

# Screen Tourism

WHAT IS IT AND HOW YOUR  
BUSINESS CAN BENEFIT



Vogue Magazine Harry Styles at Seven Sisters Country Park

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# WICKED LITTLE LETTERS

STUDIOCANAL and FILM4 Present A BLUEPRINT PICTURES and SOUTH OF THE RIVER PICTURES Production in Association with PEOPLE PERSON PICTURES "WICKED LITTLE LETTERS" OLIVIA COLMAN JESSIE BUCKLEY ANJANA VASAN  
JOANNA SCANLAN GEMMA JONES MALACHI KIRBY LOLLY ADEFOPE with EILEEN ATKINS and TIMOTHY SPALL JOHN JINA JAY and SARAH BRIDGE NICK ANGEL \*MI ISOBEL WALLER-BRIDGE \*MIRA DENISE KIM \*JOHN CHARLOTTE WALTER  
\*MIRIAM CRISTINA CASALI \*MELANIE ANN OLIVER and \*JONNY BEN DAVIS and \*EMMA MAGER \*JOHN ANNA MARSH \*NON HALPERN \*JOE NAFTALIN \*OLIE MADDEN \*DANIEL BAITSEK \*FARIHANA BHULLA \*DIARMUID MCKEOWN \*BEN KNIGHT  
\*TOM CARVER \*JONNY SWEET \*SIMON BIRD \*GRAHAM BROADBENT \*PETE CZERNIN \*COMING SOON \*ED SINCLAIR \*OLIVIA COLMAN \*JO WALLETT \*JONNY SWEET \*THEA SHARRUCK

## WHAT IS SCREEN TOURISM

Screen tourism is all about film and TV series bringing real-world places to life on screen and people wanting to visit them.

We will explore how locations can increase the number of visitors, enhance its capital value and increase revenue.

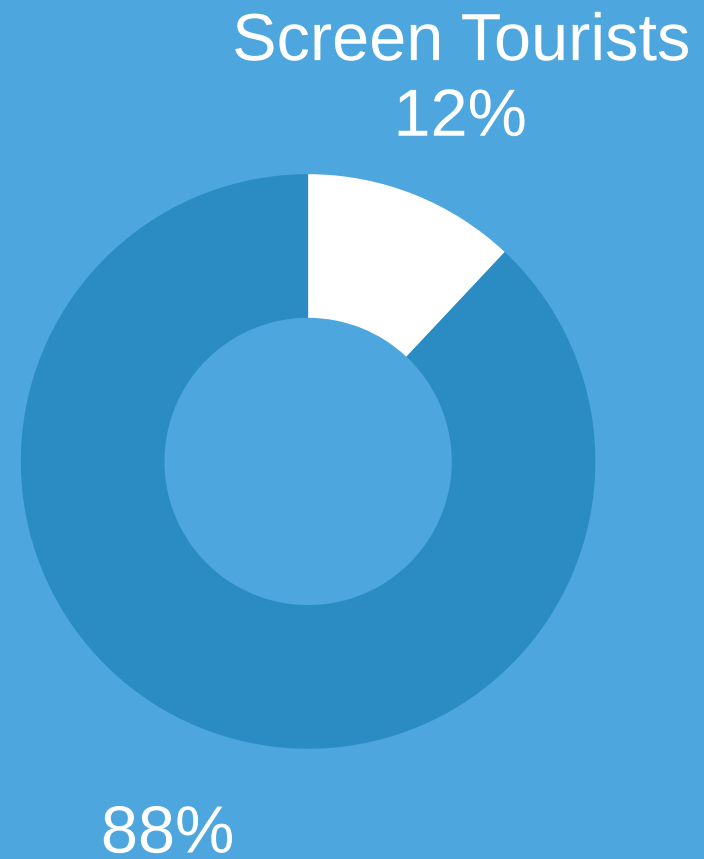


**892.6**  
MILLION

INBOUND TOURISTS SPENT AN  
ESTIMATED  
£892.6 MILLION  
IN FILM-RELATED SCREEN  
TOURISM IN THE UK IN 2019 ALONE.

