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### Tourism Ireland unveils new Game of Thrones® campaign

Tourism Ireland's biggest ever Game of Thrones® campaign has kicked off, showcasing Northern Ireland once again to millions of fans worldwide and making headlines in our major markets. Here's just a small sample of the great coverage and social media posts in the first few hours.



The campaign features a giant, Bayeux-style tapestry which brings to life the trials and tribulations of the show's characters in its most epic and famous scenes.



Each element of the campaign will drive people to an [interactive web app](#) on Tourism Ireland's international website, Ireland.com. The 'Northern Ireland Game of Thrones® Tapestry' app will allow fans to zoom in and explore the tapestry in full, reliving some of their favourite scenes from previous episodes. The campaign is being rolled out across Facebook, Twitter, Instagram and YouTube in 12 markets. Tourism Ireland will also target its own social fanbase – posting and tweeting to its 4 million Facebook fans and more than 403,000 followers on Twitter globally. Tourism Northern Ireland will also roll out elements of the campaign in the ROI and NI markets.

Click [here](#) to read our press release.



*Niall Gibbons, CEO of Tourism Ireland pictured with John McGrillen, Tourism Northern Ireland, and Kathryn Thomson, Ulster Museum, at the launch of the 2017 Game of Thrones® campaign in the Ulster Museum, Belfast.*



*Detail from Tourism Ireland's Game of Thrones® Tapestry*

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