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Millions of Games of Thrones® fans worldwide see Northern Ireland ~New Tourism Ireland advertising campaign kicks off~

As the long-awaited *Game of Thrones*® season six kicks off, Tourism Ireland has launched its latest advertising campaign to showcase Northern Ireland to millions of fans of the hit TV series across the world. Previous Tourism Ireland *Game of Thrones*® campaigns generated around five million clicks, comments and shares and reached almost 100 million fans worldwide.

Now, fans in Great Britain, the United States, Canada, Australia, France, Germany, Spain, Italy, the Netherlands and Scandinavia will see a mix of short films and images celebrating Northern Ireland as *Game of Thrones*® Territory in the new campaign on Facebook, Twitter, Instagram and YouTube.

Created in partnership with HBO, the campaign is a fun and innovative way to bring the destination to the attention of fans everywhere, to spike their curiosity about the landscapes and locations featured in the series and inspire them to come and explore Northern Ireland for themselves.

Click [here](#) to read our Press Release.

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

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