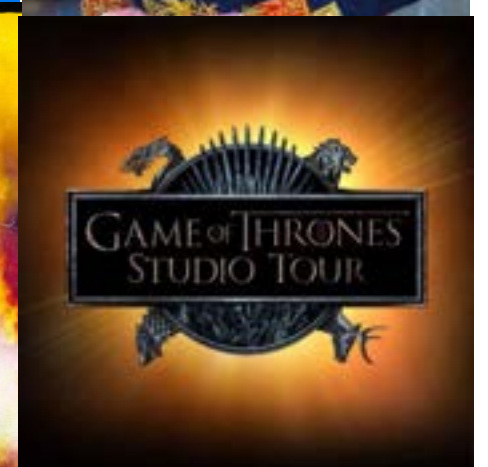


'Set Jetting'

Why do we all want to be screen tourists?

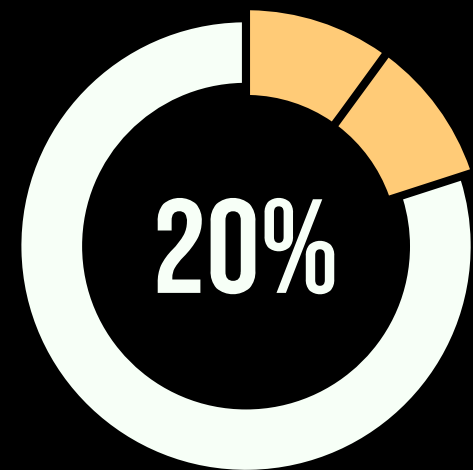




**Why is everyone talking about
Screen Tourism right now?**

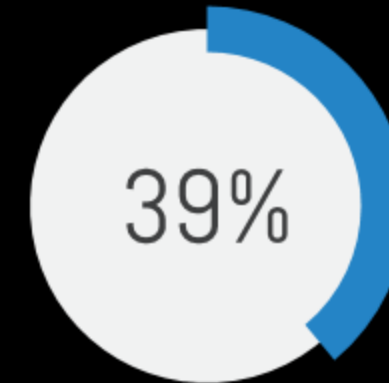
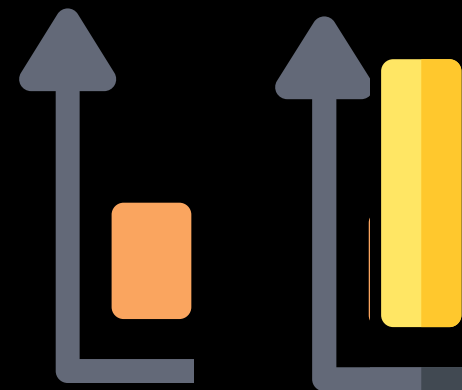
The IMPACT on Travel

In 2015, 1 in 5 people visiting Britain were influenced by film or TV



In 2019 travel patterns show that trips based on films and TV shows doubled in five years.

In 2022, **Netflix** found its subscribers were 2.4 times more likely to put a destination top of their travel list, after seeing it in a show



In 2023, **Expedia** are now telling us that nearly 40% of trip bookings are due to film or TV content

Skyscanner's 2024 travel trend '**main character energy**': Nearly 50% of US outbound visitors are inspired to book/travel following something they've seen on screen.



In 2025, **VisitBritain** research highlights **9 in 10** potential visitors to UK have been influenced by film or TV.



#starringgreatbritain

from idea to...



...actual travel

Screen tourism is all about getting a fix!



Viewer

You make a new friend/
you fall in love....



And then just
like that they
disappear!



So we go in search
of the next fix



Visitor

SET-JETTING From White Lotus to the Traitors in the Highlands, two thirds of travellers say film & TV influence their trips

It's not just Emily in Paris and White Lotus that are inspiring destination tourists these days

James McIvor
Published: 9:01, 16 Oct 2024 | Updated: 17:30, 16 Oct 2024



Netflix is changing the way Britons travel – and that may not be a good thing

From Bath to South Korea, hit Netflix shows are increasingly inspiring travel plans. But is all the attention a good thing?

By Emma Beaumont, TRAVEL WRITER
19 October 2022 - 5:07pm



10 places to visit your favorite TV shows and films in 2023

Step into the world of today's biggest hits, from *The White Lotus* to *Black Panther*.



