

Film Crews Welcome Workshop



Question: What do Highlander, Harry Potter, The Queen and the Da Vinci Code all have in common??

Answer: They are all blockbuster films with locations on your doorstep, benefiting the Scottish economy.



Film crews are unlike any other visitors, often creating some challenges for tourism businesses, but they also have the potential to reach global audiences with their results, so it's worth taking the time to find out their exact requirements and how to exceed their expectations.

There are many business benefits attached to working with film crews. These relate not only to the short-term revenue increases, such as accommodation and bar takings, but also potential long term gains from "location tourists". Research has shown that 1 in 5 people are influenced to visit a destination having seen it on film or TV – for example, the steady stream of visitors to the village of Pennan, some 24 years after the filming of Local Hero, is a good example of this. In addition, the promotional and PR benefits can be immense and really help to put Scotland in the spotlight.



This workshop is aimed at tourism operators keen to look after film crews working in their area and to provide an opportunity for businesses to identify together how they, individually and collectively as a community, can benefit from this valuable income to Scotland.

It has been developed by VisitScotland along with Scotland's Film Officers to assist the tourism industry to make the most of Scotland's attraction as a film-destination.



What's In It for You?

- Recognise the volume and value of the Scottish Film Industry.
- Get tips from film industry experts on how to attract and meet the needs of film and TV crews.
- Develop networking contacts for collaboration.

VisitScotland's Film Crews Welcome Scheme and provides additional support to Hospitality Assured.

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Programme Outline

09.30 Coffee & Registration

10.00 Welcome, Introductions & Course Objectives

- Context Setting
- Role of the Film Agencies
- Industry Examples
- Value to the local Economy
- What kind of filming we might be involved in?
- Handling an initial enquiry
- DVD of Good Practice
- Discussions
- Film Crews Welcome Scheme
- Meeting the needs of this market
- How does a film unit operate
- Case Study
- Guest Speaker from Film Industry Production
- Collaboration and co-operation – How can we work together?

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