

Movies

an extremely efficient tool for
touristic promotion

The main relative advantages of a country are:

- its cultural inheritance
- the explicitness of its natural landscape
- its modern image.

Therefore, a question
arises;

how a country,
having taken advantage of the above,
could develop useful possibilities
which would directly benefit it
socially and financially in the future?

Cinema nowadays

- Consists one of the most famous cultural expressions.
- Represents the cultural diversity, the traditions and the history of each country.
- Is one of the most prominent mediums of promotion of a country's international image.
- The projection of a country's modern culture and every-day way of life has beneficial effects upon its national brand name.
- Can contribute to the promotion and development of tourism, making the touristic destinations more appealing more attractive.

The attraction of foreign films in relation to tourism

- A great percentage from the audience finally visits a specific place, having been attracted by its luring portrayal in films.
- This **cinema-related** kind of tourism is a new phenomenon that has been observed only 3 to 4 decades ago.
- Many countries, considers cinema as a useful tool for their promotion as touristic destinations

Characteristic examples:

- the film ***Lord of the Rings*** (2009) contributes to the promotion of **New Zealand** as a touristic attraction.
- At ***New Zealand Airlines*** commercial the protagonists were based on ***Hobbit*** film.
- Catalonia has published a guide book (**Catalonia Movie Walks**) which shows **175 different places where movies were filmed**. This book also includes walks based on films that provide visitors with further understanding of the country's history and monuments.
- **Australia**: for its **touristic projection internationally**, were used **regions that had been projected** in films.
- In **Canada** the “Yukon Tourism” company had participated **in the distribution of the film *Le Dernier Trappeur*** in Italy and France.

Cinema promotion is more efficient than advertisements

- a film's duration is longer than that of a commercial; thus, the viewers are exposed for a longer period of time to a specific image of a country.
- the viewer has the possibility to re-watch the film in DVDs, television, or even in the Internet.
- television series and cinema are the third most influential mediums (after family/friends and television) for a person to decide his visiting destination.
- More than one person out of ten claimed that he was interested in visiting a country because of its projection in films or series.

This relation is known as
film-induced tourism

and describes the visiting frequency of
specific places that have been projected in
films.

