

Film Tourism in Västra Götaland

- a collaboration between film and tourism industry to maximize the effects on the experience economy

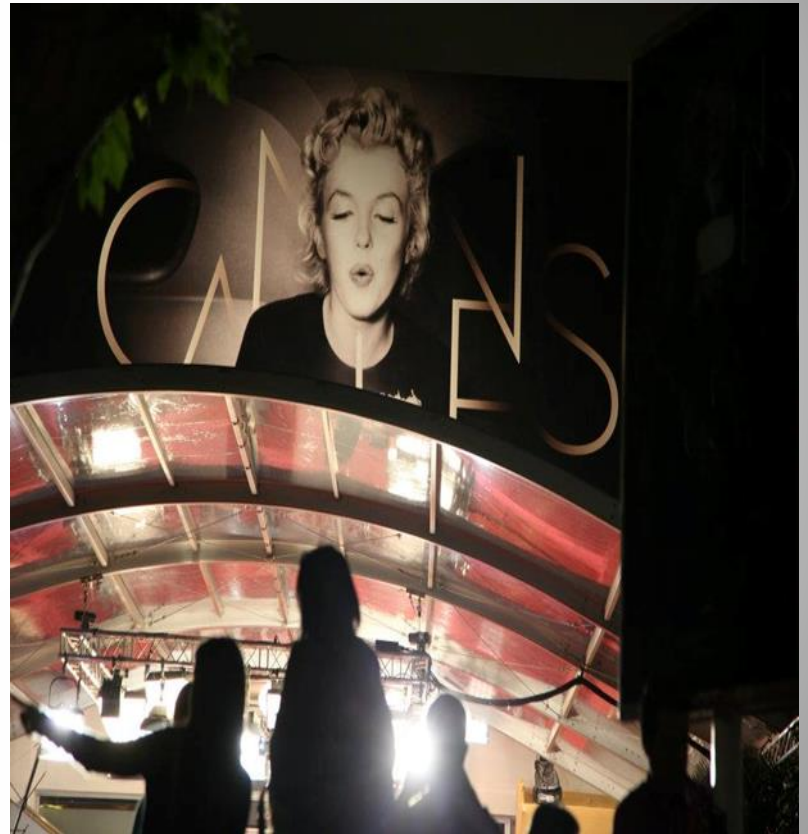




Background - history

- Tentative collaboration
- Spontaneous film tourism

Better advance planning is essential to be able to get the full synergy effect for the film and touristic collaboration!





Background - assumptions

- West Sweden – strong involvement with companies within the public sector
- Film and tourism; tools for regional development
- National strategy for the tourism industry 2020
- The archipelago of Fjällbacka, top priority for destination development
- Timing





Background – Film i Väst

A succesful co-producer

More than 500 feature films since
the beginning

30 co-productions yearly

Attends international attraction





Possibilities – good examples

Forks

Twilight

NY

Sex and the city, etc

London

Bond, Harry Potter, etc

Oxfordshire

The midsomer murder

Nya Zealand

The Lord of the Rings

Scotland

Braveheart, Brave

Stockholm

The Millenium trilogy

Swedish Crime

Frequently used term



Possibilities – expected results

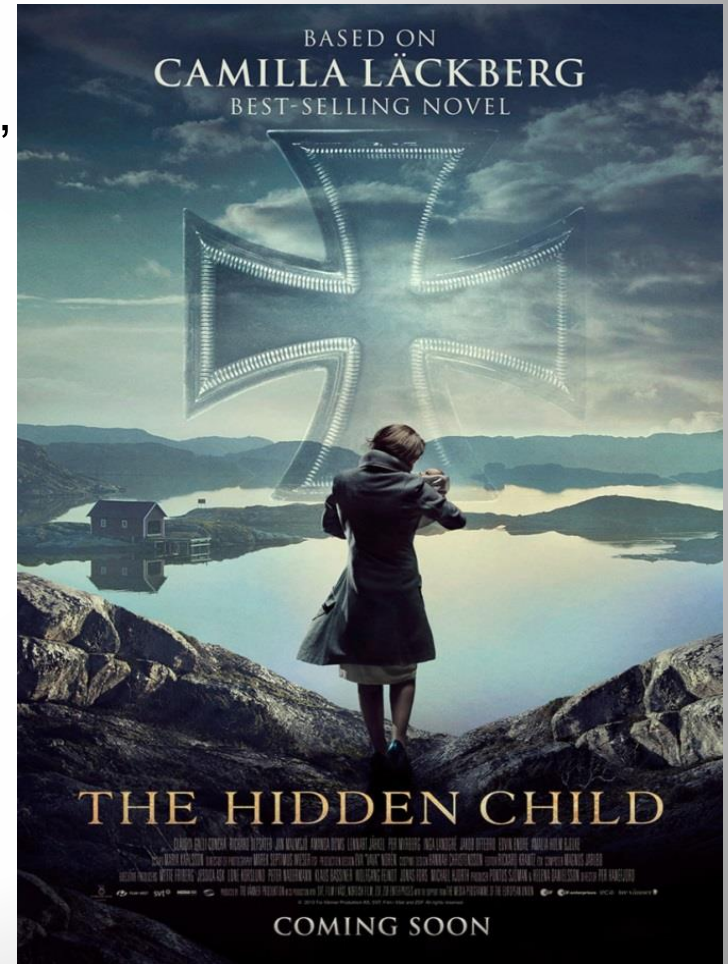
- More guest nights
- Extended tourist season
- Attractive tourist offers
- Increased interest for the films
- Model for collaboration for future projects
- Positively enhanced image of Västra Götaland/Sweden as a destination