All the filming locations in The Last of Us — and how you can visit them

It might be set across the continental United States, but a tour of the shooting spots for HBO's post-apocalyptic series will take you to the cooler climes of Canada. Wrap up warm

Jack King

10 March 2023



2025 Set-Jetting Forecast



Ted Lasso Season 3: The filming locations to visit in London



Expedia spotted Set-Jetting as an emerging travel behaviour in 2023, and entertainment on screen is still growing as a source of inspiration. Two-thirds of travellers say that movies, streaming services and TV shows have influenced their travel choices and 36% say that TV and films are more influential on their travel plans than the

AA luxurylondon.co.uk

You Season 4: The filming locations to visit in London



The Washington Post
Democracy Dies in Darkness

By The Way

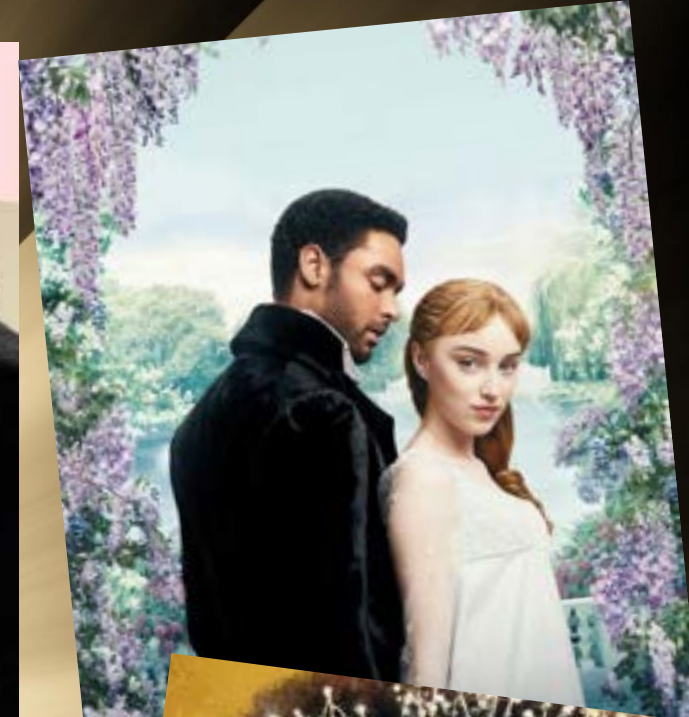
The Duttons are fake, but the 'Yellowstone' tourism boom is very real

Fans are coming to Montana to live their best cowboy life. That comes with positive economic effects, but misconceptions, too.

Updated November 2, 2023



The Bridgerton Effect



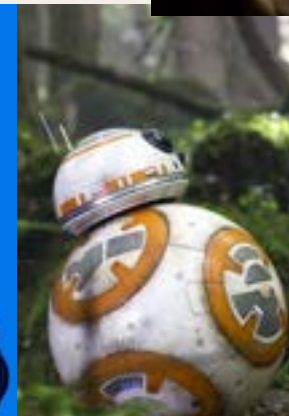
£275 million boost to the British economy over the last 5 years

... so does your drama need to be wisteria-clad to succeed?

How do you know if you've got a winning Film or TV programme?

The short answer is you don't but,

- ✓ The destinations actually plays itself/ a concentration of filming conducted in several key locations that geographically connect.
- ✓ Cult following/ it belongs to a popular genre/part of a franchise or series
- ✓ The production showcases the destination strengths
- ✓ The production has a literary or historical link to the UK
- ✓ Second series/ globally commission/ Established production company/ financiers/director/ UK and International distributors
- ✓ High profile talent
- ✓Or something from left field....



It doesn't all have to be wisteria and romance...

**Crime/ Epic Action/Family fun/ Sci Fi/ Gritty Drama/Horror/
Reality and Documentaries all influence**

There is a direct correlation between location-based fictional crime dramas and visitor appeal.