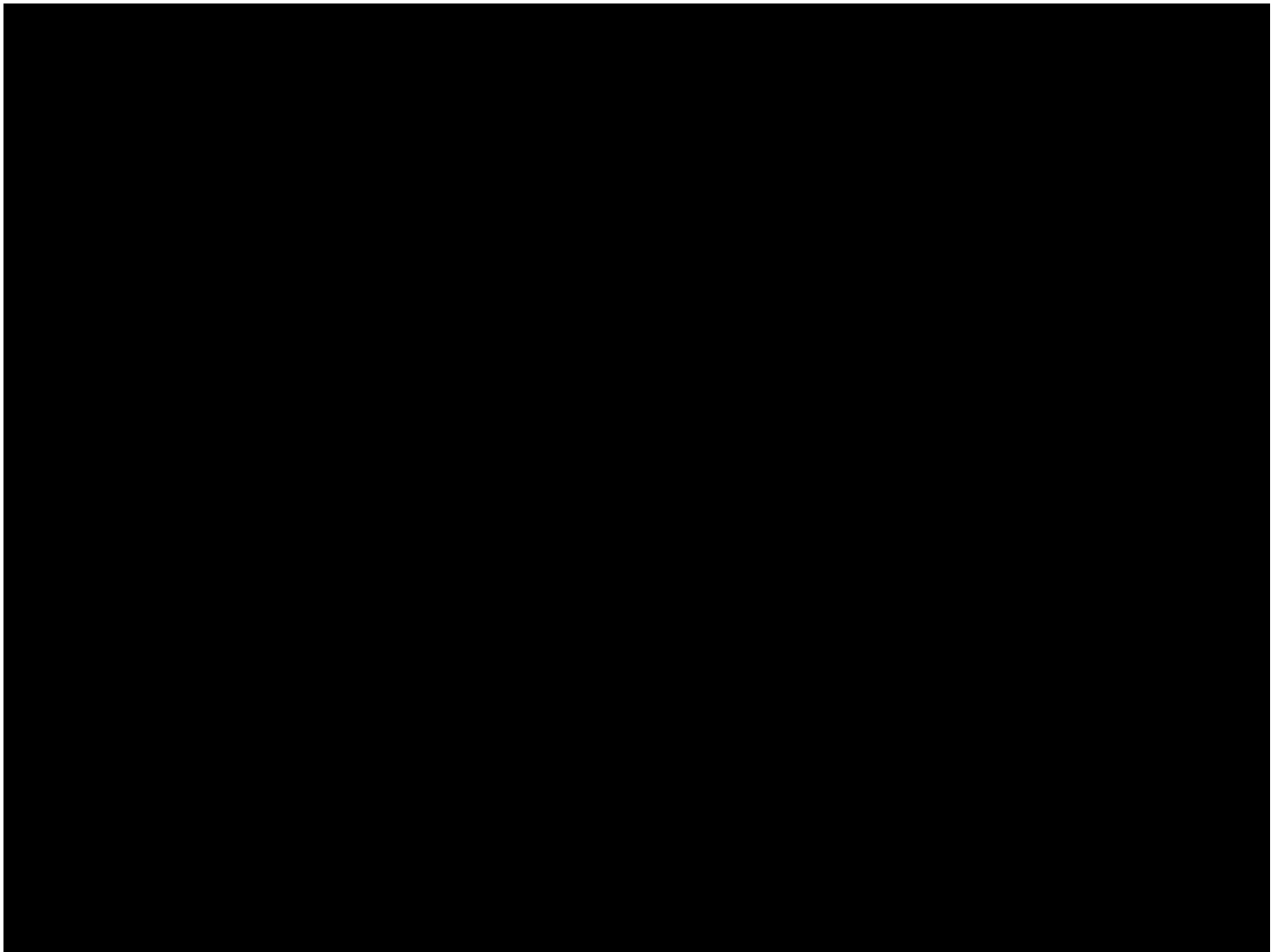
the film-related influence in different touristic destinations

- the projection of Turkish television series in the Middle East, Eastern Europe and Russia had led to the rise of tourism in Turkey.
- Significant increase had also been observed in the United Kingdom (In Alnwick Castle) where Harry Potter was filmed. In general, it has been estimated that approximately 10% (percent) of the incoming tourists in the United Kingdom (an expense of 3,2 billion dollars) is related to the British film production

Lord of the Rings trilogy & Wellington

- the *Lord of the Rings* trilogy increase up to 40% the tourists' visits in Wellington.
- Wellington was promoted as a touristic destination.
- has developed its film industry (670 million dollars incomes in 2012, 315 million dollars in 2011).
- Wellington is now usually referred as “Wellywood”.
- Its image is positively affected by festivals and film related tours.
- Weta Studios organize tours into the film studios, something that attracts a lot of tourists from cruises. 150.000 visitors the period 2012-13,. A 50% increase of visitation comparing to the year before.

All European countries
that try to attract foreign
film producers and
directors to their countries



Greek tourism and the importance of attracting foreign film productions

- 23% of GDP in 2015
- contributes significantly in job creation.

According to the World Tourism Organization (WTO)

Greece was in 2014:

- the **17th country** in the list concerning international arrivals
- the **23rd country** in the list of International tourism receipt.
- in **32nd place among 140 countries** in Travel and Tourism Competitiveness Index (91st in the Global Competitiveness Index)

