**Issued on behalf of Stena Line**

**October 28, 2016**

**Stena Line and Club Choice Ireland Deliver over €5 million into**

**the Irish Tourism and Hospitality Sector**

Stena Line, continues its partnership with Club Choice Ireland, the leading provider to the British golfer of tailor-made golfing holidays to the East and South East of Ireland. It has been confirmed that, in 2017, Stena Line will present two prestigious Club Choice Ireland events - The Stena Line Senior Mixed Pairs and The Stena Line Senior Gents Open.

The two companies first joined forces in 2013 and to date, the collaboration has generated revenue of over €5 million for the Irish Tourism and Hospitality Sector.

Through its network of over 40 golf courses, hotels and resorts, Club Choice Ireland creates bespoke golfing holidays and with Stena Line operating up to 30 daily sailings to and from Holyhead, Liverpool, Fishguard and Cairnryan; the two companies are perfectly placed to offer a comprehensive golfing experience to the British golfer.

Ian Baillie, Stena Line Product Sales Manager UK & Ireland, said: “Our alliance with Club Choice Ireland is a great fit with our customers who are looking to access some of Ireland’s leading golf resorts. Golfers have the added benefit of being able to fill the car with their own golf clubs and equipment with no additional baggage charges, an important consideration especially for travelling groups.”

According to Tiernan Byrne, Managing Director Club Choice Ireland, “The continuing support of Stena Line is a further endorsement of the strength of the Club Choice Ireland brand in Britain. We are delighted that Stena Line continue to help us develop this. These 2017 events are focused on showcasing the fantastic golfing destinations of the East and South East of Ireland and to ensure our guests want to return again and again.”

The Stena Line Senior Mixed Pairs takes place in early April 2017 and included on the itinerary is the Jack Nicklaus designed Golf Course at the spectacular Killeen Castle estate. Another Jack Nicklaus designed course, this time at the luxurious 5–star Mount Juliet Estate, will play host on the final day to The Stena Line Senior Gents Open the following month. Packages include accommodation, three rounds of golf, prizes, a presentation dinner and of course Return Ferry from only £310 per person sharing (based on four travelling per car).

For further information or to make a booking, visit [www.clubchoiceireland.com/golf-events/](http://www.clubchoiceireland.com/golf-events/)

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**Note to Editor:**

The Stena Line Senior Mixed Pairs

<http://clubchoiceireland.com/golf-events/stena-line-senior-mixed-pairs-2017/>

Package includes:

* 3 nights Bed & Breakfast in the 4 Star Knightsbrook Hotel Spa & Golf Resort
* 3 rounds of competition golf:  
  10th April: Royal Tara Golf Club  
  11th April: Killeen Castle Golf Club  
  12th April: Knightsbrook Golf Course
* Daily and overall prizes
* Presentation dinner
* Return Stena Line ferry

The Stena Line Senior Gents Open

<http://clubchoiceireland.com/golf-events/stena-line-senior-gents-open-2017/>

Package includes:

* 4 nights bed and breakfast in the 4 Star Hotel Kilkenny
* An evening meal in the hotel’s restaurant
* 3 rounds of competition golf (teams of 4 gents):  
  22nd May: Kilkenny Golf Club  
  23rd May: Gowran Park Golf Club  
  24th May: Mount Juliet Golf Club
* Horse racing evening at Gowran Park racecourse including return coach transfer
* Daily and overall prizes
* Return Stena Line ferry