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Tourism Ireland reveals final section of Game of Thrones® Tapestry promoting Northern Ireland to millions of fans worldwide

The final dramatic moments of season 7 of Game of Thrones® aired last week and have now been immortalised in Tourism Ireland's tapestry, hanging in the Ulster Museum in Belfast. Tourism Ireland has unveiled one final Game of Thrones® 2017 campaign film – showing the creation of panels for the final episode, "The Dragon And The Wolf".



In this episode, a captured Wight is brought before the Lannister's at the Dragon Pits. Tyrion seemingly persuades Cersei to ally with the Targaryen forces until the undead threat is dealt with.

At Winterfell, Sansa assembles a trial. To Littlefinger's surprise, she lists his acts of treason against House Stark, before Arya executes him. Bound for White Harbour, Jon and Daenerys make love aboard her ship. Meanwhile, Samwell and Bran realize that Jon is a trueborn Targaryen named Aegon, and the legitimate heir to the Iron Throne.

While at Eastwatch, an undead Viserion ridden by the Night King breaches the Wall, allowing the army of the dead to march south.

This final section of tapestry marks the culmination of Tourism Ireland's hugely successful 2017 Game of Thrones® campaign, created in partnership with HBO, which has been promoting Northern Ireland to millions of the show's fans worldwide since season 7 began in July.

The huge popularity of Game of Thrones® presents a fantastic opportunity for Tourism Ireland to promote Northern Ireland. The organisation's innovative campaign has been bringing Northern Ireland to the attention of fans of the fantasy drama everywhere – spiking their curiosity about the landscapes and locations featured in the series and inspiring them to come and explore them for themselves.

This year's campaign saw Tourism Ireland create an 80-metre long, Bayeux-style tapestry, bringing to life the trials and tribulations of the show's characters in its most epic and famous scenes – complete with blood red weddings, golden Lannister hair, emerald green wildfire, cold blue White Walkers and jet black crows. The tapestry was woven from one enormous piece of linen supplied by Thomas Ferguson's in Banbridge. As season 7 unfolded, new sections of the tapestry were revealed by Tourism Ireland each week, in the build-up to the next episode, capturing key events from the previous week.

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