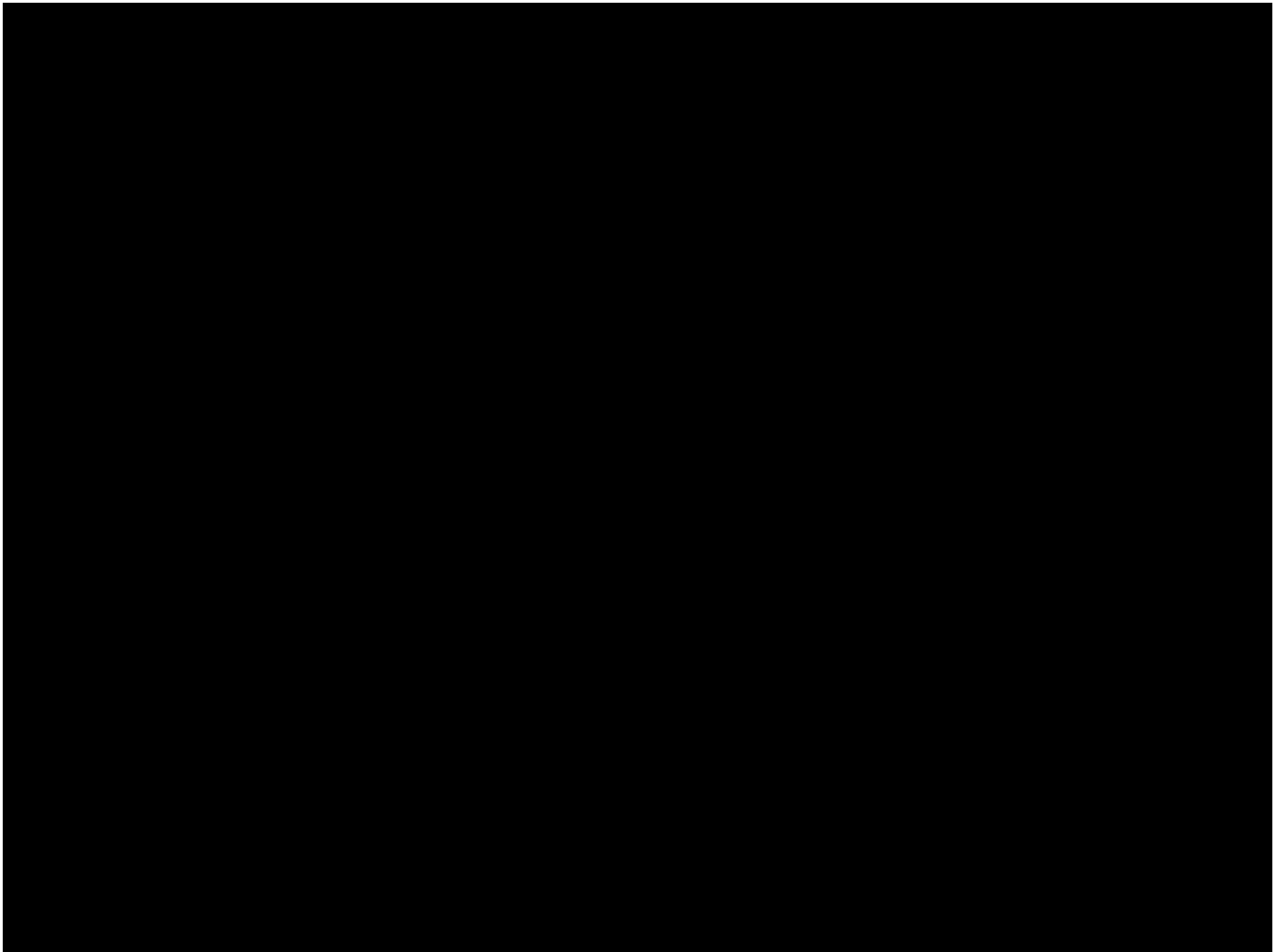
Greek tourism has to face

- the highly impressive competitive international environment, both from neighboring Mediterranean countries and the new emerging destinations.
- to attract visitors during the period of lower demand, in order to extend the high tourist season and stimulate travel receipts
- the reduce of the funds concerning international publicity in recent years,

The requirements for promotion are

- “Clever” marketing & communication strategy
- The use of **alternative means** that have low costs
- The use of the USPs (unique selling points) of the country
 - THE LAND,
 - THE GLORIOUS PAST and
 - THE LIGHT