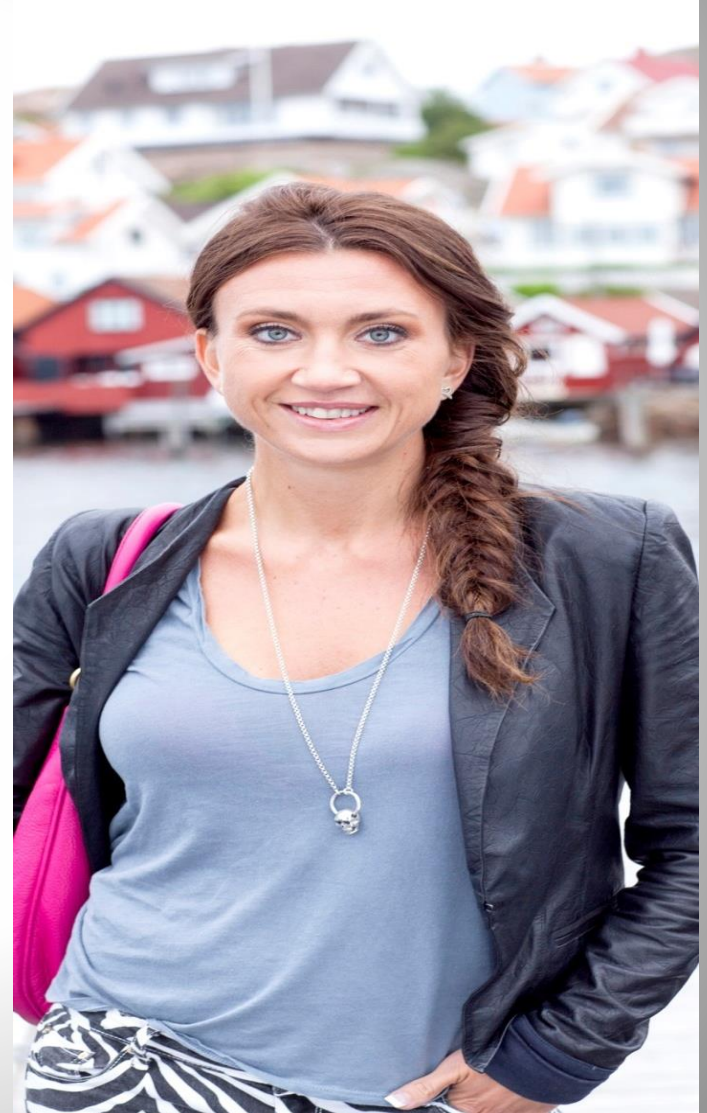
The Fjällbacka Murders – Camilla Läckberg

- The current films "*The Fjällbacka Murders*", with international distribution, provide opportunities to explore collaboration at a priority destination
- The films send an important message about the destination, Fjällbacka
- Enhances the image of Sweden as a film country



* The Fjällbacka Murders - preparations

- Started to develop the destination and put together new experiences/products throughout the year
- Cooperation with a number of publishers and utilising Läckberg's popularity as an author, for example in France
- Both the books and the films have attracted a lot of interest from foreign media
- Included in the offerings of increasing numbers of foreign tour operators





The Fjällbacka Murders – work in progress

Fjällbacka and islands
Grebbestad, Hamburgsund, Fjällbacka, Rosö

Accommodation Food Signs Activities Offers/packages

Läckberg's Gourmet Package
As well as crime stories, Camilla Läckberg pens cookbooks and visitors can experience a Läckberg gourmet evening. Learn more...

Offers/packages

- Rock Carving Tour with Grandt...
Visitors from all over the world are...
- Crayfish catching in Fjällbacka...
Head to the deep, dark waters of Fjäll...
- Kayak Weekend
Welcome to enjoy and explore Bohuslän...
- Rock Carving workshop - A Job...
Let skilled archeologists take you o...
- Rock Carving Tour with Tingvall
Visitors from all over the world are...