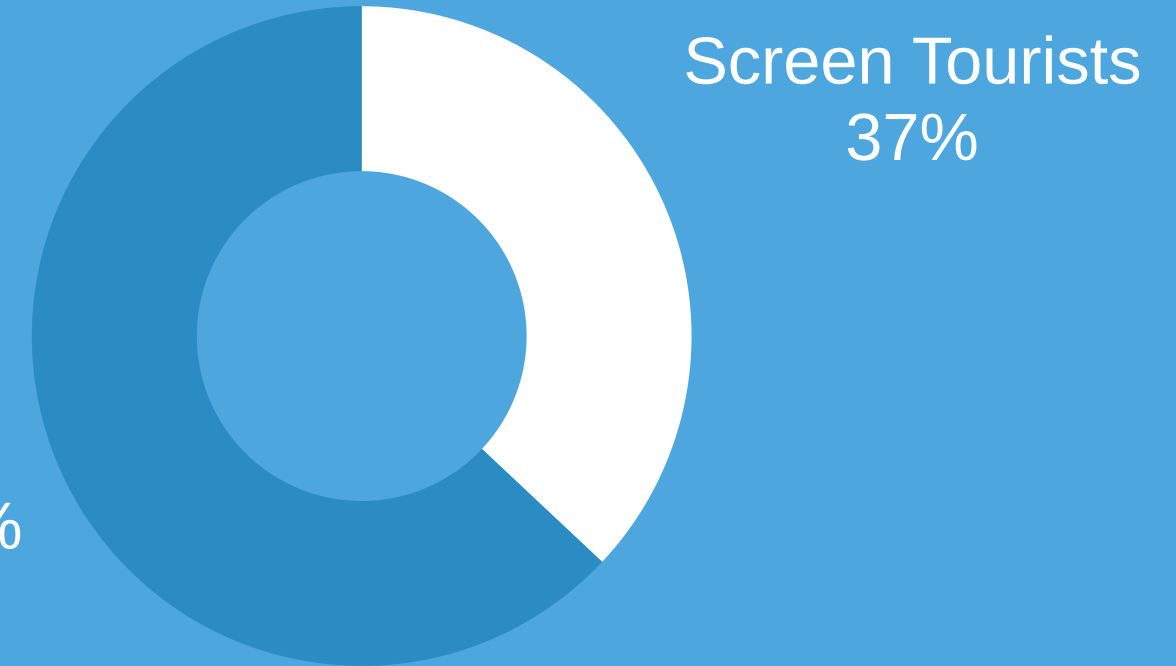
# DATA SOURCED BY VISIT BRITAIN

## DOMESTIC TOURISTS



63%

## INTERNATIONAL TOURISTS



61%

## EXPEDIA BOOKINGS 2023



# CASE STUDIES



**ALNWICK CASTLE**

The home of Hogwarts generated £4.3 million in screen tourism spending in 2014.



**BATH**

At least £1.5m will be driven into the local economy due to the success of 'Bridgerton'.



**WEST BAY, DORSET**

Local businesses have seen an increase of approx 47% due to the filming of Broadchurch

# WHAT DRIVES SCREEN TOURISM

01. Popular and long-running productions
02. Period dramas and various genres, like family-friendly, fantasy, and sci-fi
03. Recognisable landmarks and iconic locations
04. Natural landscapes such as cliffs and forests
05. Location doubles



Wicked filmed at Seven Sisters Country Park

# BENEFITS FOR BUSINESSES

01

## INCREASED REVENUE

Aside from obvious tourism revenue, screen tourism can boost local businesses, creating a ripple effect of economic growth.

02

## BRAND AWARENESS

Exposure in films and TV shows promotes destinations, attracting tourists inspired by on-screen locations.

03

## CULTURAL PROMOTION

Screen tourism highlights a destination's culture, landmarks, and traditions, fostering appreciation and encouraging preservation efforts.

04

## NEW OPPORTUNITIES

Screen tourism brings new opportunities for partnerships, collaborations, and marketing strategies.



The Repair Shop - Weald & Downland Museum

# PRE-FILMING TIPS - HOW TO GENERATE MORE SCREEN TOURISM



## RESEARCH

Find out productions in development or pre-production and make contact the location manager



## MULTI-AGENCY

If you are managing the filming enquiries in-house, register with multi-agencies for maximum exposure



## SOCIAL MEDIA

Post images of your location regularly on social media and highlight the types of productions your location will suit.

# DURING FILMING TIPS

## HOW TO MAXIMISE ON THE IMPACT



### CONTACTS

Make contact with the Production companies PR agency, the source of useful information such as release dates and marketing material



### VISITORS

Some productions will allow visitors to watch filming (very quietly!), which is great for business.



### PHOTOS

If agreed by the producer, take loads of photos during set up, filming and wrap.



# POST FILMING TIPS

## ENHANCE TOURISTS EXPERIENCE



### ● KNOWLEDGE

More information about specific locations and the production. Provide maps and guides as the location can often appear differently in real life.



### ● MARKETING

Include film and TV exposure to marketing and PR campaigns, work with local DMOs to maximise the value of the productions.



### ● INTERACTIVE ACTIVITIES

Screen tourists may appreciate interactive activities or experiences related to the film or TV show, such as guided tours, themed events, or hands-on workshops



## **MANAGING EXPECTATIONS**

- Not all productions will have big attraction appeal.
- Locations can be changed in edit and sometime do not make the final cut
- Not all locations will have the infrastructure to support a screen tourism development

# FEEDBACK FROM FILMING LOCATIONS IN ENGLAND

01. “Ensuring that the amounts quoted are going to cover the costs, as you need to be flexible which can have an impact on other income streams”  
Sian Fraser, York Conferences
02. “Biggest factor is learn to be flexible with the crews and also make sure your site is fully respected”.  
Helen O’Kane, Puzzlewood
03. “Excellent communications skills between all parties (consultation) is crucial. Local Authorities such as Manchester have their own unique logistical issue’s.”  
Stephen Upton, Manchester City Council
04. Additional security supplied to crew - ensure they are polite and spend time speaking to visitors. Set up viewing areas to avoid scrabbling all over the place to see. Always explain filming onsite prior to taking any money.  
Helen O’Kane, Puzzlewood
05. “We offered discounted admission due to some of the rooms being closed”.  
Vikki Stronge, Haddon Hall & Estate
06. We staged a temporary exhibition about the film which has now been running for more than a year and continues to attract more than 80% of our visitors.  
During filming, production companies are generally not ready to promote the film / programme yet, so on site promotion is extremely difficult if not altogether unlikely to be achievable.  
Katherine Lynch, Bletchley Park

Data sourced from Creative England





**THANK YOU**

## Useful Links:

### **Creative England - Screen Tourism Toolkit**

<https://www.filminginengland.co.uk/wp-content/uploads/2020/09/ScreenTourismToolkit.pdf>

### **Visit Britain - Inbond Tourism Forecast 2024**

<https://www.visitbritain.org/visitbritain-publishes-inbound-tourism-forecast-2024>



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