



SEEN *on* SCREEN

*The international
screen tourism conference*



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SEEN
on
SCREEN

Welcome

from Film London

London's filmmakers have brought to life some of the world's greatest fictional characters. Our streets, skylines and scenery have starred on big and small screens alike, from James Bond hurtling through action-packed chase scenes and Sherlock Holmes outwitting villainous masterminds to Harry Potter on his way to Hogwarts from platform 9¾ and *Notting Hill's* famous blue door.

Much as the capital's history, dynamism and unique cultural mix have inspired spellbinding films and TV shows, so these productions have led visitors from all over the world to spend time in our city, exploring what it has to offer and following in the footsteps of their favourite characters.

We, of course, are not the only ones to notice this correlation, and today you'll hear screen agencies, tourist boards, marketeers and tech gurus from all over Europe explaining what they've learned, how they've forged innovative partnerships and how their organisations have benefitted from screen tourism. I'm delighted that we have producer Andy Harries opening today's event, and I'm sure his latest success story - *The Crown*, for Netflix - will serve as a perfect example of the screen's power to attract visitors from all over the globe.

Whether you're here representing a film distributor, a TV company, a tour operator or a nation, Seen on Screen will provide some invaluable food for thought. I hope that what you hear today inspires you, and helps your own endeavours when it comes to tapping into the economic benefits of screen tourism and a global appetite for entertainment that shows no sign of abating.

#seenonscreen

About Film London

Film London is the capital's screen industries agency. We connect ideas, talent and finance to develop a pioneering creative culture in the city that delivers success in film, TV, animation, games and beyond. We work to sustain, promote and develop London as a global content production hub, support the development of the city's new and emerging filmmaking talent and invest in a diverse and rich film culture. Funded by the Mayor of London and the National Lottery through the BFI, we also receive support from Arts Council England, Creative Skillset and the Heritage Lottery Fund.



Adrian Wootton

Chief Executive
Film London and the
British Film Commission

Welcome

from VisitBritain

Films and TV are powerful motivators for travel. With more than a third of all potential visitors to Britain wanting to visit places they have seen in movies or on TV, the links between film and tourism are potent ones.

For more than a decade VisitBritain has been promoting Britain to the world through film, most recently as part of the UK Government's GREAT Britain campaign.

We have collaborated on *The BFG*, *Spectre*, *Skyfall*, *Paddington*, *Sherlock Holmes* and *The Da Vinci Code* to name a few, working with major studios including Warner Bros., StudioCanal and Sony Pictures. We have worked with local screen commissions and international consumer brand partners, shining the spotlight on destinations seen in films and promoting filming locations across Britain through our global marketing campaigns and networks.

The success of British period TV drama and adaptations of classic novels have also delivered a real boost in visitor numbers to buildings used as film locations, and showcased less explored destinations.

A record 36m international visits were made to our shores last year with visitors spending more than £22bn. We look forward to continuing to work with the industry to promote destination Britain to the world through film and TV, driving growth from tourism across our nations and regions.

About VisitBritain

As the national tourism agency - a non-departmental public body funded by the Department for Culture, Media & Sport (DCMS), VisitBritain/VisitEngland plays a unique role in building England's tourism product, raising Britain's profile worldwide, increasing the volume and value of tourism exports and developing England and Britain's visitor economy.



Sally Balcombe

Chief Executive
VisitBritain/VisitEngland

Keynote

Andy Harries, Left Bank Pictures



The Crown © Alex Bailey and Netflix

High-end TV drama is booming, with VOD platforms clocking up huge audience figures across the globe. Early this month, we saw the first series of Netflix's £100m series *The Crown* go live, proving a hit with audiences both in the UK and further afield. Join us to launch the conference with a keynote address from Andy Harries, producer of *Wallander* and *The Crown*, as he explores his location selection process and the impact of showcasing these places on screen.

Andy Harries

Left Bank Pictures
Chief Executive and Producer

www.leftbankpictures.co.uk
[@LeftBankPics](https://twitter.com/LeftBankPics)



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Building campaigns

Star Wars: The Force Awakens



Little Skellig, viewed from Star Wars filming location © StoryTravelers

How can you make the most of a cultural phenomenon dropping in on your location? When the makers of *Star Wars: The Force Awakens* required a striking backdrop for Luke Skywalker's dramatic re-introduction into the franchise, Ireland's County Kerry proved a pitch-perfect location. Tourism Ireland will present the successful campaign they ran in conjunction with *Star Wars: The Force Awakens* in 2015 and explore how they branded Ireland as a *Star Wars* location.

Emma Gorman

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Behind the scenes

Developing screen tourism products



Screen tourism products can enable fans to immerse themselves in the worlds of their favourite productions. In this session, we'll hear from a panel of regional commissioners, tourist boards and product developers who've created successful screen tourism products, from Nordic noir *The Bridge* tours in Malmö to *Game of Thrones* activities in Northern Ireland and Fangirl Quest's filming location-themed travel blog. They will be discussing the inspirations and creative processes behind the products and attractions they have produced.

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Bollywood in Europe

Capitalising on the growing Indian market



Ae Dil Hai Mushkil © Fox

How can the screen tourism industry tap into the booming Indian market? This session will cover the power of Bollywood in attracting tourists to visit Europe. Presentations will cover various opportunities for making the most of the footfall generated by Indian cinema productions in European destinations, featuring VisitScotland's campaign-driven Bollywood map and an overview from travel company Cox & Kings.

