



FILMTOURISM

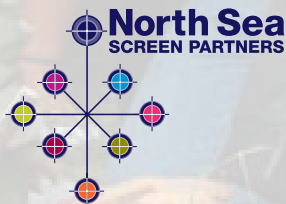
// A NEW PATH
FOR TOURISM?

Film Fyn



Film Tourism – New Opportunities for Danish Tourism?
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The Interreg IWB
North Sea Region
Programme

Shaping the future by working together
North Sea Region Interreg IWB Programme



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INTRODUCTION

CAN FILM TOURISM OPEN A NEW FUTURE FOR DANISH TOURISM?

We love a dark cinema – hot popcorn and a cold beverage – a good friend or partner by our side – and total immersion into a good story.

With Susanne Bier's fantastic movie "In a Better World" Denmark is once again on the map as a country that produces good films.

WE HAVE WON 7 OSCARS:

"Anna & Bella" by Børge Ring (1986, Best Short Animated Film)

"Babette's Feast" by Gabriel Axel (1987, Best Foreign Film)

"Pelle the Conqueror" by Bille August (1988, Best Foreign Film)

"Election Night" by Anders Thomas Jensen (1988, Best Short Film)

"This Charming Man" directed by Martin Strange-Hansen (2002, Best Short Film)

"The New Tenants" by Joachim Backkag (2009, Best Short Film)

"In a Better World" by Susanne Bier (2010, Best Foreign Film)

Nevertheless, we realize that until now we haven't been able to take advantage of either "In a Better World" or our earlier film successes in marketing Denmark.

Here lies an untapped source that can strengthen our tourist industry and further promote Denmark as a place worth visiting.

SUCCESS FOR FILM TOURISM ABROAD

New Zealand offers the universe of “Lord of the Rings” to curious tourists who want to follow in the footsteps of Frodo and experience the fantastic nature.

In England, you can wave a magic wand like the young wizard Harry Potter and experience the unique atmosphere of the films. More tourists are attracted when there is a specific “story” to explore.

Our neighbor country Sweden has also shown that it can think film, tourism and business into the same sentence.

In Ystad, there is a Wallander universe where guests can, among other things, enjoy a Wallander Cake – and in connection with the filming of Stieg Larsson’s Millennium trilogy about hacker Lisbeth Salander and journalist Mikael Blomkvist, Stockholm has seen growth in employment, commerce and tourism.

By targeting film tourism, growth is also possible in Denmark. Together, we can create greater turnover, better attractions and more overnight stays.

We have gathered new trends and tendencies in this handbook and we have attempted to make them as useful as possible so that you can get right to work.

Enjoy reading!

IN COLLABORATION BETWEEN:

FilmFyn // North Sea Screen Partners // Tietgen Business College
Syddansk Turisme // The Interreg IVB – North Sea Region Programme

CASE:

FINDING THE KINGDOM OF ARN

Swedish Jan Guillou's books about Arn the Knight Templar, who in the story is the grandfather of Stockholm's founding father Birger Jarl, provide the background for the Crusades Trilogy about Arn. The spellbinding story unfolds in the movies, where the gentle crusader Arn introduces progress and knowledge to his native country.

Shooting for the first Arn movie began in December 2006 and the movies premiered over the following years. Since then, the movies have been broadcast on TV in several countries.

POPULAR MOBILE GUIDE ABOUT ARN
The Swedish towns in the "kingdom of Arn" offer several tourist attractions based on the Arn universe. Many of them can be found on the official Arn Magnusson page on the internet: www.arnmagnusson.se.

The Arn universe includes a mobile guide, which, according to Anja Praesto, project manager for marketing and culture tourism in Västra Götaland, has been downloaded

about 4,000 times. She explains that the guide can be downloaded as an MP3-file. "It is free and provides items including guides, dramatizations and sound-bites of Jan Guillou reading aloud," says Anja Praesto.

THE FILMS HELPED SHAPE THE PROFILE OF THE AREA

Anja Praesto estimates that the Arn books have had a larger effect on the area than

IDEA

"We held a press conference for the movie in Skara Cathedral and it was also brilliant to have the world premiere in Skara. We picked that up from the Scots, who did a similar thing with "Braveheart," which premiered in the village of Sterling."

· *Anja Praesto, project manager for marketing and culture tourism in Västra Göteland.*



the films:

"The movies have also contributed to strengthening the medieval profile of the area. As well, they have attracted increased numbers of Norwegians and Danes to the area, where the most popular sights are the monastery Varnhem and Skara Cathedral."

When tourists visit the area they want to see the places where the films were shot.

"We have made a Movie Map, because

the real locations are not always the same as the film locations. We have also made an exhibition about the movie – but it has been taken down now."

Anja Praesto says that many tourists ask where Arn is buried.

"Some of them become downright angry when they discover that he is fictitious," she says.