Foreign film productions in Greece



Foreign film productions in Greece

- 1935. Austrian romantic thriller "*The Cossack and the Nightingale* (German:*Der Kosak und die Nachtigall*)“

**A BOLD NOVEL — A THRILLING
MOVIE**

of "Innocence and
Wickedness"

—Book-of-the-Month Club News

BOY ON A DOLPHIN

AVON

35¢

T-165



With photos from the
motion picture starring

ALAN LADD

SOPHIA LOREN

CLIFTON WEBB

David
Divine

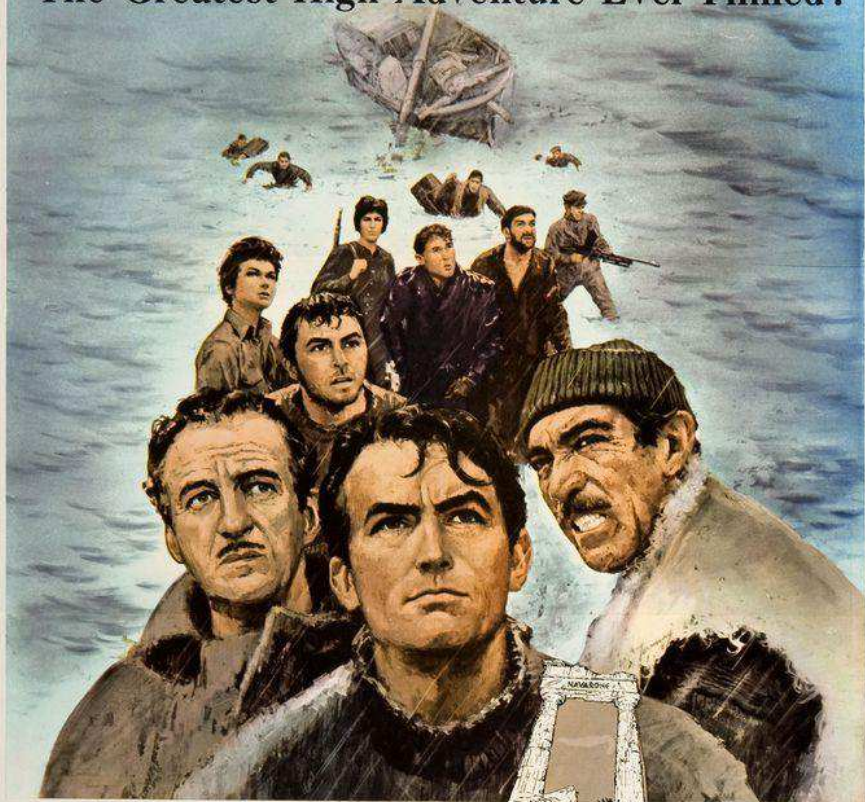
- 1959-YDRA
"Boy on a dolphin"
with Sofia Lauren
and Allan Land,

however, was
indeed the first
movie filmed in
Greece to meet
great success.



- 1960 PIRAEUS
(the port of
Athens)
"Never on
Sunday" with
Melina Mercouri

The Greatest High Adventure Ever Filmed!



