

Film Tourism Study Launched

SPI's recent report on the benefits of film and television-induced tourism (Stately Attraction: How Film and Television Programmes Promote Tourism in the UK) for UKFC and Partners (Scottish Screen, EM Media, East Midlands Tourism, Screen East, South West Screen, Film London and Visit London) has been publicly launched in the UK's press and radio.

The report consists of a number of case studies of British films and television programmes analysing their tourism impact. The report also outlines the key characteristics of screen-inducing products and provided a series of recommendations to public bodies (both in the creative and tourist sectors) to strategically build on and maximise the phenomenon. SPI has discovered that the tourism effect of films and television can be far-reaching. British screen-products help to project an updated image of the UK overseas while historical films and programmes reinforce a brand for the UK as a country steeped in history.

For further information please visit the following links:

BBC “Film Locations Boost UK Tourism”

<http://news.bbc.co.uk/1/hi/help/4162471.stm>

Sunday Times “British Film and TV are ‘Brochures’ for Tourism”

http://entertainment.timesonline.co.uk/tol/arts_and_entertainment/film/article2332325.ece

Sunday Telegraph “Film and Television Tourism”

<http://www.telegraph.co.uk/core/Slideshow/slideshowContentFrameFragXL.jhtml?xml=/news/2007/08/25/film/filmpix.xml&site=News>