A man in a dark jacket and blue shirt is walking on a cobblestone street. In the background, there is a building with a large red sign and a green sign that says "COCO". The man is looking to his left.

TRENDS AND TENDENCIES

Film tourism is all about creating experiences and thrilling universes for the tourists who choose to visit. Obviously, the incentive is increased turnover – and some of the examples in this book show that great profits can be made.

MIX THE NEW AND THE OLD

Several new opportunities including applications for smartphones, interactive Movie Maps on the internet and social/viral media make it possible to engage tourists in an entirely new way. For the tourism director or business person, it is important to understand how to take advantage, if you are so lucky, of film production in your vicinity. Classic tourist enterprises, such as guided tours and souvenirs, are also valuable, and the two approaches together create a synergy thereby further increasing the interest for film tourism.

CASE:

FOLLOWING IN WALLANDER'S FOOTSTEPS

Kurt Wallander, who haunts Ystad, is probably Sweden's most famous crime superintendant. The tales about him and the crimes that he has solved are well known from the many film and TV series produced in Swedish with Swedish actors.

In 2008, the BBC bought the rights to film Henning Mankell's successful novels and shot several films with Kenneth Branagh in the leading role as Wallander. This has increased the interest in and awareness of Ystad, as the films are shown in England and the rest of Europe. The town has been very good at taking advantage of Kurt Wallander's popularity and visitors to the town have several opportunities to follow in Wallander's footsteps.

FROM IPHONE-APP TO CAKES AND PASTRIES

Ystad has naturally developed a smartphone-app that includes a *Movie Map* so that tourists can find all the interesting locations in town. Several other offers to the tourist include:

- A hotel package that besides overnight stays includes guided tours to Wallander's Ystad.
- Homepages with maps and descriptions of locations.
- Fridolfs Konditori (where Wallander sits thinking over a cup of coffee) sells cakes called Wallander Bröd.
- At Sweden's oldest hotel, Hotell Continental from 1829, tourists can book Wallander's regular table under a crystal chandelier where, in the stories, he usually sits with his daughter when they have something to celebrate.
- Tourists can buy a guided tour to Ystad Studios, where the BBC production with Kenneth Branagh was shot.
- Tourists can visit the Cineteket that is an interactive film museum, center and gallery.
- Ystad's tourist office has several offers on sale: Wallander books in different languages, guided tours, a ride in a fire engine and several various Wallander packages, books in different languages, guided tours, a ride in a fire engine and several various Wallander packages.



ECONOMY:

SHOW ME THE MONEY

Film tourism creates increased turnover in a local area in a variety of ways in different phases. The initial financial profit for an area appears before the film has become a reality. When the film crew moves in to shoot the film in a specific vicinity, turnover increases. Everyone – from the stars to the assistants – needs to sleep and eat. There are also various criteria for financial support in different regions. For instance, in the area of FilmFyn (currently the four Southern Funen municipalities), film crews must provide turnover of twice what the film foundation FilmFyn invests in the production.

ANOTHER EXAMPLE OF HOW FILM CAN HAVE AN IMPACT

"Bend it Like Beckham" had a very positive impact on England's image in the East. This was the first commercial, western film that was shown in North Korea and China and it changed the inhabitants' impression of England.

It also made interest in women's football explode, helping to establish the first women's football team in India.

MORE TOURISTS - MORE PROFIT

The greatest possibilities for making profits are in connection with the film premiere and the subsequent interest in it – which might last for decades in the case of a cult film or a classic film. This can be seen in the figures presented by Laurence Bresh, Marketing Director in VisitBritain, in September 2009. When the movie "Pride and Prejudice," starring Keira Knightly opened, it brought more visitors and thereby more money to several of the places used as locations in the film. It premiered in 2005 and the following year showed increases in the number of visitors at the following locations:

- 10,000 more visitors at the Basildon Park manor house
- 20 percent more visitors at Burghley House
- 2,000 more visitors in the village of Stamford.

CHANGE OF IMAGE AND OPPORTUNITIES FOR COLLABORATION

The rise in numbers of visits is in part generated by the PR created by film companies for selling tickets to their movies. Local tourist organizations should take advantage of this PR. It creates positive publicity for the area, attracts more visits to local websites and opens potential contact to new markets and new collaborators.

THE EFFECT CAN LAST FOR YEARS

In 2008, a report from British Olsberg/SPI described how film and TV promote tourism in England. Here are some of the main conclusions:

- The effect is greatest when the film locations are stately homes, historic and religious buildings or beautiful landscapes and cozy villages.
- If the film attains cult status, like for example "Monty Python and the Holy Grail," the effect lasts for years.

FROM SENIORS TO FAMILIES WITH SMALL CHILDREN

Another remarkable example from the same English report is the Scottish village Tobermory with fewer than one thousand inhabitants. The village was chosen in 2003 as the backdrop for the children's program Balamory. That meant 160,000 extra visitors to the village. VisitScotland estimated at the time that the series contributed with five million pounds annually to the tourist economy.

