

MIXED REALITY SCANDINAVIA

November 13-14th 2018

10th
ANNIVERSARY
2008-2018



THE LEADING CONFERENCE ON FICTION TOURISM AND DESTINATION DEVELOPMENT

ABOUT THE CONFERENCE

Fiction tourism is a growing market, and its effects on a destination gets increasingly important. How can a destination grow and benefit from the effects of fiction tourism?

Our well known Scandinavian conference on fiction tourism, annually arranged in Ystad, Sweden and at pop up venues since 2009 has been groundbreaking since the start. Our aim is to share the best practice available in the field of fiction tourism and destination development, invite the most skilled speakers to the conference, focus on areas like new technology and to change local and regional policies.

OUR SPEAKERS



Martin Cuff
Creative Industries Specialist
Consultant



Judith Webb
Head of Screen Tourism
Tourism Northern Ireland



Johanna Forsman
Co-founder
StoryTourist



Stefan Roesch
Consult / CEO
FilmQuest



Audun Pettersen
Head of Tourism & Food
Innovation Norway



Harvey Edgington
Head of Filming and Location
National Trust Filming & Locations Office

And representatives from the Skåne region and municipalities around Skåne!

TUESDAY NOVEMBER 13

- 13.00 – 13.30 Moderator **Orvar Säfström** A welcome introduction
- 13.30 – 14.15 **Martin Cuff** Anniversary talk: past, present & future of fiction tourism
- 14.15 – 14.45 Regional updates
Camilla Larsson Bergman in Skåne
Skånes Djurpark Shaun the Sheep – a success story
- 14.45 – 15.15 SWEDISH FIKA / COFFEE BREAK
- 15.15 – 16.00 **Audun Pettersen** “Frozen – a fairy tale in more than one way”. About how *Visit Norway* worked with the opportunities and also on how the travel industry in Norway experienced a little magic as the demand rose significantly as a result
- 16.00 – 16.15 Moderator **Orvar Säfström** Concluding remarks
- 16.30 – 17.15 **Ystad Studios Visitor Center** Guided tour!
- 19.00 Three course dinner at **Lite Mer** (included) hosted by Region Skåne

WEDNESDAY NOVEMBER 14

- 9.00 – 9.30 Moderator **Orvar Säfström** Introduction and summary from yesterday
- 9.30 – 10.15 **Harvey Edgington** about National Trust’s unique inventory of historic properties and landscapes. A great example of their work is the pop up cinema in Agatha Christie’s holiday home
- 10.15 – 10.35 **Johanna Forsman** StoryTourist – Sherlock Holmes, AR in London
- 10.35 – 11.00 SWEDISH FIKA / COFFEE BREAK
- 11.00 – 11.30 **Stefan Roesch** on how to utilise the tourism-inducing benefits of movies and TV shows and on how to implement a film tourism strategy into a country’s destination marketing plan
- 10.30 – 12.15 **Judith Webb** how the worldwide hit fantasy drama of Game of Thrones has been transformative for screen tourism in Northern Ireland and on how Northern Ireland’s close association with Game of Thrones has created a new tourism narrative
- 12.15-12.45 Moderator **Orvar Säfström** Conclusion & thanks
- 13.00 Lunch is served in Ystad Studios Visitor Center

The information provided might be subject to changes

WIFI: YSTAD GUEST

[Facebook.com/mixedrealityscandinavia](https://www.facebook.com/mixedrealityscandinavia)

[Website](#)



OUR VENUE: YSTAD STUDIOS VISITOR CENTER

The location is just next door to the proper film studio. Distance from the central station in Ystad by foot is about 20 minutes.

At **Ystad Studios Visitor Center** you can experience and explore the world of film and cinema, both in front of and behind the camera. You can step directly into inspirational film environments, learn about process of creating films and see props and try costume. The centre which opened in March 2018 is run by Film in Skåne and the Municipality of Ystad.

Ystad Studios Visitor Center, Elis Nilssons väg 14, 271 39 Ystad, Sweden

