

# Screen Tourism

Keep your eye on the prize



SW SEREN WELCH CONSULTING SCREEN TOURISM



UKINBOUND THE VOICE OF INBOUND TOURISM

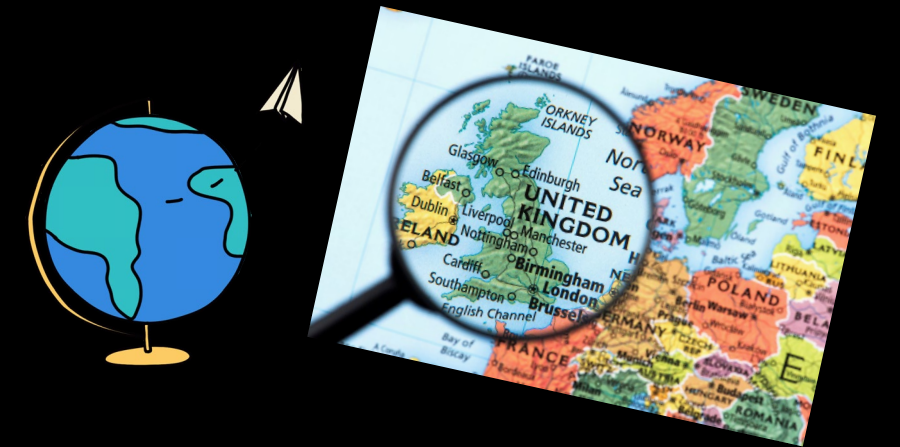
# Screen tourism is all about getting a fix!

You make a new friend/  
you fall in love...



Viewer

And then just  
like that they  
disappear!



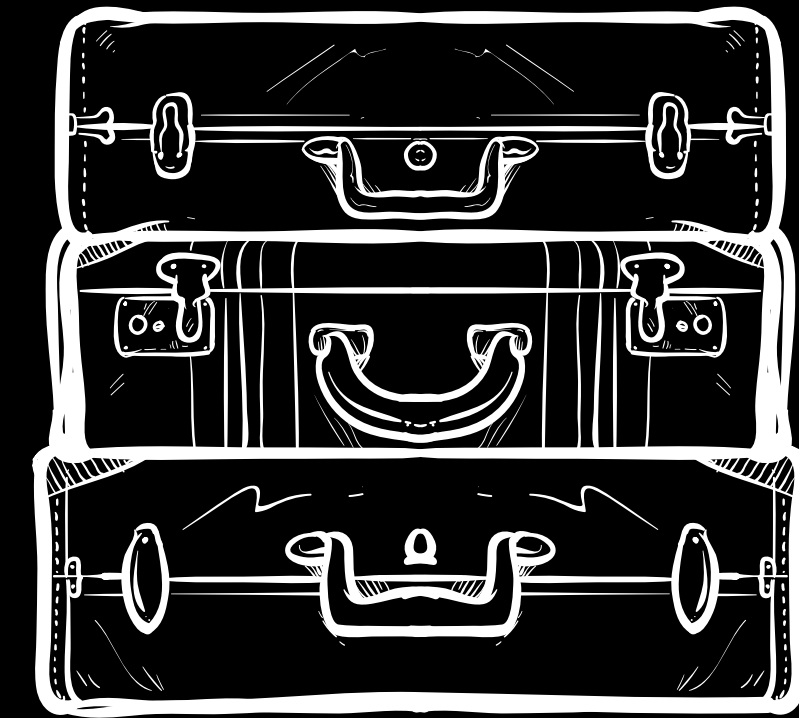
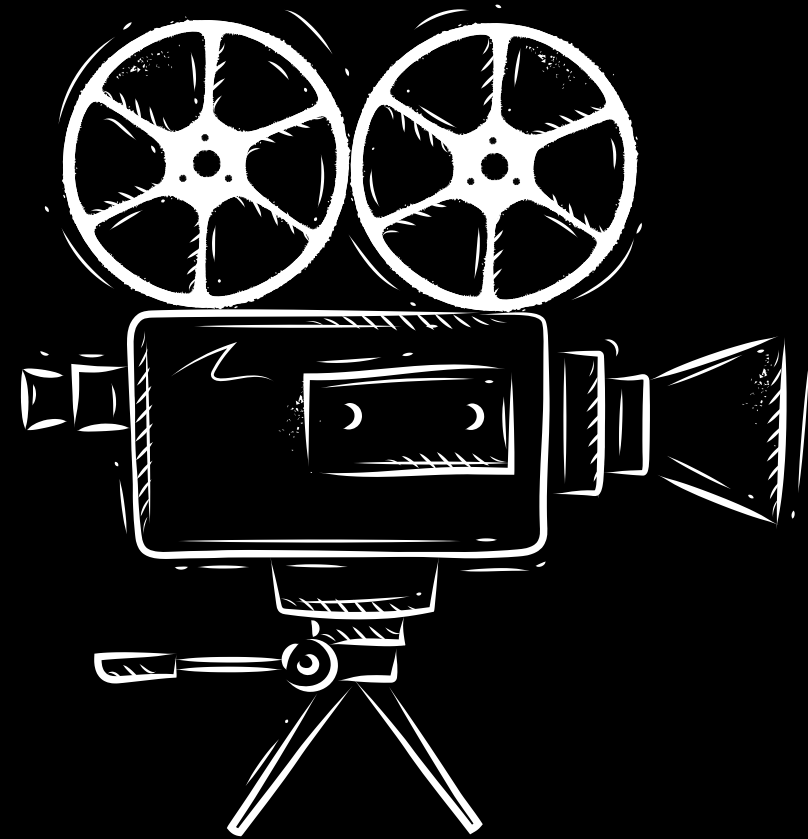
So you try to find it