COLUMBIA PICTURES presents

GREGORY PECK | **DAVID NIVEN** | **ANTHONY QUINN**

in **CARL FOREMAN'S**

THE GUNS OF NAVARONE

co-starring
STANLEY BAKER · ANTHONY QUAYLE · IRENE PAPAS · GIA SCALA and **JAMES DARREN**

Written & Produced by
CARL FOREMAN

Based on the
novel by
AUSTIN MCKEAN

Music Composed & Conducted
by **DIMITRI TIOMKIN**

Directed by
J. LEE THOMPSON

A
HIGHROAD
PRESENTATION

**COLOR and
CINEMASCOPE**

STUDIO  CLASSICS

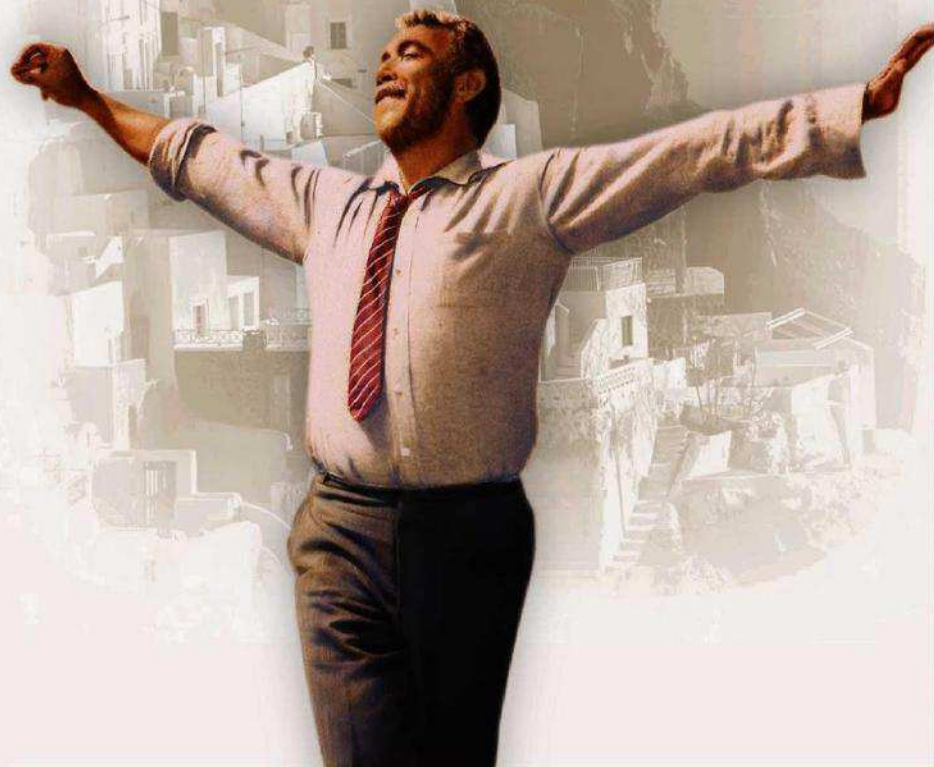
ANTHONY
QUINN

ALAN
BATES

IRENE
PAPAS

ZORBA

the Greek



WINNER 3 ACADEMY AWARDS® 1964

- 1964 CRETE
Zorba the Greek
with Anthony
Quinn

GAUMONT présente



- 1988 AMORGOS "The Big Blue" by Luc Besson

LE GRAND BLEU

GAUMONT présente ROSANNA ARQUETTE JEAN-MARC BARR JEAN RENO un film de LUC BESSON "LE GRAND BLEU"

scénario LUC BESSON ROBERT GARLAND et réalisateur LUC BESSON

avec PAUL SHENAR SERGIO CASTELLITO JEAN BOUISE MARC DURET ANDREAS VOUTSINAS VALENTINA VARGAS et GRIFFIN DUNNE

musique ERIC SERRA photo CARLO VARINI montage OLIVIER MAUFFROY décors DAN WEIL costumes CREATION-EXPRESS son PIERRE BEFVE/GERARD LAMPS

directeur de production BERNARD GRENET production LES FILMS DU LOUP production GAUMONT produit par PATRICE LEDOUX réalisé par LUC BESSON

DOLBY DIGITAL

CINEMASCOPE

CINEMASCOPE

G

For the first time at the Shangri-La Plaza



IN CELEBRATION OF THE 50TH YEAR ANNIVERSARY OF ITS FOUNDATION

PRESENTS

Un appuntamento con il Cinema Italiano
A date with Italian Cinema @ the Shang

MEDITERRANEO

A Film by GABRIELE SALVATORES



April 24, 2012 7:30 pm
FREE ADMISSION

STAY TUNED FOR MORE ITALIAN FILMS AT THE SHANG CINEPLEX!