This required, among many other demands, that local businesses made the quick adjustment from catering for seniors to catering for families with small children who needed children's menus and baby changing facilities.

CASE:

"MILLENNIUM" AND THE BLOSSOMING OF STOCKHOLM

Millions of people have read Stieg Larsson's books about Mikael Blomkvist and Lisbeth Salander. In Denmark alone 1.3 million copies have been sold and 20 million people across the globe have seen the movies.

Stockholm has understood how to take advantage of this and the city has seen a boom in employment, commerce and tourism.

A new survey estimates that the marketing value of the movies alone has run up to 960 million Swedish kroner.

The survey also shows that the movies have created jobs and growth on both local and regional levels. More than 10,000 tourists annually wander through the city in Salander's footsteps.

THE PRODUCTION ITSELF

Besides luring tourists to the area, the film production itself is a good business.

The large film crew needs to eat, sleep and be transported around the city – while shopping and simply being in the city.

In producing the three Millennium movies, more than 90 million Swedish kroner have been used in the region on salaries, purchase of services, accommodations and transportation.

"The creative trades that the film industry is a part of are important for Stockholm's competitiveness. The survey confirms that film is a strategic tool that can promote Stockholm internationally," said Olle Zetterberg, managing director for Stockholm Business Region to the newspaper Nya Affärer in April 2011.

The survey was initiated by Film Stockholm-Mälardalen, Stockholm Business Region Udvikling, Regionalrådet i Södermanland, Nyköping and Film i Södermanland and conducted by the firm Cloudberry in collaboration with Oxford Research.

Stockholm can expect even greater impact on its film tourism when the American versions of the Millennium films, starring Daniel Craig as Mikael Blomkvist, open in 2011.

”

“Saving Private Ryan”

After the premiere of “Saving Private Ryan” 40% more Americans visited Normandy in France.

Twilight saga clip

”

“Harry Potter”

The movies about the sorcerer's apprentice Harry Potter are filmed in several locations in England, each of which has experienced a rise in visits of more than 50%.

OPPORTUNITIES

In the following pages we describe the opportunities available for the tourist industry within film tourism, and how to ensure exciting and different experiences for tourists while increasing profits.

THE INTERNET IS ESSENTIAL

Everybody googles to some extent – and tourists also use Google and other search engines when planning their vacations. Therefore, it is essential to have the internet in mind when thinking about developing film tourism.

THERE ARE MANY ADVANTAGES TO USING THE INTERNET:

- It is a fast medium that is easy to update and maintain.
- It is accessible from the USA, Paris and Svendborg.
- The internet can create interaction with the users.
- Viral success is possible
(via people sending links and film clips through their networks).
- Possibilities for integrating social media like Facebook and Twitter.
- It is possible to reach your specific target group with internet advertising (Google adwords, Facebook advertising, banner ads)
- Internet makes it possible to measure precisely the number of visitors and the effects of your efforts.

USE FAN PAGES

To achieve success you naturally have to work for it.

Many films today have fan pages where fans exchange information and news about the movies, actors and locations. This is where you most certainly want to be visible to have success with film tourism. You could for example create visibility by being an expert or via advertising.

On foreign homepages (various media for example) you can choose to buy banner advertising that is only shown on the pages connected to the specific movie.

An example of a fan page is www.bellaandedward.com, which is about the two young lovers in the Twilight Saga.

HOMEPAGES FOR TOURISTS

Tourist homepages like VisitDenmark.com and VisitFyn.com can also provide subpages where tourists can read about the many exciting offers for film experiences – and also be able to book and make reservations online.

Many people dream about following in the footsteps of the actors (or drink the same coffee that the character does in the movie) and this should be as easy as possible for the tourists to do.

Another possibility is to add short film clips to the homepages and maybe quote some of the tourists who have already enjoyed visiting a film theme. Homepages should be optimized so that they can be found easily by search engines. It can also be of value to integrate items into Facebook and other social media to increase awareness of tourist offers.

GOOD FILM AND FILM NEWS SITES

WWW.IMDB.COM

WWW.SCOPE.DK

WWW.KINO.DK

WWW.BIONYHEDER.DK

WWW.FILMZ.DK



TIP:

Think of events when you are developing a concept. This will help ensure that things keep happening.

INVENTING NEW CONCEPTS

Some movies are so big and can attract so many visitors that they can provide the basis for a whole new concept regarding the movie, its environment and its story.

PETER PAN CONCEPT IN LONDON

In London, VisitBritain offers many different theme destinations. One of the family-friendly themes is a concept based on Peter Pan.

VisitLondon has several suggestions:

For example, you can visit the London Zoo and see crocodiles, which represent a central figure in the Peter Pan story.

You can also visit the Peter Pan Café at the Great Ormond Street Hospital, which received the rights to the story from Peter Pan's creator J.M. Barrie. The hospital is decorated with statues of Peter Pan and Tinkerbell and has a collection of Peter Pan memorabilia on view.