Visitor



# The current climate

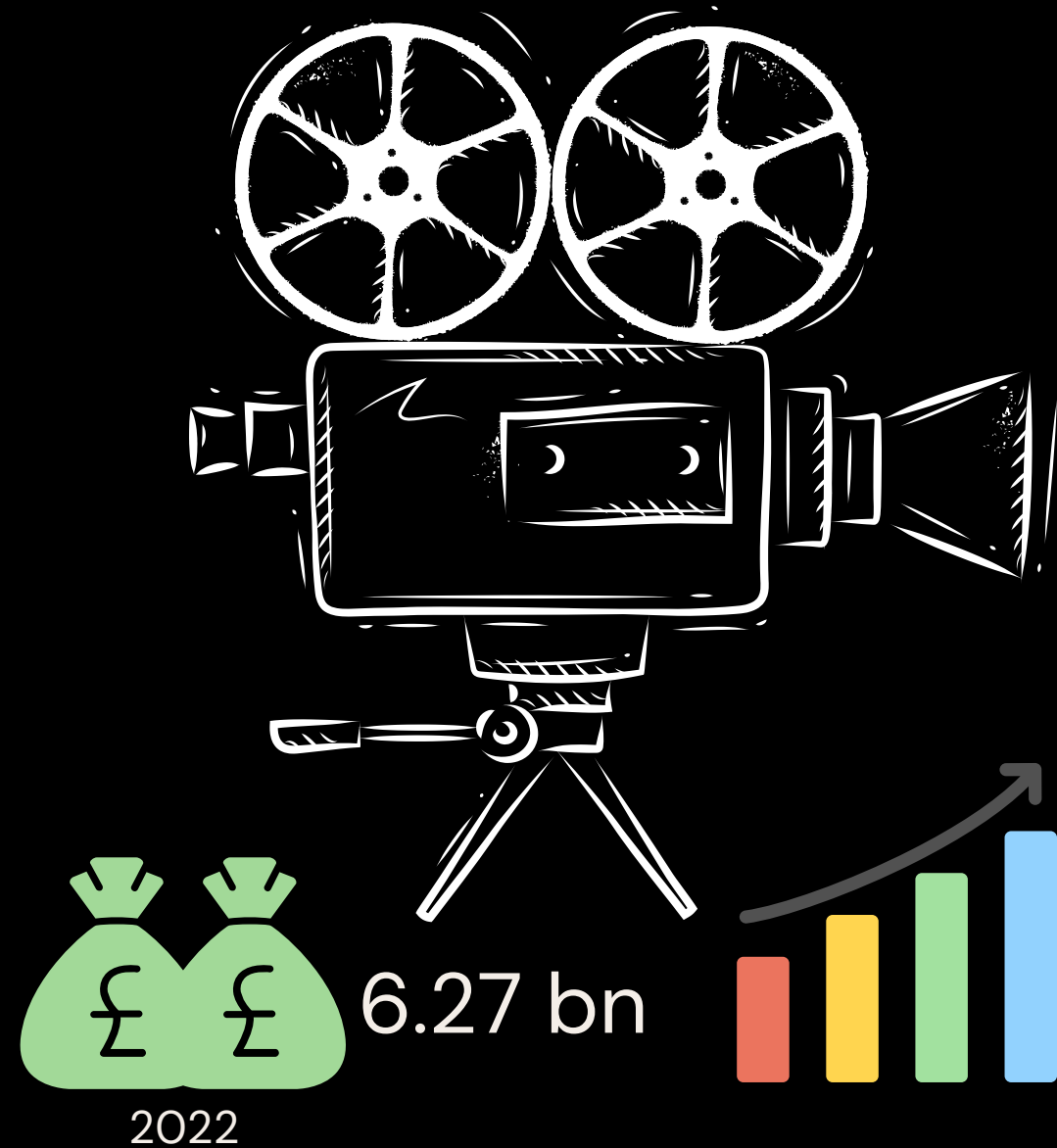
-The Pandemic Effect



**FUELLED** by the  
Pandemic

**STALLED** by the  
Pandemic

# Content demand rocketed...



**FUELLED** by the  
Pandemic

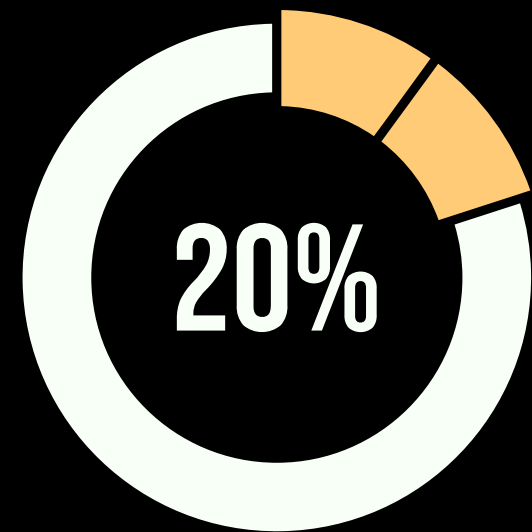
...The Pandemic has  
put screen tourism  
into overdrive

