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Tourism Ireland unveils new section of tapestry – phase 2 of its Game of Thrones® campaign

Tourism Ireland has released a time-lapse video of the weaving of a brand new section of its Game of Thrones® tapestry – part of its 2017 campaign to showcase Northern Ireland as Game of Thrones® Territory to millions of fans worldwide. The centrepiece of the 2017 campaign, created in partnership with HBO, is a Bayeux-style tapestry, hanging in the Ulster Museum – which brings to life the trials and tribulations of the show's characters in its most epic and famous scenes.

The new section of the tapestry features several scenes from “Dragonstone,” the season 7 premiere of *Game of Thrones*. It will be on display in the Ulster Museum from tomorrow (Tuesday, 25 July).

To view the timelapse video, click [here](#).



As the season unfolds, new sections of the tapestry will be revealed each week and will be shared by Tourism Ireland via social media – using a mix of cinemagraphs (“living” photographs), time-lapse videos of the weaving process, carousels and Instagram Stories – to bring the creation of the tapestry to life. Each element of the campaign will drive people to an [interactive web app](#) on

Tourism Ireland's international website, [Ireland.com](http://ireland.com), encouraging Game of Thrones fans around the world to relive the story.

The campaign is now under way across the world in 12 different markets and is also being rolled out by Tourism NI in Northern Ireland and the Republic of Ireland.

Click [here](#) to see marketing highlights from the campaign.

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