MAIN CHARACTER ENERGY

Vera has global appeal and a global fan base

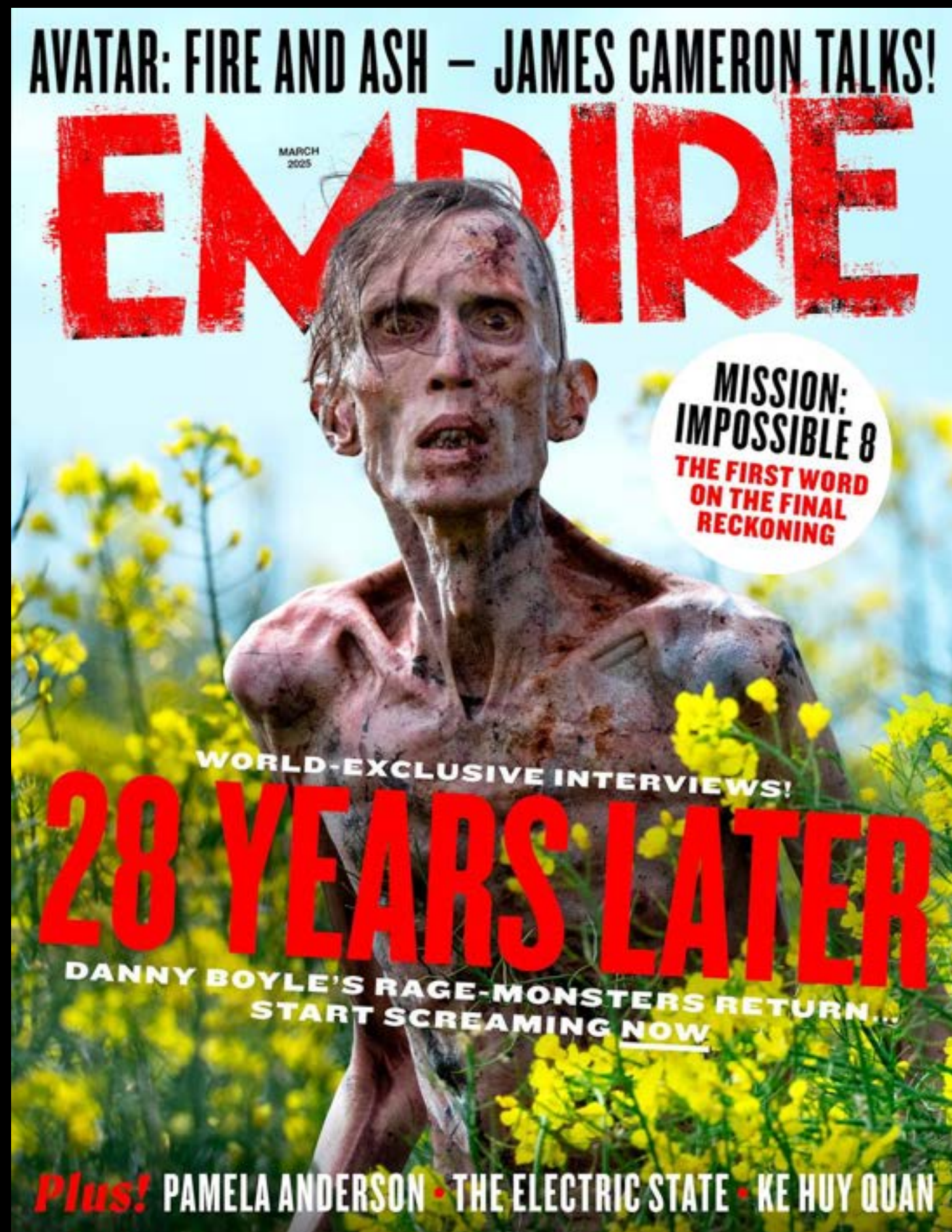
Shetland has been hailed as a major catalyst in the growth of the cruise sector

Happy Valley might be off our screens, but she's currently convincing us to buy Yorkshire Tea.

Bergerac is back, but the skies over Jersey are greyer than last time.

.....but what happens when the subject turns darker?





What do you pack for the
Zombie Apocalypse?

You pack your walking boots!

‘28 Years Later’ has become the
second most watched horror
trailer ever... 60.2 million global
views in first 24 hours.

Zombies have a proven track record to get visitors exploring 'detour destination'!

All the filming locations in *The Last of Us* — and how you can visit them

It might be set across the continental United States, but a tour of the shooting spots for HBO's post-apocalyptic series will take you to the cooler climes of Canada. Wrap up warm

Jack King

10 March 2023



**Big
business
for Alberta**



Entertainment



TV

The real-life locations where *The Walking Dead* was filmed

Take yourself on a walker tour with EW's guide to the Georgia locations featured on *The Walking Dead*.

