridge and the Giant’s Causeway.

Fans of TV show, Game of Thrones can explore the mesmerising fantasy lands of Westeros which have been brought to life using Northern Ireland’s rugged coastlines, historic castles and breathtaking countryside and forests.

And if that isn’t enough, visitors can indulge in the myths and legends of Ireland from the legend of Finn MacCool, to Children of Lir and find out why they should take the time to stop and kiss the Blarney Stone in County Cork.

“Taking the car with Stena Line on a short break or holiday really does open up a whole new world without restrictions on where they go or what they do. You can stop off along the way and make unplanned stops which are all part of the adventure which are sure to make for some magical memories. What’s more, you can travel the length and breadth of Ireland if you want and with our great value hotel breaks you won’t have to worry about breaking the bank,” Orla concluded.

For further information call Stena Line on 08447 707070 or log onto [www.stenaline.co.uk/ireland](http://www.stenaline.co.uk/ireland)

\*Terms and conditions apply. Subject to availability.

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**MEDIA ENQUIRIES: For further information, please contact Michael McCrory of Duffy Rafferty Communications on 028 9073 0880.**