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## Ireland looks out of this world in new trailer for Star Wars!

The hotly anticipated, first look 'teaser' trailer for the upcoming *Star Wars – The Last Jedi* has been released – with Skellig Michael and the Wild Atlantic Way featuring prominently.

Tourism Ireland was in Orlando over the weekend at the 2017 edition of Star Wars Celebration where the trailer was unveiled – an ideal opportunity to maximise the *Star Wars* connection with Ireland and promote the Wild Atlantic Way to fans of the franchise, who were attending from all over the world.



Tourism Ireland has been sharing the trailer through its global social platforms, including Facebook (almost 3.9 million fans worldwide) and Twitter (almost 400,000 followers), and is encouraging fans to visit a special [Star Wars section](#) on Ireland.com (19.4 million visits last year).

We will be taking every opportunity to capitalise on the huge publicity around the film, to whet peoples' appetites to come and visit the Wild Atlantic Way and Ireland.

Read our press release [here](#) for more.

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