Single handedly revived the tourism sector in Senoia, Georgia

How can you use it?

The pop culture connection.

The fix

Lead Theme

The whole
cake



E.g. 3-5+ linked locations under a set theme:

Morse

Harry Potter

Outlander

Call the Midwife

Bridgerton

Support Theme

The Jam



E.g. the use of one or more productions to highlight locations **or** to support/dispel notions of history

Knebworth - The Crown

Wonka - Oxford

Harry Potter in Yorkshire

Highclere - Downton

Group Engager

The Fruit
topping



E.g. Great for multigenerational groups to engage all members

'did you know"

what it's like during filming...

Hatfield House - Wayne Manor

Saltburn - Drayton House

Lyme Park - P&P

Screen tourism product development

What are the types of screen tourism experiences that could be developed?

- Actual Location Visits
- Immersive Experiences Based on Film or TV
- Organised Events
- Group & FIT tours
- Dining Experience



Screen tourism product development – The on-location story



What are the types of screen tourism experiences that could be developed?

- Local guides
- Photo opportunities that manage footfall away from resident areas
- Being international visitor ready
- Group & FIT
- Capture Data

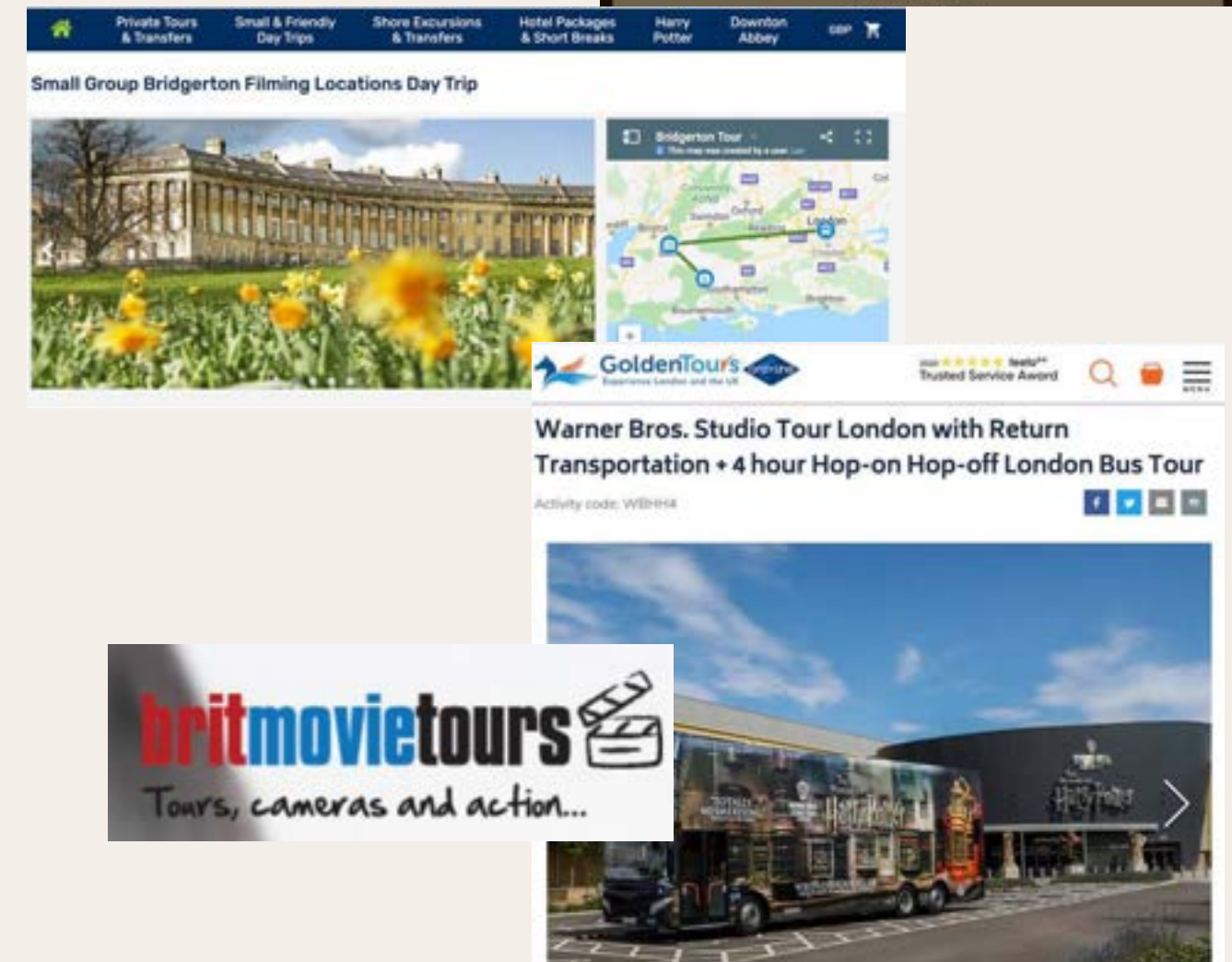


Long term screen tourism experience

- ✓ Develop something new, or be a part of a bigger offer
- ✓ Work with the **travel trade** to offer component tours/ experiences

Creating a bookable product

- Think about the tools that the travel trade might need –
- A ready-made list of anecdotal stories from the production
- Can you offer exclusive access .
- Create photo opportunities
- Use the drama storyline to bring the real-life history of the place to life



