



The ‘Thronies’ Pilgrimage: Hit TV show sparks worldwide wanderlust

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New global data from Hotels.com™ shows hit series is causing surge in travel to filming locations

- Searches for Iceland, Beyond the Wall, are up over **285%** since season 4*
- Nearly **120%** more searches to Split, Croatia, which plays host to the former slave city of Meereen
- Wealthy and powerful city of Braavos, filmed in Sibenik on the Croatian coast, has seen a **60%** uplift
- Seville in Spain, the substitute for the fictional Dorne, saw an **85%** hike in searches after its first appearance in season 5. Now, searches to the destination are up **145%**
- Searches to much rumoured location for season 7 and home to a raft of the show’s footage, Belfast, up nearly **120%**

TORONTO July 14, 2017 – The world is eagerly anticipating the premiere of Game of Thrones season 7 but fans aren’t waiting for winter to come to enjoy Seven Kingdoms-inspired vacations, as Hotels.com™ reports a dramatic hike in searches to the stunning destinations featured in the series.

Among the world’s most popular shows**, it has inspired the imaginations of millions of ‘Thronies’ across the globe since it first aired in Last season, over 23 million viewers*** worldwide tuned in to each episode.

The destinations that feature most heavily throughout the seasons, and those anticipated to appear in season 7, are becoming must-visit hotspots. Travel expert , Spain, Croatia and Northern Ireland.

Going Beyond the Wall

Iceland, which plays host to arguably the series’ most iconic landscape, Beyond the Wall, has enjoyed the most dramatic surge in searches. The scenic destination is up over **285%** since

2014, when the show mania truly began to take the world by storm.

The upward trend continues for the destination as year-on-year (2017 vs 2016) data shows a **30%** surge for those eager to walk in the frosty footsteps of heart-throb Jon Snow, where he famously battles Wildlings and White Walkers.

Landing in Croatia

A number of destinations in Croatia, another key filming location, have also enjoyed a tourism boom. The ancient city of Split on the Dalmatian coast has seen an uplift of nearly **120%** in searches. Fans of Daenerys Targaryen enjoy touring the city's walled Diocletian's Palace, the site of the Mother of Dragons' throne room.

The less well-known Croatian city of Sibenik, the site for the famous city of Braavos, has enjoyed a similar lift with hotel searches up **60%**.

The Dorne of Seville

Fans are also looking to the warm climes and epicurean lifestyle of Seville in Spain, with searches to the destination up **145%**. Seville was used for scenes set in Dorne, the most exotic of the Seven Kingdoms, where the ornate private estate of the House Martell stands.

Irish Charm

In the lead up to the much-anticipated season 7 premiere, Belfast has been on top of fans' wish lists. Having featured in almost all seasons, the wild and ragged northern end of the Emerald Isle is rumoured to become the jewel in the latest season's crown. With searches for Belfast hotels up nearly **120%** ahead of the season premiere, the destination is set to welcome thousands of fans in 2017.

Josh Belkin, Vice President & General Manager, North America at Hotels.com brand, said: "Game of Thrones has sparked the imagination of so many fans across the globe with incredible increases in searches to the show's striking filming locations. As experts in accommodation and enthusiasts for travel, we're thrilled to be able to facilitate memorable, rewarding stays for those who want to get close to the action. Along with so many around the world, we look forward to season 7 and to enjoying the stunning locations in which it's filmed."

From great houses to great hotels: Top hotels to stay at when visiting filming locations

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Myvatn, Iceland - Beyond the Wall

For the adventurous at heart, a stay at the trendy 3 star [Fosshotel Myvatn](#) is a must. A half an hour's walk from Lake Myvatn, the location used for filming Beyond the Wall. Also nearby are Myvatn Nature Baths and the dramatic Hverfjall Crater - perfect for an immersion into the wilderness that the Wildlings and White Walkers roam.



The [Fosshotel Myvatn](#) is available from \$325 per room per night.

Seville, Spain - Water Gardens of Dorne

The 3.5 star [Hotel Boutique Elvira Plaza](#) is a step into the lavish world of Dorne, the southernmost part of Westeros. This light, bright, beautiful hotel is just a stone's throw from Seville's majestic Alcazar, also known as the private palace residence of the House Martell.



The [Hotel Boutique Elvira Plaza](#) is available from \$118 per room per night.

Split, Croatia - Meereen

Want to stay like royalty? The 4 star [Bella Notte Di Spalato](#) is just the place. Situated next to the city's ancient Diocletian's Palace, this beautiful hotel is heavily influenced by its surrounding old-world architecture. Guests will enjoy wandering the narrow stone streets and exploring the hidden alcoves.

The [Bella Notte De Spalato](#) is available from \$247 per room per night.



Sibenik, Croatia - Braavos

Situated just outside the centre of Sibenik the 4 star [Heritage Hotel Life Palace](#) offers old world charm with all the decadent trimmings. Only a two-minute walk from the famous Saint James Cathedral – guests will stay right in the heart of this iconic city.

The [Heritage Hotel Life Palace](#) is available from \$212 per room per night.



Belfast, Northern Ireland - The Iron Islands

With its sumptuous, yet contemporary style, the beautiful 4 star [Malmaison Belfast](#) is the perfect contrast to the rugged landscapes found in this region. Northern Ireland plays host to a huge amount of s filming – but much of the action takes place at the Titanic Studios in Belfast’s Titanic Quarter. True fans can enjoy a studio tour and spot the stars on set.



[Malmaison Belfast](#) is available from **\$147 room per night.**

Essaouira, Morocco - Astapor

The ancient city of Essaouira is the filming site for Astapor, the home of the Unsullied Army. Stay in the 4 star [Dar L'Oussia](#), located along the old Portuguese fortification by the sea, where most of the filming of Astapor took place. This unique property features beautiful traditional Moroccan design with a modern stylish flare and is located only minutes from the beach.



The [Dar L 'Oussia](#) is available from **\$100 per room per night.**

Ait Benhaddou, Morocco - Yunkai the Yellow City

Located between Marrakech and the Sahara and made entirely of clay, Ait Benhaddou was chosen as the filming location for the slave trading city of Yunkai. Staying at the [Dar El Haja](#) guests couldn't get closer to the action. Visitors will feel like true desert wanderers as they roam the ancient streets of this Moroccan UNESCO World Heritage Site treasure.



The [Dar El Haja](#) is available from **\$67 per room per night.**

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For further information, please contact the Hotels.com press office on press.hotels.com/en_ca

Notes to Editors:

Prices quoted include taxes and fees and are subject to availability at the time of booking.

**According to a 2016 global study by [Parrot Analytics](#)

***According to 2016 [HBO data](#)

****Free night does not include taxes and fees. See full [terms and conditions](#)

***** Secret Prices are available to Hotels.com app users, Hotels.com™ Rewards members and individuals who unlock Secret Prices on the website by subscribing to Hotels.com by email. Secret Prices will be shown where the “Your Secret Price” banner is displayed on your search results. Available on selected hotels and selected dates only. Subject to full terms and conditions.

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