**ISSUED ON BEHALF OF STENA LINE**

**23 August, 2017**

**FALL FOR IRELAND WITH STENA LINE AND TOURISM IRELAND**

LEADING ferry company Stena Line has launched a joint campaign with Tourism Ireland to invite people to stir their soul and enjoy a short break across the Irish Sea from only £79\* single for car and driver.

The new campaign highlights Ireland’s Ancient East which is like opening a storybook of spellbinding tales. The heartlands of Waterford, Kilkenny, and Wexford, have all been shaped by their storied pasts. In these lush lands, you’ll encounter beautiful green pastures and fascinating towns with turbulent histories.

Holidaymakers can set sail with Stena Line from Fishguard to Rosslare and enjoy the shortest, fastest, best sailing times to Ireland’s Ancient East.

Diane Poole OBE, Stena Line’s Travel Commercial Manager Irish Sea South said: “Through the launch of this new campaign in association with Tourism Ireland, we hope to inspire people to stir their soul and drive over to Ireland’s Ancient East. Ireland is draped in history and with so much to see and do, travelling by car is the perfect way to explore the Emerald Isle.”

Visit Wexford and enjoy sea tales, stormy characters and centuries of history in the most south-easterly corner of Ireland which boasts history like no other part of the country. Hop onboard the Dunbrody Famine Ship Experience and follow the footsteps of those who left during the Great Famine with an interactive tour that takes you through the fateful journey made by so many Irish people.

What’s more, visitors to Wexford in October and November can look forward to two famous festivals. The Wexford Spiegeltent Festival, which takes place from 13th - 29th October, has grown to be one of the biggest and most successful multi-general festivals in Ireland with a unique blend of music, comedy and theatre. Or discover rare and forgotten masterpieces at the 66th Wexford Festival Opera, one of the World's leading Opera Festivals, from 19th October - 5th November.

Visit Waterford where you will find lots to do in this mini medieval metropolis. Explore the Viking Triangle of museums, see beautiful cut glass at the House of Waterford Crystal or take a walk along the historic quay. Holidaymakers travelling with Stena Line can bring their bikes and cycle along the world-class 45km Waterford Greenway which runs from Waterford to Dungarvan along the route of an old railway line.

While Kilkenny’s medieval character remains thrillingly intact, with Tudor inns, old merchant townhouses and hidden alleys all on the Medieval Mile, which stretches from Kilkenny Castle to St Canice’s Cathedral. Immerse yourself in the narrow slipways, historic pubs and bright-coloured shops of this fascinating city.

Julie Wakley, Tourism Ireland’s Head of Britain added: “We are delighted to partner with Stena Line and Rosslare Europort once again, to maximise the promotion of the Stena Line service from Fishguard to Rosslare. Our aim is to boost car touring visitor numbers to the South East and Ireland over the coming months; visitors who bring their car on holidays tend to stay longer, spend more and are more likely to visit more than one region.”

And when travelling with Stena Line, the relaxing short break starts as soon as you step onboard with lots of places to sit back and relax, delicious dining options, free movies and Wi-Fi and up to 50% off (compared to high street prices) in the onboard shop.

To Stir Your Soul and book an Irish adventure go to [www.stenaline.co.uk](http://www.stenaline.co.uk)

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