Bridgerton  
Downton  
All Creatures  
Endeavour  
Grantchester  
Peaky Blinders  
The Crown  
Outlander  
Sanditon  
Sex Education  
Happy Valley  
Yellowstone  
Squid Games  
Last of US  
Stranger Things

# The Screen Tourism landscape has changed

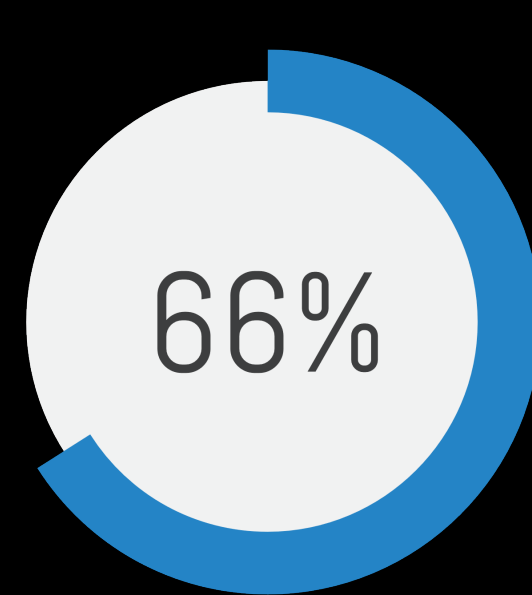
With more content comes more opportunities

