

FILM TOURISM AND TRAVEL MOTIVATION



Spomenka Saraga, Film Producer
Amorgos, 2017.

According to the global benchmarking survey TRAVELSAT Competitive Index, last year around 40 millions international tourists chose their destination mostly because they saw a film shot in the country.



What is film tourism?

- Film tourism shows the effects that film and TV- productions can have on our travel decisions
- Do you have a favorite romantic movie moment?

Roman Holiday 1953.



Why Is Film Tourism Important?



Over 1 Billion people travel internationally for pleasure each year. Recent studies indicate up to 1 in every 5 tourists are motivated by the movies or TV programs they've seen.

There are a plenty of examples like these to show that cinema and tourism share a deep-rooted relationship and films have a considerable influence on travellers when choosing a holiday destination. The examples establish that movies are actually the best travel brochures.

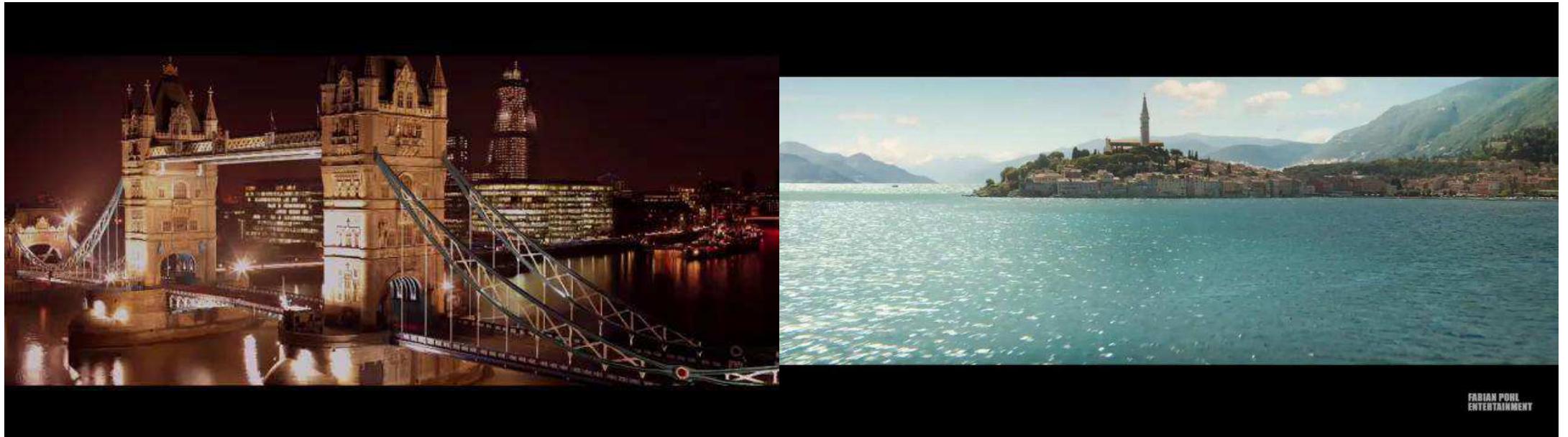
Croatia as a location for international production
<https://vimeo.com/181935655>



How can film impact a specific location?

GREAT Britain ad is out in cinemas around the world reminding people that there is no better time for them to come to Britain and explore the home of James Bond

Rovinj, Croatia ...James Bond 007 Spectre - Heineken TV Spot



Game of Thrones

Dubrovnik, Croatia



Game of Thrones

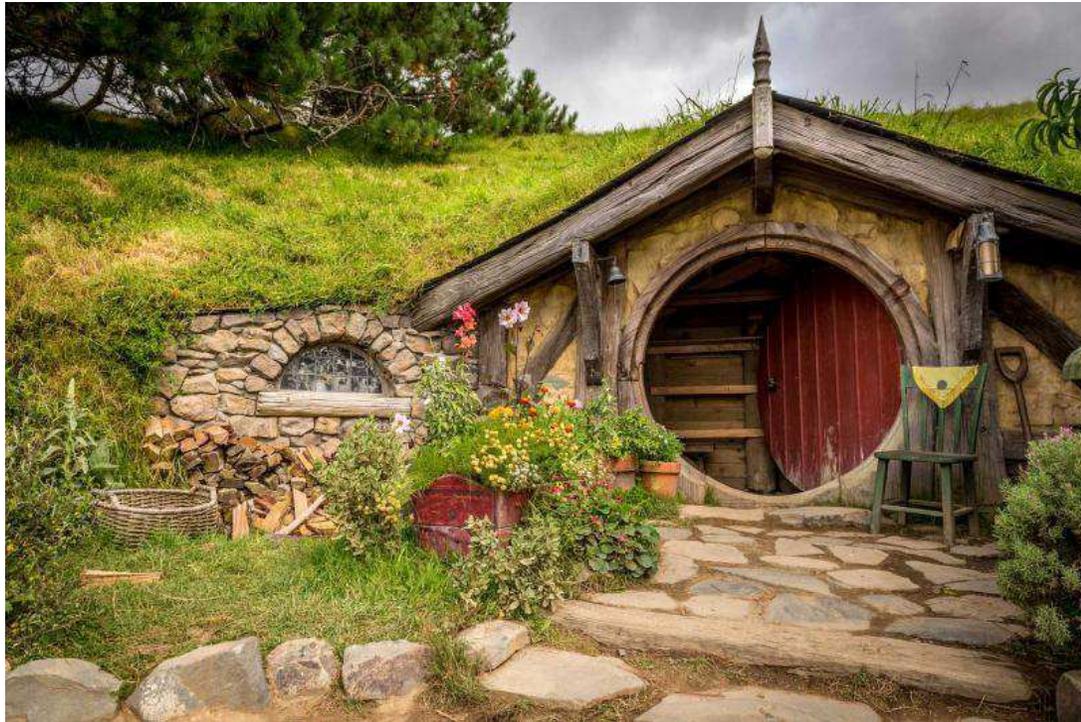
Dubrovnik, Croatia



Hobbiton, which was built in New Zealand for The Lord of the Rings films and still stands as a tourist attraction today, is but one of Jackson's beautifully rendered Middle Earth locales.



Tourism New Zealand works alongside the New Zealand Film Commission and Film New Zealand to capitalise on opportunities generated by films made there, to promote New Zealand as an exceptional travel destination.



BALDUCI FILM d.o.o. – Production company assembling the film professionals from all over Croatia with long experience in the film industry.

In cooperation with its partners, the company provides complete services in the film shooting (studio, film personnel, technical equipment, camera, grip, location scouting, etc.) with an individual approach to each project.



While the 2008 film was shot in Greece, Mamma Mia: Here We Go Again! is filmed 2017 on the island of Vis in Croatia, which hosts the 700-strong film crew



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How a Location Can Contribute to Film Shooting?

- Several countries have friendly policies to help filmmakers shoot at ease. In New York you just have to approach one office and they take care of all the permits
- Issues like too many permits, red-tapism, lack of a film-tourism policy and many others have often discouraged filmmakers to look at alternatives like creating a set
- a b2b platform for film commissions and related organisations, to meet and interact with the prominent representatives from the film industry in country, tourist boards/or Ministry of tourism to promote their locations and services for the purpose of film shoots.



Thank you

