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## **This week's yarn! Tourism Ireland adds another new section to Game of Thrones® tapestry**

Tourism Ireland has released another time-lapse video today (Monday, 31 July) of the weaving of the latest section of its Game of Thrones® tapestry – part of its 2017 campaign to showcase Northern Ireland as Game of Thrones® Territory to millions of fans worldwide. The centrepiece of the 2017 campaign, created in partnership with HBO, is a Bayeux-style tapestry, hanging in the Ulster Museum – which brings to life the trials and tribulations of the show's characters in its most epic and famous scenes.

The new section of the tapestry features several scenes from “Stormborn,” episode 2 of season 7 of Game of Thrones – including Cersei and Qyburn under the Red Keep discussing how best to defend against Daenerys' dragons, as well as the dramatic sea battle from the end of the episode! The new section of the tapestry will be on display in the Ulster Museum from tomorrow (Tuesday, 25 July).

To view the timelapse video, click [here](#).



As season 7 unfolds, new sections of the tapestry are being revealed each week, in the build-up to the next episode, capturing key events from the previous week. Tourism Ireland is sharing these new sections via social media – using a mix of cinemagraphs (“living” photographs), time-lapse videos of the weaving process, carousels and Instagram Stories – to bring the creation of the tapestry to life. Each element of the campaign is driving people to an [interactive web app](#) on Tourism Ireland’s international website, [Ireland.com](#), encouraging Game of Thrones fans around the world to relive the story.

The campaign is now under way across the world in 12 different markets and is also being rolled out by Tourism NI in Northern Ireland and the Republic of Ireland.

Click [here](#) to see marketing highlights from the campaign.



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