The concept also includes a comic book store, a book shop, a clothing shop and a theater show. It includes as well, of course, J.M. Barrie's home and places in London that he frequented.

In Kensington Gardens, the backdrop for several scenes from the movie "Finding Neverland" starring Johnny Depp and Kate Winslet, film tourists can take a guided tour.

There is even a swimming competition in Hyde Park every Christmas called the Peter Pan Cup.

SMARTPHONE APPLICATIONS

The market for small programs – apps/applications – for smartphones such as iPhone and Android has exploded in a relatively short time.

Many consumers have already gotten used to using the telephone for much more than conversing and texting.

The Dansk Bank, for example, gained new customers and improved its image by being the first to use a bank-app.



FILMFYN APP

The global tourist industry has also become aware of the small apps. The municipality in Ystad has a Wallander-app that leads tourists around town.

In Denmark, FilmFyn has recently developed a demo of a new location-app in collaboration with Tietgen Business College and North Sea Screen Partners.

Tourists can choose between “locations,” “films,” and “about” from the main menu. An arrow on a map shows directions to interesting places and information about the places can be read directly on the screen. Using the telephone – always at hand – tourists can explore Southern Funen from a film perspective.

Find FilmFyn's App at www.filmturist.dk

PR

- TELL THE STORY!

If film tourism is going to have a chance to be a success in your vicinity it needs guests. And to attract guests, people have to know that the possibility even exists. It is a good idea to consider using PR – that is, get the press to write about your endeavors. There are many advantages to PR, but the most important in this connection are probably:

- Wide appeal for fewer means
PR can be a good supplement to expensive advertising. PR costs time and resources in relation to showing journalists around and making press tours and press releases, but it can reach a wide audience and become a good way of creating alternative visibility.
- Creates credibility and gets read
All studies show that editorial material – i.e. articles – have greater impact and credibility than bought advertisements. They are more widely read and leave deeper impressions on the reader. That is why PR is a good investment.

FILM ON MAPS

- ONLINE AND OFFLINE

Online Movie Maps and descriptions of locations are easy to get lost in – even if you don't have plans to go on a trip right now. At www.movie-locations.com you can, for example, in a series of clicks read that "Babette's Feast" was shot at Dragsholm Castle, in Mørup Church and at the Guard Hussar Regiment in Næstved.

You can also read that earlier you could order the fantastic menu from the movie at Glostrup Park Hotel – "but sadly no longer" according to the page.

INTERACTIVE MAPS

Another example is VisitMalta's homepage.

On the interactive map you can click on to a number of items – including film locations. It is fun to read that the Blue Lagoon has been used many times in films – most recently in a diving scene with Madonna in "Swept Away." On the little island of Comino you can find St. Mary's Tower, which was used in "The Count of Monte Cristo."

READ MORE ABOUT SOUTHERN FUNEN LOCATIONS AT WWW.FILMTURIST.DK

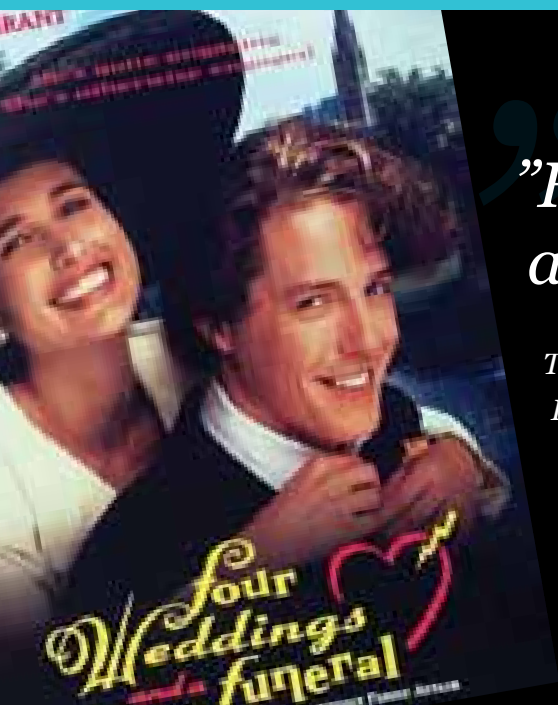
TIP:

Some Movie Maps are more commercial than others. The map itself is free, but there are various forms of advertising and opportunities to buy the movies, soundtracks and different merchandise.

NICE EXTRAS

England offers its tourists several different Movie Maps – both online and in hard copy.

The BBC has a version on www.bbc.co.uk/arts/filmmap/ where you can click forward and read about the different places and not least “behind the scenes” material. For example, the story about the hotel that was used in the movie “Four Weddings and a Funeral.” The room was booked by a couple for their honeymoon. They arrived a bit early and the film crew was still shooting scenes. By way of consolation, the couple received dinner and champagne as well as autographs from the leading stars (Hugh Grant and Andie McDonald, ed.).



