

# Tour Operator Guidelines

## Game of Thrones



tourism  
northernireland

These guidelines are supplied by **Tourism Northern Ireland** to facilitate the successful and legal operation of tours to sites that are connected with the popular television programme **“Game of Thrones”**. Our goal is to make sure that individuals receive accurate information about the tours and understand what they are purchasing. Any tour that does not meet these guidelines will not be promoted by **Tourism NI** and marketing materials will not be distributed in the network of Council operated visitor information centres.

- You may operate and advertise tours to locations where **“Game of Thrones”** has been filmed.
- The title **“Game of Thrones”** may be used in your printed materials and on your website in ordinary typeface, in a descriptive capacity. It may not be used in any way that suggests HBO sponsors, endorses, or is affiliated with your tour.
- You may not use the official **HBO “Game of Thrones”** logo to market or promote your tours, on any printed material or on your website.
- You may not use any images from **“Game of Thrones”** or any photos of actors in the Series to market or promote your tours, on any printed material or on your website.
- You should include a disclaimer on all marketing and promotional materials including on your website that clearly states that **“THIS TOUR IS INDEPENDENTLY OPERATED BY \_\_\_\_\_ . IT IS NOT SPONSORED, ENDORSED, OR AFFILIATED WITH HBO OR ANYONE ASSOCIATED WITH ‘GAME OF THRONES’”**
- You may link to the **HBO** website and the **HBO/“Game of Thrones”** YouTube pages from your website provided that you have a disclaimer prominently featured on the same page as the link.
- **“Game of Thrones”** sets are closed locations. You may not visit or encourage clients to visit any location while filming is taking place. We encourage you to focus on locations from previous seasons, which have already been featured in episodes of the programme that clients will have seen.
- You may not visit or encourage clients to visit private estates.