Stay on location



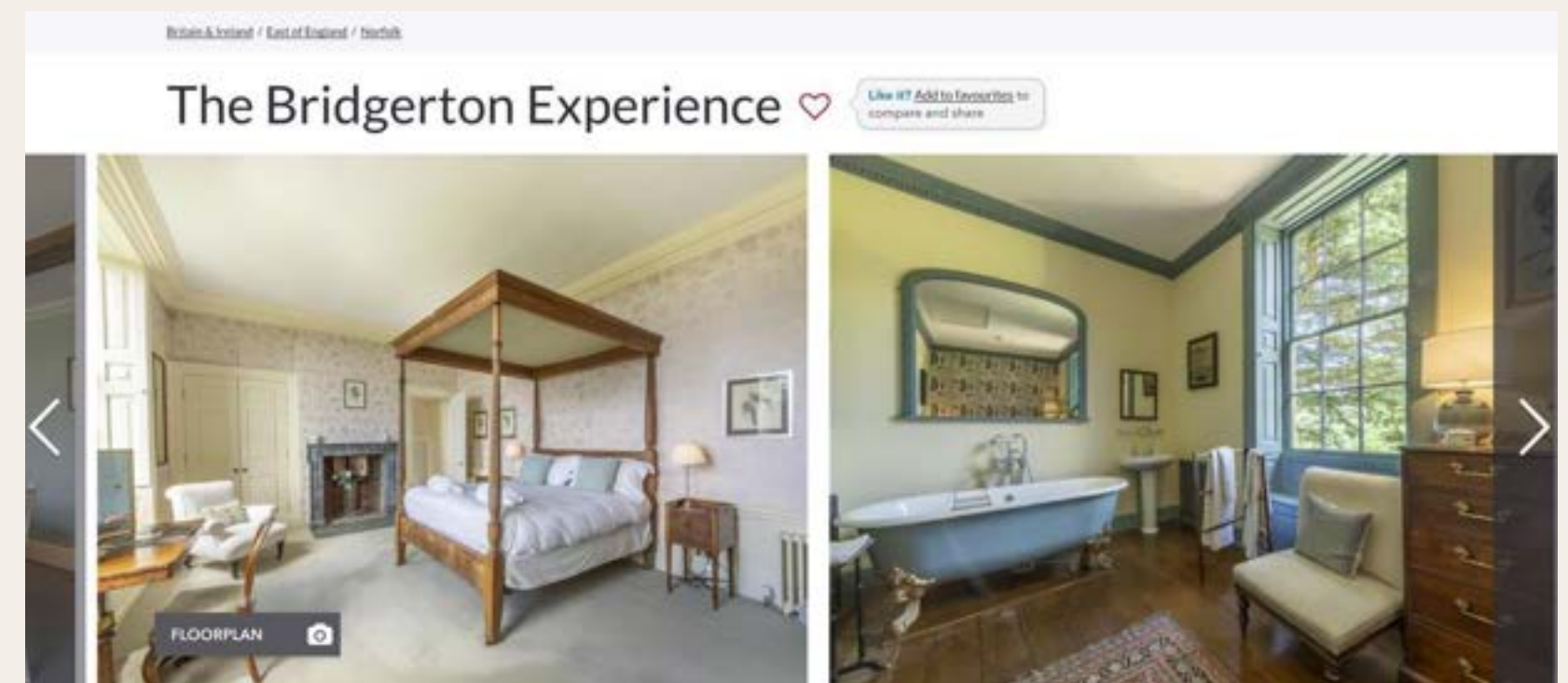
As Seen On

Following on from its role as one of the star locations in the worldwide smash Netflix series Sex Education, The Chalet is available to rent as holiday accommodation (subject to local COVID restrictions).

TV SERIES
SEX EDUCATION



Kings Arms Amersham



book a Bridgerton-inspired staycation at Inglethorpe Hall in Norfolk

Screen tourism product development – Create something new...

Scouting Report: 12 brilliant filming locations across Hertfordshire

Follow in the footsteps of famous movie makers to create your own films at these scene-stealing settings across Hertfordshire. Each one provides a brilliant backdrop for your production, and a great day out for all the family.

STANDALONE FARM
KNEBWORTH HOUSE
HITCHIN LAVENDER FARM
HENRY MOORE STUDIOS & GARDENS
CELTIC HARMONY CAMP
NATURAL HISTORY MUSEUM AT TRING
ASHRIDGE ESTATE
HEMEL OLD TOWN
DE HAVILLAND AIRCRAFT MUSEUM
HATFIELD HOUSE
PARADISE WILDLIFE PARK
ST ALBANS CATHEDRAL
HARTFORD HOUSE
HURRY MOORE STUDIOS & GARDENS, MUSH MATHAM

Standalone Farm, Stevenage
From 1930s to 1960s, Standalone Farm was a popular location for many famous films. The farm is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The farm is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The farm is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene.

Knobworth House, Stevenage
From 1930s to 1960s, Knobworth House was a popular location for many famous films. The house is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The house is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The house is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene.

Henry Moore Studios & Gardens, Bradford
From 1930s to 1960s, Henry Moore Studios & Gardens was a popular location for many famous films. The studios and gardens are a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The studios and gardens are a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The studios and gardens are a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene.

Celtic Harmony Camp, Hatfield
From 1930s to 1960s, Celtic Harmony Camp was a popular location for many famous films. The camp is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The camp is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The camp is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene.

Natural History Museum at Tring, Tring
From 1930s to 1960s, Natural History Museum at Tring was a popular location for many famous films. The museum is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The museum is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The museum is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene.

Ashridge Estate, Hemel Hempstead
