



Pohorje Hills, Slovenia
(Marko Petrej)



Troy set Malta



Courtesy of Castel Film Romania

WHAT IS SCREEN TOURISM?

The concept of screen tourism relates to feature films, documentaries, TV series and video games encouraging viewers to visit the country, region or a specific location they have seen on screen. When audiences are motivated to visit a destination they have seen on screen, it is often called 'film-induced' or 'screen-induced' tourism.



Marina – Italy



Copyright Málaga Film Office



400 years old vine in Maribor, Slovenia (Vesna Male)

EUROSCREEN PARTNERS

EuroScreen is a partnership of nine organisations across eight EU countries. Film London is the lead partner of the collective.

Film London (UK)
Apulia Film Commission (Italy)
Bucharest-Ilfov Regional Development Agency (Romania)
Fondazzjoni Temi Zammit (Malta)
Lund University Department of Service Management (Sweden)
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Courtesy of Film London / Jamie Lumley, 30 St Mary Axe

To find out more about the work that we do, get in touch with us!

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www.ec.europa.eu/regional_policy

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EuroScreen - capitalising on screen tourism



2005-11-28 A° Banderas en el rodaje de EL CAMININO DE LOS INGLESES (Foto: Víctor Meliveo)



EuroScreen is an exciting regional partnership initiative funded by the INTERREG IVC programme. Working across nine organisations in eight different EU regions, the three year project aims to capitalise on the major economic and cultural opportunities presented through screen tourism.



EUROSCREEN AIMS TO:

- ✓ Address the need for more co-operation between the screen and tourism sectors
- ✓ Maximise opportunities to strengthen the brand of a destination and develop innovative tourism strategies
- ✓ Increase small and medium size businesses' understanding of the potential collaborations between the screen and tourism sectors
- ✓ Develop a framework to identify and measure the screen sector's economic impact on tourism
- ✓ Improve policies for screen and tourism across our regions.



Agora film set Malta



Courtesy of Eros International, I See you



Courtesy of Castel Film Romania

WHAT'S IN FOR ME?

EuroScreen helps regions to make use of screen products (for example: films, TV series, commercials, video games) and utilise these for marketing campaigns, image branding and innovative tourism offers. The project will consequently contribute to regional economic development.



Amiche da morire – Italy



"1920 Wojna i mitość", Photo : Witold Flak, K&K Selekt Ltd for Polish Television TVP

SCREEN TOURISM: THE FACTS

EuroScreen is working across nine organisations in eight different EU regions. The project aims to capitalise on the major economic and cultural opportunities presented through screen tourism.

Statistical evidence shows the potential impact that screen productions can have to visitor numbers to specific destinations¹.



Courtesy of photographer Jonas Thun

Ystad: Wallander figures

The Kurt Wallander TV series and films had a tremendous impact on tourists coming to Wallander's home town, Ystad in Sweden. The turn-over of the tourist sector rose from 427m Swedish Kronor (~€50m) in 2003 to 720m Swedish Kronor (~€68m) in 2011, after the latest Wallander film was released.

¹All figures are taken from The Impact of the UK Film Industry (2012) by Oxford Economics; except for Wallander figures which have been provided by Ystad City Council.

UK: It is estimated that around £2.1bn (~€2.7bn) of visitor spend a year is attributable to films depicting UK destinations. This produced a contribution of around £1bn a year to UK GDP. One in 10 foreign visitors to the UK comes to the country as a result of viewing it on screen.



Courtesy of Fox Searchlight, 28 Days Later

Stockholm region: The Millennium Trilogy earned the Stockholm region an estimated value of 106 million Euros from exposure in the films.



Courtesy of photographer Fredrik Ekblad