In 2015 research was telling us that 1 in 5 people visiting Britain were influenced by film or TV

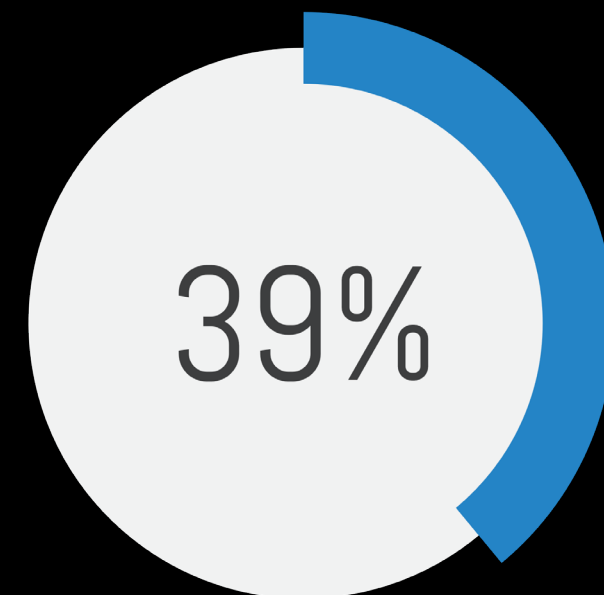


influenced

Expedia are now telling us that 66% of global travellers have considered and 39% have booked a trip due to film or TV

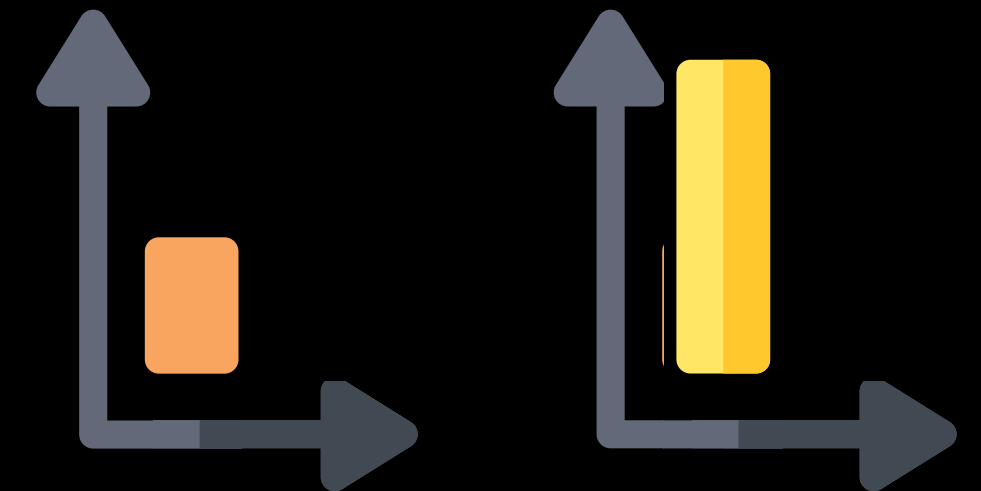


considered



booked

And Netflix subscribers are 2.4 times more likely to put a destination top of their travel list after seeing it in a show.



