May the Forest be with you

The #DeanWye Film and TV focus

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Why is Screen Tourism important?

Fact: tourists travel to sites *because* they are in films and on TV. 36% of all international and 12% of all domestic are “screen tourists”. Best sites day-spend from international visitors up to £1.6m annually. Combined with domestic screen tourists, £4.3m total. International screen tourism £100-£140m for the rest of England.

“Screen exposure has a rapid impact on a destination, inducing tourist visits shortly after a film or TV production is released or, in some cases, while it is still in production.”

Source: [Quantifying Film & TV Tourism in the UK. Creative England 2014](#)
What has been filmed?

**Jack the Giant Slayer.** Ewan McGregor, Nicholas Hoult and Stanley Tucci were just some of the well-known names to descend on the Forest of Dean for the filming of Jack the Giant Slayer in 2013.

**Merlin.** As many people visit because of the area’s links with King Arthur, it was the setting for the TV series filming. Several Forestry Commission sites were used.

**Primeval.** In episode one of the sci-fi thriller the Forest appears throughout as the evolutionary zoologist Professor Nick Cutter, attempts to find out some information about the disappearance of his wife.
What has been filmed?

Harry Potter and the Deathly Hallows. Hermione and Harry head to the River Wye and Forest to escape from Voldemort’s snake Nagini.

Dr Who, The Huntsman, Atlantis, Blakes 7, Pennies from Heaven, The Singing Detective, Springwatch, Outlaw

And the Big One this year....
Star Wars: Episode GL14 - The Forest Awakens

From the deserts of Abu Dhabi to the Forest of Dean.
Predicted to break box office records.
The first ‘social media’ Star Wars.
Appeals to young and old.
Trailer received 4.5 million YouTube views.
#StarWarsTheForceAwakens and
#StarWars are trending NOW.
How the Association will promote

Website: three downloadable ‘Trails’.
PPC, SEO.
PR.
#DeanWyeFilm.
Sponsorships – pitch-side boards at rugby grounds
Stunts.
Social media – competitions.
Calendar of tactical online promotions:

Key times of the year: birthdates/relevance to literary connections in the area eg JK Rowling’s birthday, lived here, took inspiration, come and visit and do the trail. The significance of special days/weeks eg English Tourism Week, World Book Day, Star Wars Day (May the 4th be with you).
Campaigns around Premieres of movies eg The Huntsman and Star Wars.
film & tv trails...

FOR THE WHOLE FAMILY TO EXPLORE

Wye Valley Forest of Dean Tourism Film and TV Trail

Some sort of interesting title to go here...


...NOW THAT'S A WRAP!

Follow us on...
Social media is key

Social-led PR programme
Stunts to create social content
#DeanWyeFilm
#TheForestAwakens
#MayTheForestBeWithYou
How can you get involved?
Create a dedicated 'Film and TV trail' page on your website.
Link to the Association’s content.
Share the list of filming locations on your website.
Create themed events.
Tie-in with calendar dates like Valentine’s, Halloween, Christmas – all can be tied into productions:

- Harry Potter for Halloween
- Star Wars (Han and Leia) for Valentines
- Doctor Who for Christmas (think Christmas special)

Retweet Association and other members’ activity.
Get involved

If people are travelling to the region they need somewhere to stay, something to do, somewhere to eat and drink. **L'express** in France ran a feature of **Star Wars filming locations**. If you are near a location – celebrate it.

Get creative (without alienating your regular guests):

“**In a B&B far, far away...**”; “Laurel Cottage is a like a Tardis inside...”; “Chaxhill Lodge has more gadgets than the Millennium Falcon”.

Create experiences/packages.

Reach out to families as well as couples.
Summary

Film and TV locations are tourism Box Office.
Target ‘Screen Tourists’.
Be relevant, get creative, associate yourself.
Use the Association photo library.
Post on the Association Facebook page.
#DeanWyeFilm share your ideas and retweet everything relevant.
Advertise on the Trail website or the leaflet.
Talk to us and we will promote you.
Need more?

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Join the Facebook Group