“Four Weddings and a Funeral”

The Crown Hotel in Amersham, England, has been fully booked for three years after the premiere of the movie “Four Weddings and a Funeral.”

”Troy”

Tourism in Canakkale in Turkey has risen by 73% after the movie “Troy”

CASE:

THE SOUND OF MUSIC STILL RINGS

For more than 40 years, the movie of the musical “The Sound of Music” has attracted tourists to Salzburg in Austria.

The movie, from 1965, is based on the true story about the Trapp family, who today live in the USA. When the Broadway musical was filmed, it was nominated for 10 Oscars and won five. It has had an enormous impact on the image of Salzburg.

“The Sound of Music” fever is still alive and still ensures a constant stream of tourists to Salzburg, which is also known as Mozart’s birthplace. In 2005, “The Sound of Music” was again produced on Broadway and in 2007 it was on the playbill at the Palladium Theatre in London.

TOUR GUIDES ARE POPULAR

Three different tour manager companies in Salzburg offer tours with a “The Sound of Music”-theme. These tours have 80,000 visitors a year.

The city also has a “The Sound of Music”-show which has 20,000 spectators a year, while a puppet theatre above the show attracts 4,000 guests.

ATTRACTS THOUSANDS OF VISITORS

In 2006, a survey showed that 100,000 visitors came to Salzburg expressly because of “The Sound of Music.” Another 200,000 mentioned the musical as one of several reasons for their visit. Salzburg uses the musical in its tourist activities. Actors from the musicals, like members of the Trapp family, are invited to various events in Salzburg.

”*Dances with Wolves*”

Fort Hayes in Kansas increased its number of visitors by 25%, where earlier it had had a gain of 7 percent.

SOUVENIRS ARE MEMENTOS FROM VACATION

– AND THE MOVIE

We long for and dream about vacation during the busy work day. The reason we take home fond memories and souvenirs is so that we can dream back to the relaxation and events of vacations. This is worth using in connection with film tourism. Souvenirs and merchandise are another source of income for an area.

A HUGE INDUSTRY

The Harry Potter movies, for example, have created a new industry for merchandise products. Although it might be aiming a bit high for most films, it does provide inspiration.

Besides Harry Potter books and movies, tourists can buy:

- Soundtracks
- Stuffed Hedwig (Harry Potter's owl)
- Magic wands
- Scarves
- T-shirts and other clothing
- Hats and caps
- Bags
- Key chains
- Pillows
- Picture frames

HOTELS AND RESTAURANTS:

WITHOUT FOOD AND DRINK (AND SLEEP)...

...THE HERO IS NO GOOD

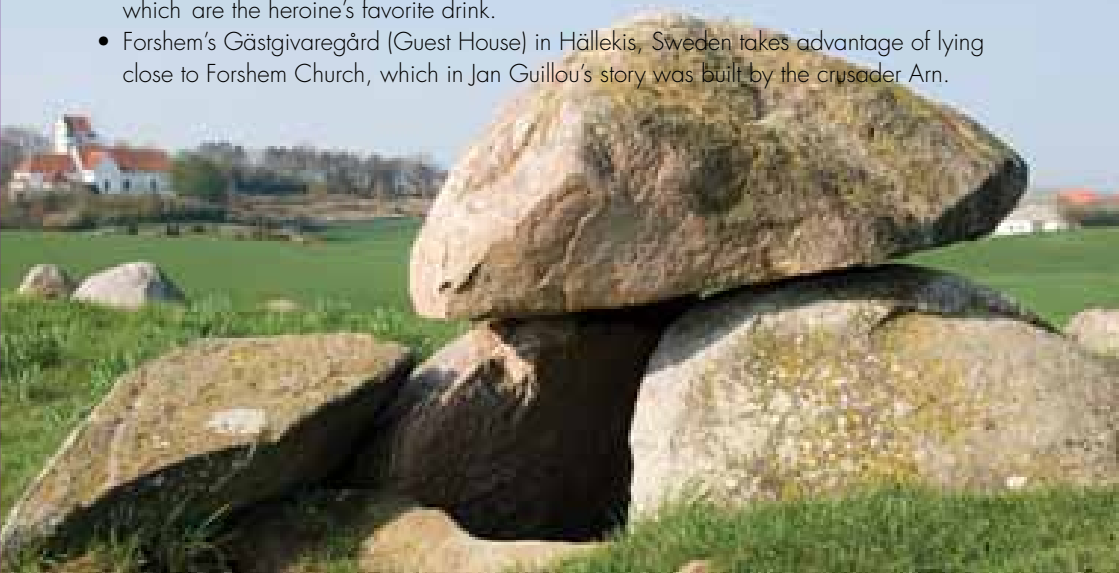
What is true for the world of film is true in reality.