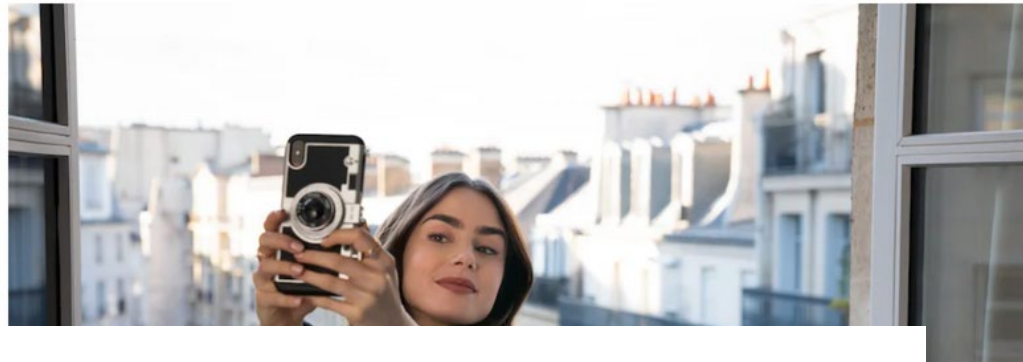
before

after

## Netflix is changing the way Britons travel – and that may not be a good thing

From Bath to South Korea, hit Netflix shows are increasingly inspiring travel plans. But is all the attention a good thing?

By Emma Beaumont, TRAVEL WRITER  
19 October 2022 • 5:07pm



## All the filming locations in The Last of Us – and how you can visit them

It might be set across the continental United States, but a tour of the shooting spots for HBO's post-apocalyptic series will take you to the cooler climes of Canada. Wrap up warm

Jack King

10 March 2023



## Ted Lasso Season 3: The filming locations to visit in London



## 10 places to visit your favorite TV shows and films in 2023

Step into the world of today's biggest hits, from *The White Lotus* to *Black Panther*.



Images: Mitch Diamond / Unsplash, Management / Tripadvisor, Michelle McMahon / Getty



By Tripadvisor • 10 Mar 2023 • 6 minutes read

AA

luxurylondon.co.uk



## You Season 4: The filming locations to visit in London



# THE NO-NORMAL

Expedia

Hotels.com

Vrbo

Expedia

## Set-Jettiers Turn to TV Tourism

Adventure-seekers are turning to captivating TV locales for their next-big-trip inspiration. Get ready for the Set-Effect.

Two-thirds of global travellers have considered and 39% have booked trips to destinations after seeing them on streamed shows or movies. Advice from friends and family topped streaming services by only 2% as the most influential source of travel inspiration.\*

## Top TV-Inspired Destinations





NETFLIX

MASTERPIECE

Apple tv

hulu

HBOmax

britbox  
CREATED BY BBC & itv

Disney+

prime video

ACORN TV

itv  
HUB

sky

BBC iPlayer

Paramount+

4

PBS

MY 5



# Is Ted Lasso saving Richmond?



# Has Reynolds put Wrexham on the map?



# Brace yourself for Bridgerton!

Series 2 is the most popular English Netflix show to date with 627million hours views (series 1 is the 2nd).