LA STANZA DEL FIGLIO (The son's room) <small>ESIMO COLOSIMATO TO ZENON CHE ALIOTA</small>	L'ULTIMO BACIO (The last kiss) <small>LUIGI DI LUNGO FRANCESCO CASALE</small>	ROMANZO CRIMINALE (Crime Novel) <small>GIUSEPPE MONTE ROMANZO CRIMINALE</small>	TRAVOLTI DA UN INSOLITO DESTINO (Sweet Away) <small>GIUSEPPE MONTE APPUNTO DA UN INSOLITO</small>	VINCERE (Victory) <small>GIUSEPPE MONTE VINCERE</small>	LA FATE IGNORANTI (Ignorant Fairies) <small>GIUSEPPE MONTE LA FATE IGNORANTI</small>
--	--	--	---	---	--

IN COOPERATION WITH:



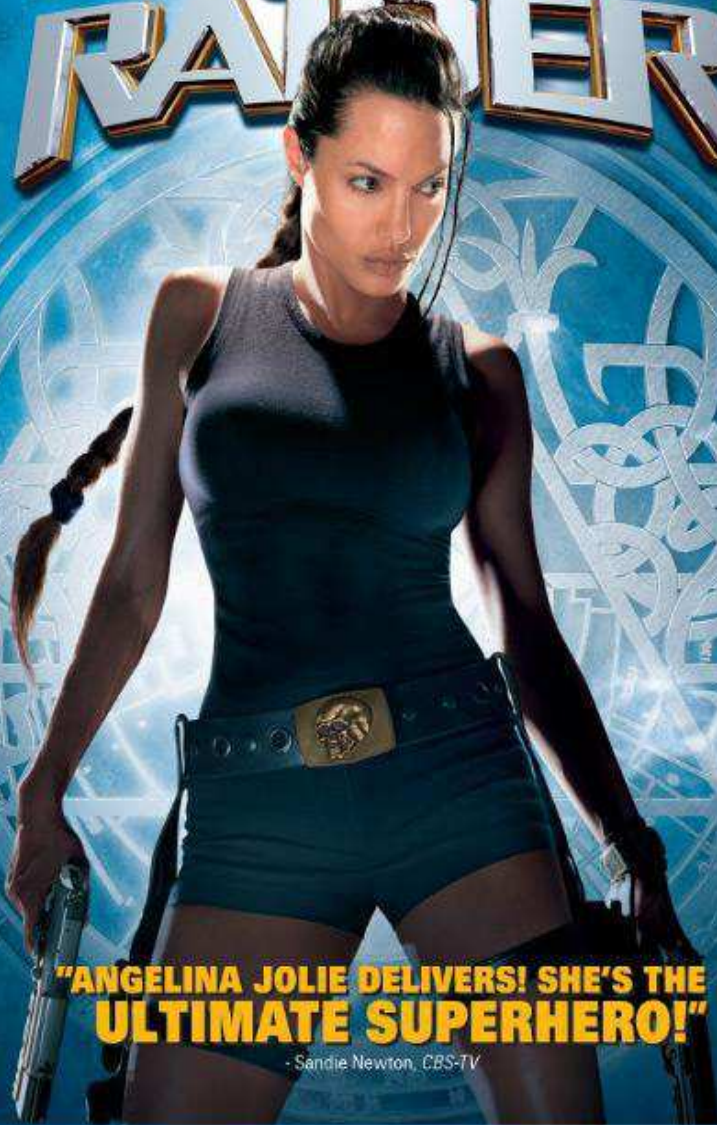
- 1991
KASTELORIZO
MEDITERANEO



- 2001 CEFALONIA
Captain Corelli's
Mandolin with
Nicholas Cage &
Penelope Cruz



LARA CROFT
**TOMB
RAIDER**



**"ANGELINA JOLIE DELIVERS! SHE'S THE
ULTIMATE SUPERHERO!"**

- Sandie Newton, CBS-TV