Tourists must have something to eat and drink while they are on guided tours, trying the latest smartphone-app or visiting exhibitions and museums. And when they are tired after a long day of activity and impressions, they need a place to sleep.

FROM PASTRIES TO DRINKS

Around the world are many examples of how restaurants and hotels have discovered ways of marketing themselves based on films and TV series.

- The café where J.K. Rowling wrote her first book about Harry Potter still gets visits daily from tourists who ask where she sat as she wrote.
- A local bakery in Ystad sells a cake called Wallander Bröd – and at the hotel you can sit at Wallander's usual table.
- The Parisian hotel where Carrie and the love of her life Mr. Big stay in the movie "Sex and the City" offers a "Sex and the City" stay – complete with Cosmopolitan cocktails, which are the heroine's favorite drink.
- Forshem's Gästgivaregård (Guest House) in Hällekis, Sweden takes advantage of lying close to Forshem Church, which in Jan Guillou's story was built by the crusader Arn.



ROMANTIC “RED ROSES” IN GERMANY

An example of how a TV series can strengthen a town and its tourist industry is “Rote Rosen.” “Rote Rosen” is a German TV series that was filmed in the town of Lüneburg. The entire town has practically adopted the drama series, and offers guided tours and special offers to tourists who want to soak themselves in the universe of the red roses.

Jürgen Wulf from Lüneburg Marketing knows how important the TV series is to the town.

““Rote Rosen” attracts tourists to the town – even from abroad. The series has been shown in Austria, Switzerland and Italy,” he says.

“We have observed that there are many guests in Lüneburg who come here because they want to see the surroundings in our town, which they recognize from the series. But we do not have surveys or figures that show how much impact it has had,” says Franziska Müller from Lüneburg Marketing.

Lüneburg is a historical town and it has a variety of special offers for both fans of the TV series and other curious visitors:

- A daily guided tour and lunch at a historic restaurant in town.
- An overnight package includes two nights with breakfast, a stroll through Lüneburg, a typical lunch, coffee and cake at a hotel known from the series and a little souvenir.
- Guided tours.
- A fan shop with a large assortment of souvenirs.

”

“Pride and Prejudice”

*Visits to beautiful Lyme Park in Cheshire
have risen 150% since the TV series*

“Pride and Prejudice.”



THE MOVIE PREMIERE

– ROLL OUT THE RED CARPET

The movie premiere smells of glamour, the red carpet and cold champagne in tall stemmed glasses. This is the type of glamour we need to hang on to in film tourism because it is what lures people to the area for an extra experience.

Therefore, it is important to use the premiere to create noticeable sensations.

GOOD IDEAS

Everything needs the right, attractive packaging – and you must remember to use your local journalists and create effective PR events along the way.

If you are arranging a film premiere you can:

- Invite VIP guests
- Invite the actors
- Arrange for chauffeured limousines
- Plan a creative after party
- Make a special screening for the press
- Publish brochures and flyers about the area and its film tourism
- Advertise for the area via short commercials before and after the films

Other than the Harry Potter movies, Almwick Castle has been used for movies such as "Elisabeth" starring Cate Blanchett, "Robin Hood" starring Kevin Costner and "Mary Queen of Scots" with Vanessa Redgrave, as well as "Becket" with Richard Burton.

CASE:

WAVING THE MAGIC WAND LIKE HARRY POTTER

First came the books

Then came the movies.

And then came the tourists.

The world just couldn't get enough of the little orphaned boy with eyeglasses, Harry Potter. Recently, the film company Warner Bros. announced plans to open a Harry Potter attraction called Warner Bros. Studio Tour London in 2012.

In the studios, tourists will be able to wander through the Great Hall at Hogwarts' school of wizardry, visit Rector Dumbledore's study and see several of the costumes worn by the actors in the movies. There is already a "Wizarding World of Harry Potter" at Universal Studios in Orlando, Florida.

MUSEUM, ACTIVITIES AND EVENTS

Almwick Castle was the location for Hogwarts in the movies. The movies have meant many more visitors to the area and thereby more profit. Almwick Castle is not only impressive architecture, but also offers a wide selection of activities for children. You can read more about the castle at www.almwickcastle.com.

WHEN THE TRAIN STATION BECAME AN ATTRACTION

Children and other adventure seekers make pilgrimages to the train station at Kings Cross in London to look for the secret platform from the books. This is where the young wizard first departed for Hogwarts. Departure is from track 9 ¾, which young future wizards find by running into a brick pillar.

The place is so well-visited that the authorities set up a track 9 ¾ to avoid having tourists on the real platforms. A luggage trolley has been run into the wall so that there is a photo-op for tourists who want a photo of themselves "on location."

SUCCESS FACTORS

There are many critical factors if tourist organizations in a specific region want to gain success with film tourism.

THE FILM/THE MANUSCRIPT/THE STORY

The first factor for film tourism is to find a movie that is so good that people will want to travel to the vicinity to experience the mood of the movie; or that tourists at least will want to use part of their vacation to dive into the universe of a movie.

