



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.



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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) Municipality of Ystad (Sweden) Maribor Development Agency (Slovenia) PROMALAGA (Spain) Rzeszow Regional Development Agency (Poland)



Consultants:























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EuroScreen is co-financed by the European Regional Development Fund

wwwec.europa.eu/regional\_policy and made possible by the INTERREG IVC programme www.interreg4c.eu











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.

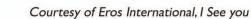


### **EUROSCREEN AIMS TO:**

- ✓ 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 Castel Film Romania

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

#### 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

# 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 destinations<sup>1</sup>.

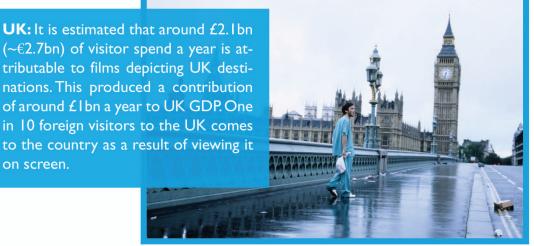


Courtesy of photographer Jonas Thun

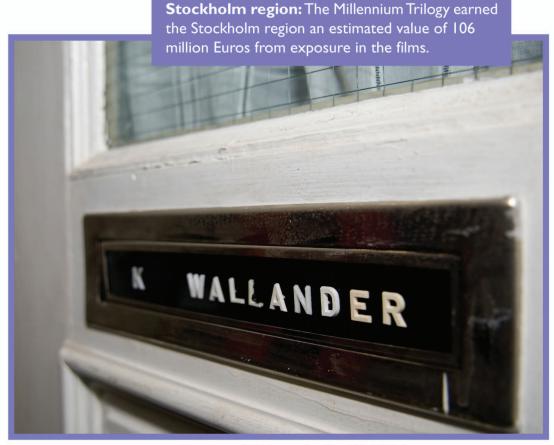
## Ystad: Wallander figures

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.

<sup>1</sup>All 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.



Courtesy of Fox Searchlight, 28 Days Later



Courtesy of photographer Fredrik Ekblad