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Developing visitor experiences

Being creative with creative assets

What challenges do laws surrounding intellectual property pose for the screen tourism industry? What role can new technologies play in helping you develop exciting and multi-layered visitor experiences? Learn about unique and innovative ways to capitalise on productions shooting at your destination - without getting yourself into legal hot water - from law firm Harbottle & Lewis, creative media agency Feref and technology giant Google.

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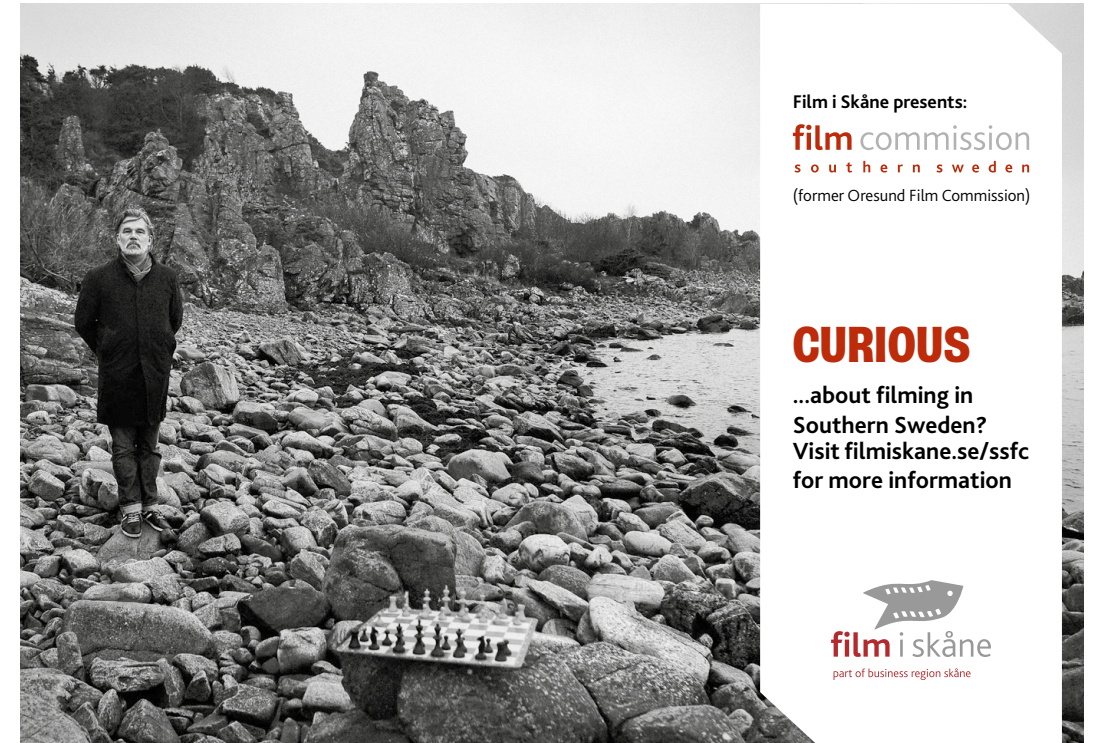
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Film i Skåne presents:
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(former Oresund Film Commission)

CURIOUS

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film i skåne
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The image shows a man in a dark coat standing on a rocky beach. In the foreground, a chess set is arranged on the rocks. The background features a rocky coastline under a cloudy sky.



#weareinpuglia

Puglia

Business or pleasure?
Puglia.

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The image shows a man in a yellow safety vest and helmet climbing a metal structure in front of a large stone building with two towers. The scene is set outdoors with greenery and a clear sky.

Mixed realities

From fiction to screen



Wallander © Left Bank Pictures

Literary characters who've made the jump from page to screen are an undeniable pull for screen tourism, with travellers keen to follow in the footsteps of their heroes. Join us for a series of presentations on how love for popular fictional characters can be harnessed to promote real-life destinations, from British icons like James Bond and Paddington to troubled cop Wallander, the intrepid explorers of *Swallows and Amazons* and the mythical trolls of Denmark.

Harvey Edgington

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AND GREAT LOCATIONS.

Photo: Adam Johnson



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Branding your city

The power of creative industries and culture



London by night © VisitBritain

What role do the creative industries play in building a city's brand on the international stage? How can productions impact upon the global perception of your destination? Our final panel welcomes an eclectic mix of representatives from London, Malmö, Bari and Vienna, along with social media leaders Facebook, who will discuss the power of the creative industries to help you raise and shape the profile of your city.

Arie Bohrer

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The National Film Commission**
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Film in Malmö

- The City of Malmö invests 10 Million SEK in film
- Malmö – city of film festivals - 10 festivals annually
- Art House Cinemas
- Film Cluster
- Film and TV production
- Establishment of a film fund
- Learn more at: malmo.se/kultur



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Creative connections that transform
www.film london.org.uk @Film_London

From spies and superheroes to royal celebrations

Whether it's *Spectre* on the River Thames, *Wonder Woman* in Trafalgar Square or *The Crown* in Southwark Cathedral, London continues to play host to iconic characters, breathtaking scenes and extraordinary stories.

If you're working in film, TV, animation or games, Film London can offer you expert advice on locations, logistics and the UK's generous tax reliefs.

From big-budget blockbusters to ground-breaking indies, we can help you create something special. Get in touch to find out more.

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