There has to be a good story and the film has had to be popular. A good example is the Harry Potter movies, which we referred to earlier. Flocks of loyal fans want to follow in his magic footsteps.

FAMOUS ACTORS

For a film to be successful – and thereby make way for film tourism – it is often the rule that a good “sales factor” is famous actors in the film. Many people are interested in celebrities, so there is an even bigger draw for tourists if a famous actor has appeared in the movie.

In 2011, the Millennium movies will premiere with the famous Bond-actor Daniel Craig in the main role as the journalist Mikael Blomkvist. Film tourism in Stockholm is expected to rise distinctly.

SCENES WITH LANDSCAPES, BUILDINGS, ETC.

There has to be something to see for the tourists who choose to visit an area because a film has been filmed there. So there must be “shots” of landscapes, buildings and historical events in the movie.

One specific example is Lynne Park – where Mr. Darcy appears in a wet shirt after falling into the lake in the TV series “Pride and Prejudice.” There were 32,852 visits there in 1994. The following year, the figure had risen to 91,437. Two years later, the Mr. Darcy effect was still measureable.

MEDIA EXPOSURE

The greater the movie's or TV series' exposure, the greater the chances for tourists being willing to travel far or near for an experience of the film's universe. This is apparent with “The Lord of the Rings,” which has had massive media exposure and a positive effect on tourism in New Zealand.



CASE:

DREAMS OF A TURNOVER IN THE BILLIONS

When all the critical factors have fallen into place, the tourist manager can begin to think big.

The upcoming Pixar movie "Brave" is expected to have such an impact on tourism in Scotland that the tourist industry will make a turnover of one billion pounds – compared to a turnover in 2010 of 827 million pounds. Mike Cantlay from VisitScotland has recently said in www.citmagazine.com that he expects a flood of team-building and thematic events in the wake of the movie and that the movie will put new focus on Scotland – a country that has earlier experienced the positive effects of film tourism on the tourist industry with, e.g. "Trainspotting" and "Braveheart."

"I expect that "Brave," which takes place in a mysterious and robust Scotland, will introduce a new generation to the country and we aim to raise our annual business-tourism turnover to one billion pounds – hopefully already next year," he says. "Brave" opens on 22 June 2012.

POSSIBLE FLIES IN THE OINTMENT

A case study of Yorkshire in England has shown that there can be occasional negative consequences of film tourism. Yorkshire was chosen because several popular British TV series have been filmed in the area.

Possible negative consequences:

- Tourists can be disappointed if the vicinity does not live up to the image prior to the visit. Tourists have great expectations and expect a certain amount of authenticity.
- If a destination has great success in attracting tourists, the residents of the area might feel "besieged" and lose a sense of privacy.

The study of Yorkshire was published in 2012 by Noelle O'Connor, Sheila Flanagan & David Gilbert. The study was made by interviewing film tourists and stakeholders.

RIGHTS

Before the tourist manager or business person begins to market his/her area or restaurant with the title of the movie, it is important to have clear agreements with the film producer.

It is to everyone's best interests that everyone is in agreement regarding how the film may be used for marketing.

CASE:

GO EXPLORING LIKE FRODO

Denmark got good publicity in connection with "The Lord of the Rings." One of the heroes was played by Danish-American Viggo Mortensen, who liked to tell about his Danish Aunt Tulle and summer vacations in Denmark, where he played pirates and soldiers with his cousins and so was well prepared for the role as the sword swinging hero.

Denmark got good press, but nothing compared to what "The Lord of the Rings" movie series has meant for New Zealand. Peter Jackson, the director of the films, comes from New Zealand and he chose to use the beautiful and varied nature of his native country to bring Tolkien's universe to life. More than 150 different locations were used and have since been recycled by the tourist industry.

BY SEA, BY LAND AND BY AIR

Tourists in New Zealand can visit the Realm, where the hobbits lived, or walk along the same paths as Frodo and Sam. In reality, the route is called Tongariro Crossing and is often described as the best one-day hike in the world. Other places in New Zealand offer helicopter rides and tourists can choose to drive, bicycle or ride horseback to some of the more dramatic places.

THE LURE OF "INSIDER INFORMATION"

Many places offer tourists guided tours with local guides who worked on the film set and therefore can lure tourists with "insider information." One offer goes: "Fly with the pilots who filmed "The Lord of the Rings". People who offer tours in New Zealand are good at including special offers in their packages. It's possible for example to try out exact copies of Aragorn's sword or the magician Gandalf's wand.

FACTS - HEAPS OF SOUVENIRS

Like "Harry Potter," "The Lord of the Rings" offers heaps of souvenir possibilities: from swords and capes to copies of the original ring that was specially designed for the film.





OF PARTICULAR INTEREST FOR...

We have gathered a few good tips for particular professions – yours might be included. Have a look at the relevant sections and use the book as a handbook.

