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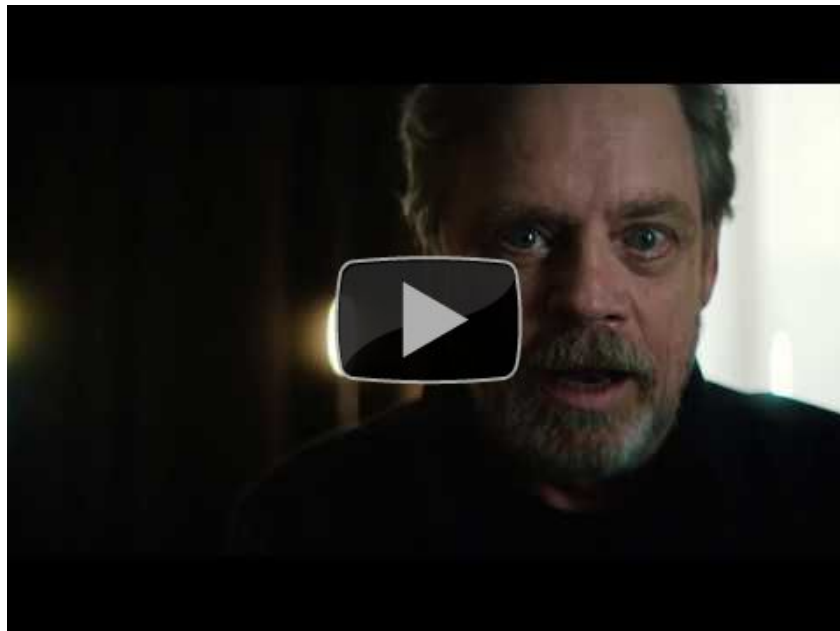
Tourism Ireland's campaign targets millions of *Star Wars* fans

Over 4 million people around the world have viewed Tourism Ireland's new *Star Wars* campaign since it was launched in early December.

The campaign is under way in Britain, the United States, Canada, Germany, France, Spain, Italy, the Netherlands, Belgium, the Nordic region, Australia, New Zealand, Japan, India and the GCC.

Phase one – the first ever tourism campaign in space! – was unveiled in early December, ahead of the film's global release. Click [here](#) to view.

Phase two featured Mark Hamill, aka Luke Skywalker, in a fun, irreverent promotional film about holidays along the Wild Atlantic Way.



And, at the end of December, we released a specially-commissioned 'behind-the-scenes' film shot during filming here, as phase three of our campaign.



Click [here](#) to read our latest *Star Wars* press release.

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