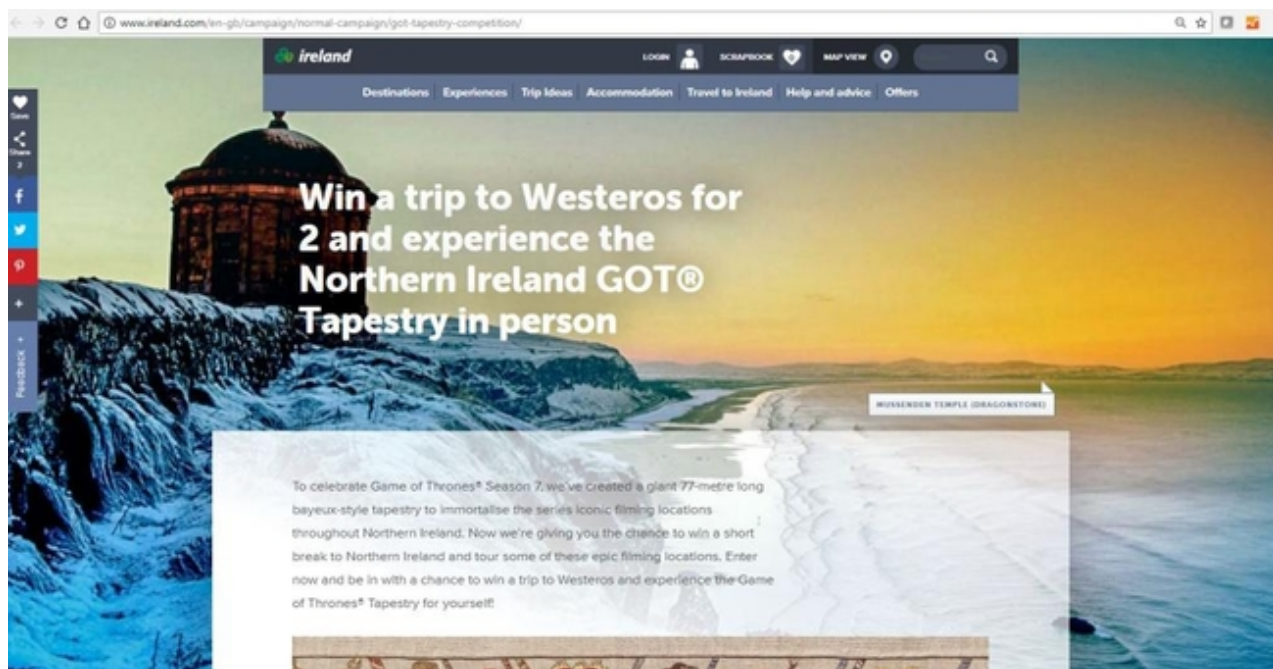




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Promoting Northern Ireland to Game of Thrones® fans in GB

Tourism Ireland's latest Game of Thrones® promotion is showcasing Northern Ireland across Great Britain. Timed to coincide with series 7 of the hugely popular TV series, the promotion complements Tourism Ireland's global Game of Thrones® tapestry campaign. It features a fun quiz on Tourism Ireland's website, [Ireland.com](http://ireland.com) – where fans can answer questions connecting scenes in the Game of Thrones® tapestry with real life filming locations in Northern Ireland. The competition is being promoted via Facebook and Twitter, as well as through email marketing to a database of almost 19,000 – reminding fans of the TV show that Northern Ireland is one of the main filming locations for Game of Thrones®, with numerous unforgettable set locations. Click [here](#) to read more about the promotion.



Separately, Tourism Ireland has released another time-lapse video of the weaving of the latest section of its Game of Thrones® tapestry, hanging in the Ulster Museum in Belfast – part of its global campaign to showcase Northern Ireland to millions of fans worldwide. This week's section of tapestry includes a collection of scenes from "The Spoils of War," episode 4 of season 7: as the Lannister army approaches King's Landing, it is attacked by Daenerys, riding Drogon and leading her horde of Dothraki. Despite the Lannisters suffering heavy losses, Bronn is able to wound Drogon with Qyburn's scorpion crossbow. Jaime attempts to run Daenerys down, but Drogon shields her and almost incinerates him

before Bronn pushes him out of the way at the last moment.



The campaign is under way across the world in 12 different markets – including Great Britain, the United States, Canada, Australia, France, Germany, Spain, Italy, the Netherlands, Scandinavia, India and the UAE.

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