#2



#1

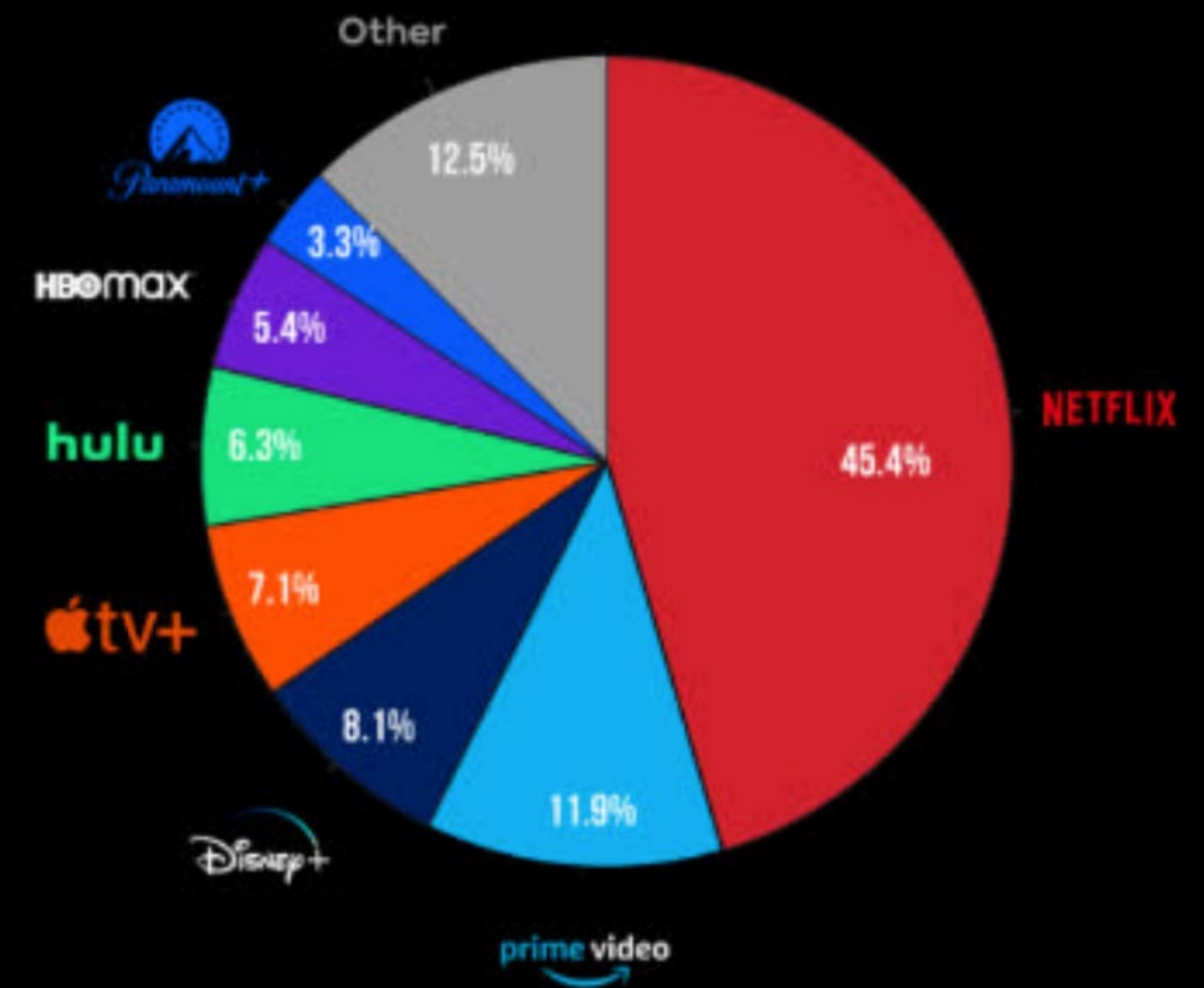


# Keep one eye on the streamers...



Global platform demand share for all digital originals

(Global, Q4 2021)