From 1930s to 1960s, Ashridge Estate was a popular location for many famous films. The estate is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The estate is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The estate is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene.

Hemel Old Town & Goddard Park, Hemel Hempstead
From 1930s to 1960s, Hemel Old Town & Goddard Park was a popular location for many famous films. The town and park are a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The town and park are a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The town and park are a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene.

De Havilland Aircraft Museum, Hatfield
From 1930s to 1960s, De Havilland Aircraft Museum was a popular location for many famous films. The museum is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The museum is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The museum is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene.

Hatfield House, Hatfield
From 1930s to 1960s, Hatfield House was a popular location for many famous films. The house is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The house is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The house is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene.

Paradise Wildlife Park, Boreham
From 1930s to 1960s, Paradise Wildlife Park was a popular location for many famous films. The park is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The park is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The park is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene.

St Albans Cathedral, St Albans
From 1930s to 1960s, St Albans Cathedral was a popular location for many famous films. The cathedral is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The cathedral is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The cathedral is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene.

Hartford House, Hertford
From 1930s to 1960s, Hartford House was a popular location for many famous films. The house is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The house is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The house is a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene.

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Hurry Moore Studios & Gardens, Mush Matham
From 1930s to 1960s, Hurry Moore Studios & Gardens was a popular location for many famous films. The studios and gardens are a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The studios and gardens are a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene. The studios and gardens are a great location for a variety of scenes, from a quiet village scene to a dramatic battle scene.





**If they film it,
who will come?**



You're 3 times more
likely to get
international visitors
with a screen tourism
hook than domestic





...and it all starts with a production enquiry



Thanks for watching