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Tourism Ireland brings *Game of Thrones*® to life

New campaign showcases Northern Ireland to millions of fans worldwide

Fantastical *Games of Thrones* props – including dragon eggs and three-eyed ravens – have been appearing in surprising locations around Belfast and Northern Ireland. It's all part of a 12-week, social media campaign created by Tourism Ireland in partnership with HBO®, to showcase Northern Ireland around the world.

The campaign builds on the huge success of last year – when our campaign generated almost one million clicks, comments and shares and reached about 100 million fans across the world.

Our recent *Games of Thrones*-themed stunts have included:

- Old-fashioned wooden signs pointing the way to the Iron Islands and other Westeros locations, close to where the filming took place in Northern Ireland – with a three-eyed raven perching on some of the signs.
- Swords, daggers and maces deposited in a special 'sharp objects bin' at Belfast City Airport.
- True-to-scale giant's footprints appeared on Portstewart Strand – appropriately enough heading in the direction of the Giant's Causeway.



- Targaryen-farmed dragon eggs went 'on sale' in St George's Market in Belfast for the price of 125 Gold Dragons – the currency used in *Game of Thrones*. One of the eggs was remote controlled and proceeded to rattle and wobble, much to the surprise of shoppers! Click [here](#) to watch the film.



Short videos and images of the props have been posted to our almost 3 million Facebook fans and 270,000+ Twitter followers globally. *Game of Thrones* fans worldwide are then sharing them to celebrate the show and where it is filmed in Northern Ireland.

Timed to coincide with the return of the long-awaited fifth season of *Game of Thrones*, the campaign is running in Great Britain, the United States, Canada, Australia, France, Germany, Spain, Italy, the Netherlands and Scandinavia. It leverages the incredible success of the HBO brand and the huge global popularity of *Game of Thrones* and, most importantly, highlights the strong associations with Northern Ireland.

Click [here](#) to view more highlights.

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