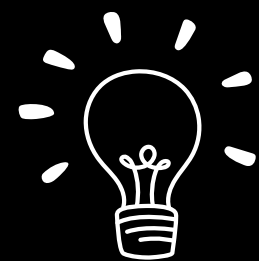
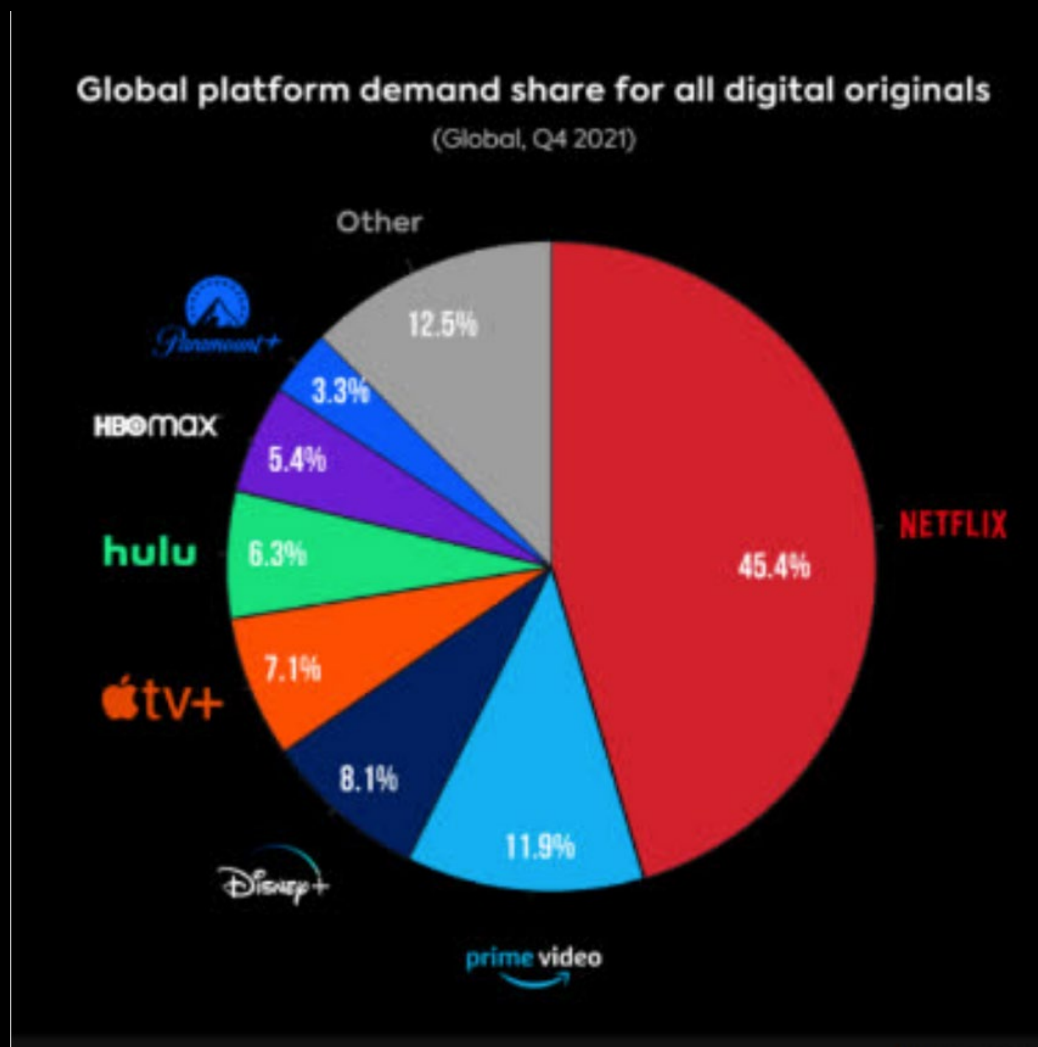


# Content is king...

Netflix subscribers 2023 = 251.15 million subscribers

- Their strength is built on original content
- 2020 -2023 Netflix invested £4.8 bn UK film & TV
- The UK is their second largest content producer

To stay ahead they are constantly morphing...



A **Netflix** subscribers are 2.4 times more likely to put a destination top of their travel list after seeing it in a show.



