



## IRELAND: MORE AFFORDABLE THAN EVER

### Great Value + Great Holiday Destination = Trip of a Lifetime

Ireland is one of those holiday destinations that people talk about their whole lives.

The storied history, rich culture, stunning scenery and friendly people. The country roads and city centers, the hidden pathways to old ruins, or to breath taking vistas.

All of those attractions remain, and now there's an added value – Ireland is more affordable than ever! 2011 promises to be

an exceptional year to visit Ireland, which is recovering from the global economic downturn over the past few years.

Tourism Ireland, which promotes the island of Ireland here in the United States, has a fantastic web site - [DiscoverIreland.com](http://DiscoverIreland.com) - where you can find deals on travel, accommodations, and activities throughout the year.

We've put together our own favorite selection of festivals, guided tours and special offers that will save you money and make your trip go further.

### Free Things to Do In Ireland

Whoever said the best things in life are free (or inexpensive) may have been thinking of Ireland in 2011!

#### Dublin

How about a free audio walking guide of this historic city? By simply loading the iWalks podcast onto your iPod or MP3, you can chose from one of twelve guides that take you to the Guinness factory, the Temple Bar district, or James Joyce's neighborhood.

[VisitDublin.com](http://VisitDublin.com)

Ireland's national museums are all free of charge! Check out the National Gallery or Ireland's Museum of Modern Art for starters.

[Museum.ie](http://Museum.ie)

The National Botanical Garden is free and open to the public, along with the city's amazing park system: from Stephen's Green out to Phoenix Park, and dozens of beautiful squares and gardens in between.

#### Belfast

Belfast Castle, situated on Cave Hill overlooking the city, is a great place to check out the panoramic views of Belfast and the Lough. Admission is free.

[Belfastcastle.co.uk](http://Belfastcastle.co.uk)

St. George's Market, in operation since 1604, is home to a brilliant farmer's market on Fridays and Saturdays, offering fresh produce from local farms housed in a charming Victorian building. A great place to hang out, grab a coffee, listen to jazz and watch the people around you.

[GoToBelfast.com](http://GoToBelfast.com)

#### Savings in Ireland

Heritage Ireland Card gives you unlimited free admission to Heritage Parks around the country. Cost is \$27

[Heritageireland.ie](http://Heritageireland.ie)

Ireland at a Glimpse Booklet lets you save hundreds of dollars at places like Bunratty Castle and Folk Park, Kylemore Abbey, the James Joyce Museum and other spots.

[Take-a-glimpse.com](http://Take-a-glimpse.com)

Ireland Visitor Discount Pass lets you take advantage of hundreds of historical monuments like the Glasnevin Museum, Old Jameson Distillery, Tullamore Dew Heritage Centre and others.

[Cultureheritageireland.com](http://Cultureheritageireland.com)

For a complete list of great savings, go to [DiscoverIreland.com/us/promotions/freenireland](http://DiscoverIreland.com/us/promotions/freenireland)





With hundreds of festivals taking place in Ireland each year, we've selected some of the unique events that give you a whole sense of today's Ireland – from jazz and soul to Irish music and dance; comedy and storytelling festivals to drama and fine arts; and tall ships to natural landscapes – Ireland has it all in 2011.

**April 28-May 1**

*City of Derry Jazz Festival, Derry City, Derry*  
Northern Ireland's biggest jazz festival features an eclectic program of top class music.

**April 29- May 29**

*Burren in Bloom, Ballyvaughan, County Clare*  
A month-long festival in one of Ireland's most amazing natural landscapes. Tour guides take visitors to beautiful out-of- the-way spots where nature is blooming.

**May 26-29**

*Dublin City Soul Festival: a Celebration of Peace, Unity & Love, Downtown Dublin*  
You've seen the Commitments, so you know about Dublin's love affair with soul and rhythm & blues. Check out the rising soul stars of Ireland plus comedy, DJs, cinema and soul food.

**June 24-26**

*Celtic Fringe Festival, Grange, County Sligo*  
How about a festival that commemorates the plight of the Spanish Armada through the adventures of Captain Francesco de Cuellar? The festival includes live drama, lectures, dance, gourmet and maritime events, and the 40 member Feol na nOg, Sligo Orchestra.

**June 30-July 3**

*Tall Ships Race 2011, Waterford City*  
The return of the Tall Ships is a good excuse for a family-friendly festival featuring Irish music, street theatre, fireworks and a parade with over 1,500 crew members from around the world.

**July 9-17**

*Kinsale Arts Week, Kinsale, County Cork*  
This beautiful seaside town becomes a giant performance venue showcasing both Irish and international visual art, music, dance, comedy, literature, film, theatre and family events.

**August 5-12**

*Birr Vintage Week and Arts Festival Birr, County Offlay*  
Turn back in time in this beautiful Georgian heritage town while reveling in its contemporary culture. Enjoy an antique and

fine arts fair, sport events, live music, parade and opening night fireworks.

**August 17-21**

*Terryglass Arts Festival, Terryglass, County Tipperary*  
Enjoy the serene beauty of this artist village on the shore of Lough Derg in North Tipperary. The festival features high quality arts events as well as hands-on-experience with a range of art forms to promote appreciate of craftsmanship.

**September 2- 4**

*Cape Clear International Storytelling Festival Cape Clear Island, County Cork*  
Celebrate the richness of local folklore while listening to an international cast of great storytellers. There are also storytelling workshops and tales told in island homes and hostels, story-swaps under the sky and late into the night.

For a complete list of Festivals throughout Ireland in 2011, visit [Discoverireland.com](http://Discoverireland.com)