OF PARTICULAR INTEREST FOR RESTAURANTS: OFFER SPECIAL EXPERIENCES AND MENUS

"A Wallander menu, please!"

"Can I order a cup of black coffee à la Salander?"

"May I sit at the same table as Carrie Bradshaw?"

Can you imagine the scenarios above in your restaurant? Or situations that are similar, but of course relevant to your vicinity.

STAY TUNED

As a restaurant owner, you have several possibilities if you want to ride on the wave of a film's success.

The most important thing for you is that you have something that can link your product with the movie – i.e. that there is a scene from your restaurant in the movie or a specific menu/dish/drink in that connection that you can sell.

If you know that a film is going to be shot in your vicinity, be investigative and contact the film company. Maybe they are looking for a restaurant just like yours.

If an interactive *Movie Map* has been made, try to get your restaurant mentioned. Let the public know via PR that your restaurant has something to do with the film.

See the sections in this book on PR, *Movie Map*, applications for smartphones.

TIP

Husk at udnytte det i din markedsføring og skriv det i dit menukort, hvis din restaurant har været eksponeret i en film. Ellers ved dine gæster slet ikke, at de har mulighed for at snuse til filmlivet hos dig.



OF PARTICULAR INTEREST FOR HOTELS: A UNIQUE CHANCE FOR MARKETING

Hotels want to be remembered for something good and interesting – but it can be difficult to stand out. Film tourism provides a unique possibility.

If your hotel has been used in a film production, remember to draw attention to this in your marketing and in your product packages – by agreement with the film company.

- You can make special overnight “film stays.”
- You can offer menus inspired by the film.
- You can bring attention to a table used in the film.

And most important: remember to tell about it!

See the sections in this book about PR, Movie Map and applications for smartphones for more inspiration.

OF PARTICULAR INTEREST FOR THE TOURIST INDUSTRY: MAKE IT HAPPEN!

If as a tourist manager you dream about film tourism in your vicinity, it is very important that you make it happen!

Cooperate with your municipality or region to make a plan for how it can happen. The first step is to make sure that there will be a film production in your vicinity.

In order to attract a film crew, there are some basic conditions that must be in order. The film crew needs:

- Catering
- Overnight accommodation
- Logistics

In other words, there must be a solid base that can afford a substantial production in your vicinity.

OPEN A DIALOG

It can be a good idea to keep an open dialog with the film company so that you can address opportunities when they arise.

REGIONAL FILM FOUNDATION

In Europe, there are more than 70 regional film foundations like the Danish FilmFyn and Den Vestdanske Filmpulje. Establish a working relationship and make contact to the film foundation near you.

Regional film foundations attract film productions and make different demands to film productions. Read more about e.g. FilmFyn at www.filmfyn.dk and other regional film foundations at www.cineregio.org.

AFTER THE FILM

After the film has had its premiere, it is important to take advantage of any press and PR that your vicinity has received via the film.

See the sections in this book about smartphones, Movie Map, internet, guided tours, hotels, restaurants and souvenirs/merchandise.

TIP

See how they do it:

England: <http://www.visitbritain.uk/campaigns/film/index.aspx>

Ystad Sweden: <http://www.sallanderystad.se/>

OF PARTICULAR INTEREST FOR TOUR GUIDES: GET ON THE INTERNET

It is essential for you as a tour guide to promote your tours on the internet. Tell about your tour – offer “taste-tests” and images; quotes from earlier guests often have a positive effect.

It's also a good idea to make sure that your guests can book online. Give your guests the “full package” – pick them up at their hotel and bring them back again afterwards. Offer them food. Let them see props from the movie and buy relevant souvenirs, etc. rekvisitter fra filmen, at købe relevante souvenirs og så videre.

”Braveheart”

A year after the premiere of “Braveheart”, the number of visitors to Wallace Monument in Scotland tripled.

OF PARTICULAR INTEREST FOR THE FILM INDUSTRY

CONSIDER TOURISM – IT CAN PAY OFF

If you are part of the film industry, it can make sense to choose the right location for your next film.

A place that is ready to commit to the production and become an active partner in the project. Mutual satisfaction for both parties has great potential. For the film producer, it is a bonus to be able to draw on local strengths and knowhow and to get good tips about the vicinity.

It is also worth considering that all the PR and awareness created about the film in the local area helps boost interest, ticket sales and dvd sales – all with positive effects on earnings.

USE WHAT ALREADY EXISTS

We encourage people in the industry to explore the chosen vicinity and take advantage of existing possibilities already during the planning stages of a film production.

You might want to explore historical buildings, beautiful landscapes, restaurants, attractions and historic events.

As a service to the local vicinity, mention it in the screen credits or in scenes in the movie e.g. on road signs, a caption to a scene, etc.

See the sections in this book about PR, the film premiere, souvenirs, the internet, apps for smartphones and interactive Movie Maps.



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