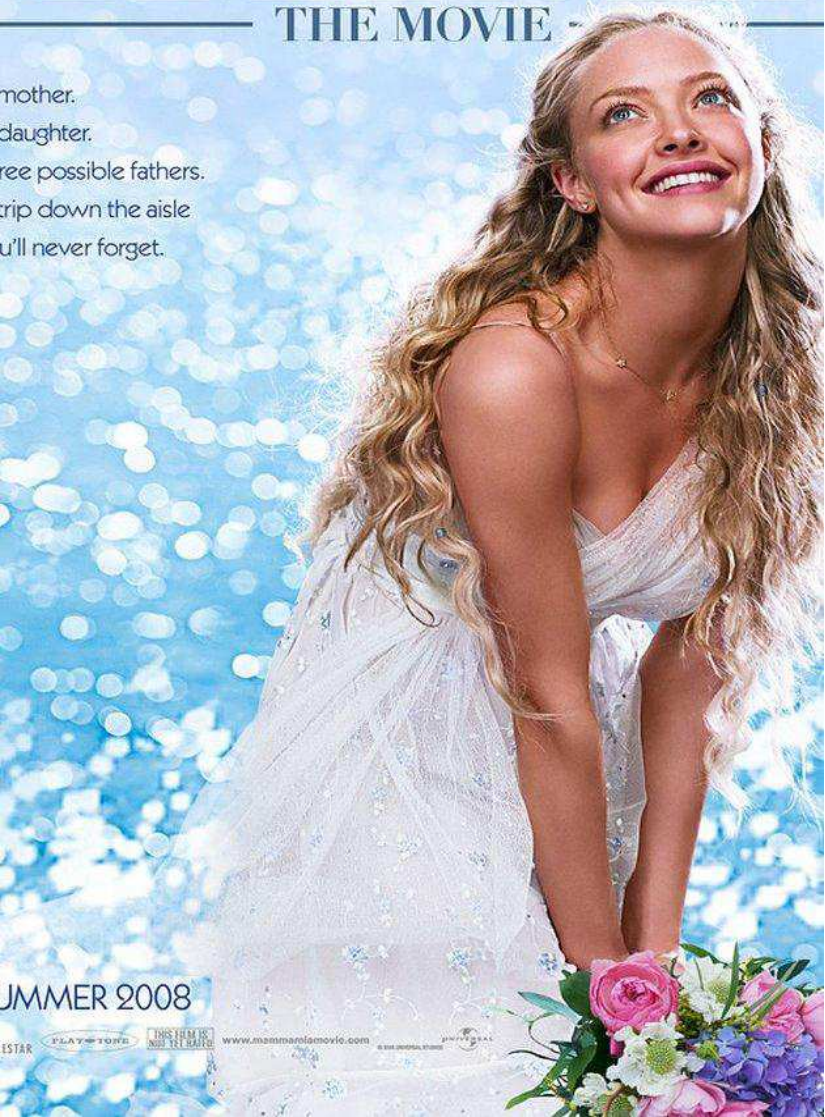
- 2003 SANTORINI
Lara Croft: Tomb
Raider
with Angelina Jolie

MERYL STREEP PIERCE BROSNAN COLIN FIRTH STELLAN SKARSGÅRD JULIE WALTERS DOMINIC COOPER AMANDA SEYFRIED CHRISTINA RICCI

MAMMA MIA

THE MOVIE

mother.
daughter.
three possible fathers.
trip down the aisle
you'll never forget.



- 2008 SKOPELOS "Mamma Mia" with Meryl Streep

indicative impacts on tourism the next year after the release of the films

- In Cefalonia, the arrivals of foreigners to the hotel accommodations were up to 14%, compared last year, when the movie "Captain Corelli's Mandolin" had not been made.
- In the Cyclades, after the shooting of the film «Lara Croft: Tomb Raider» at Santorini in 2003, foreign arrivals are up by about 12.3%, compared to the previous year.

everything look so
simple...