**Netflix is launching walking tours inspired by 'The Crown' and 'Emily in Paris'**

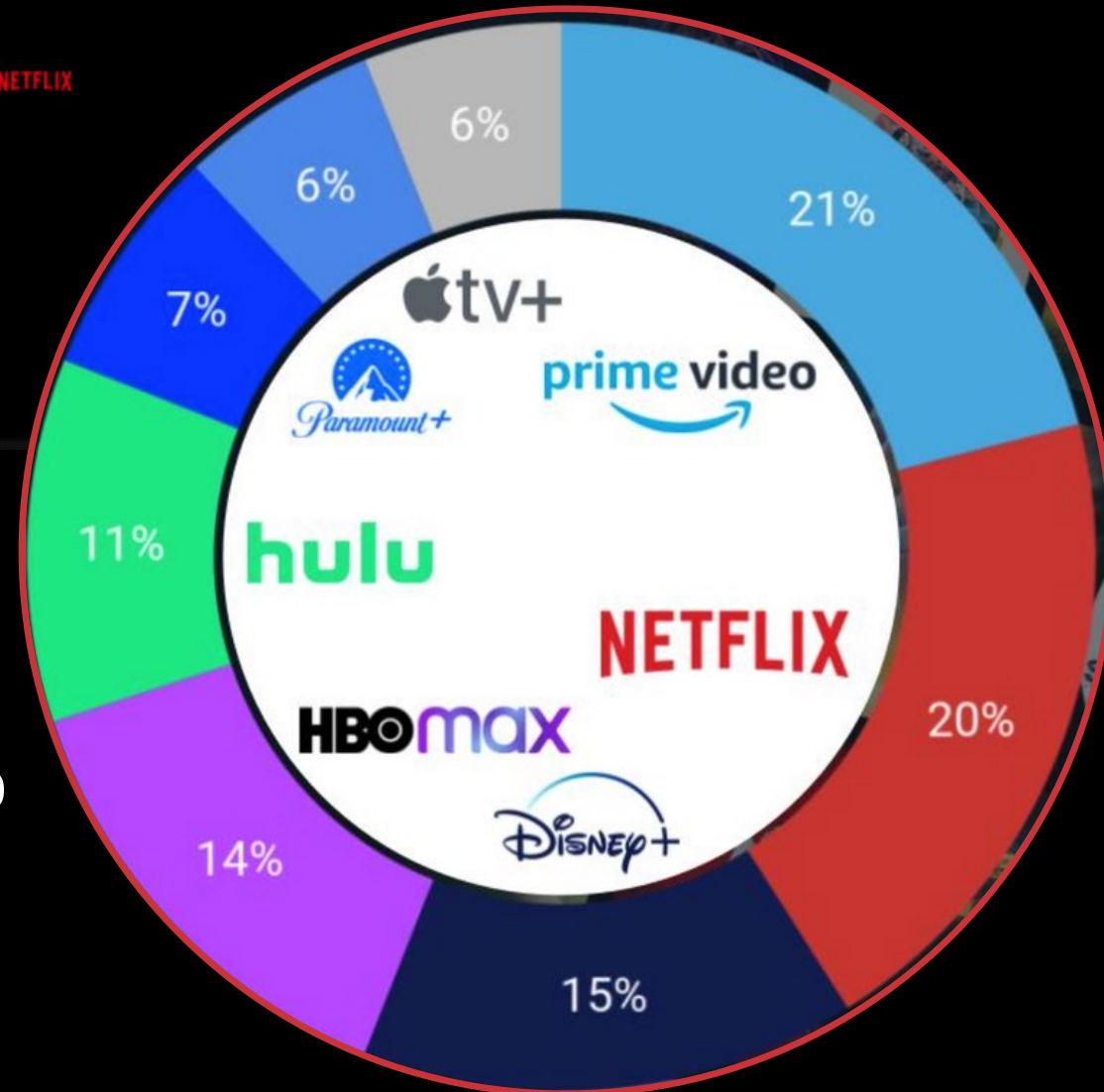
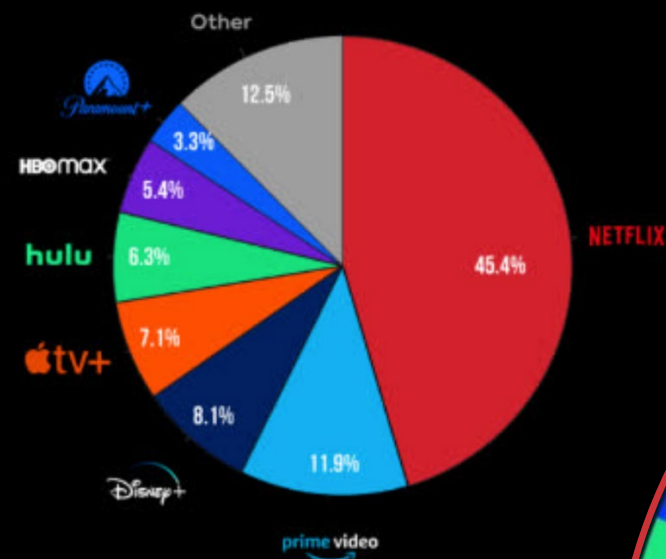


# HBO has a new game plan... MAX

Global share 5.4%

To increase their Market Share they need a little Magic

Global platform demand share for all digital originals  
(Global, Q4 2021)



US share 14%



10 year commitment

**MASTERPIECE**

# The Masters of Partnership



content commission/ target audience



BBC/ITV/C5



How and when to get involved?