Activities

- Sidingfjället - kayak & ocean adventures
- Lobster Fishing Package at Tanumstrand
- Guided Boat Trip on MG Sara in Kosterhavets National Park
- Boat trips with Mik Mik, Fjällbacka
- Rent a boat at Tanumstrand

Experience Fjällbacka

Westeråsleden > Bohuslän > Tanum > Experience Fjällbacka >

Experience Fjällbacka archipelago
The Fjällbacka archipelago boats leave from the town harbour (Centrumbruggen) by Ingrid Bergman square. Choose a vessel from motor cruisers, fishing boats, yachts and RIB (Rigid Inflatable Boat). If you want a leisurely cruise-type experience go for one of the first three. For a rush to the head and a bad hair day go for the RIB option.

Fjällbacka
Legendary Swedish actress Ingrid Bergman sailed for Fjällbacka's charm and west coast Sweden lifestyle. Local girl Camilla Läckberg sets her international best-selling murder mystery books here.

Book online

Arrival:

Departure:

No. of adults:

Destinations: Tanum

Search

Camilla Läckberg
Camilla Läckberg's crime fiction books are international best-sellers and are set here in Fjällbacka, where she grew up. The Ice Princess, The Stone Cutter and the Angel Visitor are just three English language titles from one of Sweden's most popular authors.

The Hidden Child - Official trailer

Fjällbacka website in Swedish, English, French and German

* The Fjällbacka Murders – Identified opportunities for maximized effects

- Collaboration – at an early stage!
- **Need for flexibility** in the co-production agreement for destination development and tourism marketing
- Clear roles and responsibilities
- Joint communication plan, schedule and timeframe
- Regulated rights agreement
- Internal support and acceptance in each organisation

* The Fjällbacka Murders – Results

2013

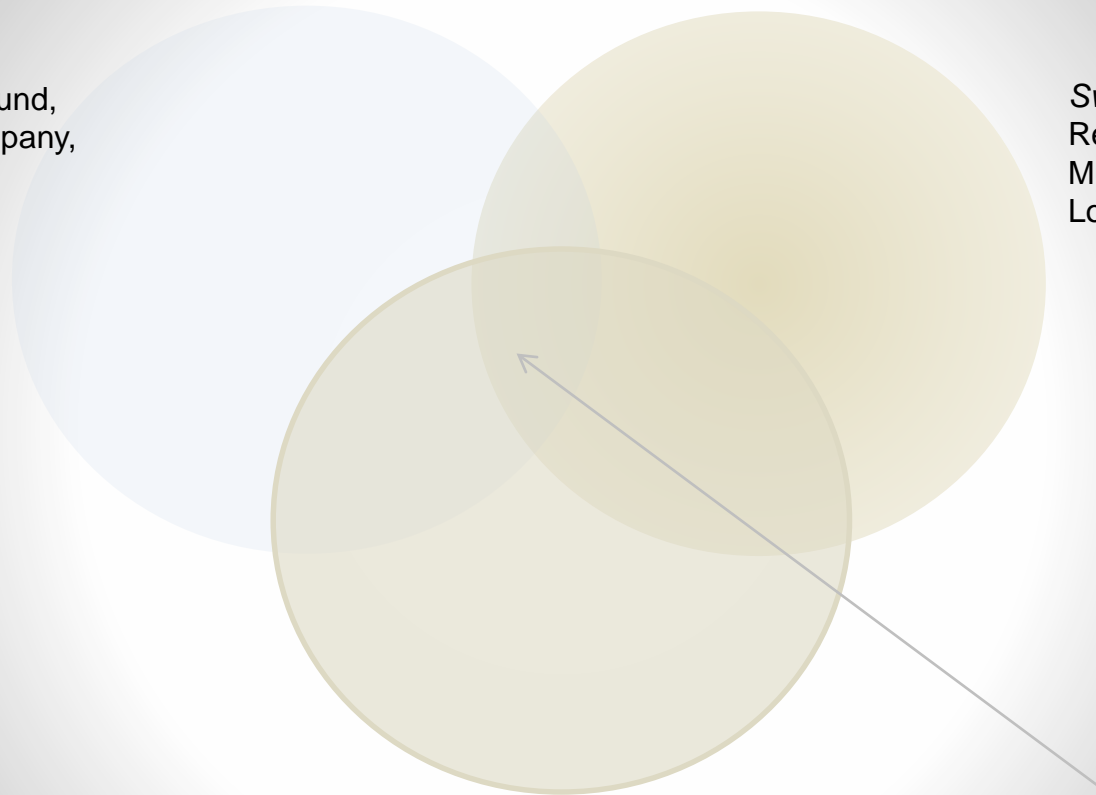
- 30 % more guests nights (so far)
- Extended season, all year around
- Attractive touristic offer
- A collaboration model for future project
- Positively enhanced image of West Sweden
- Short take off for new cases

* Collaboration - Joint collaboration /partners

Swedish Film
Regional Film Fund,
Production Company,
Distributor

Swedish Destinations
Regional Tourism Board,
Municipalities, Destination,
Local Companies

National Tourism Board
VisitSweden



* Collaboration - The Swedish Model for Film Tourism

Film industry

1. Film

2. Pre-production

3. Script

4. Funding

5. Production

6. Distribution B2B

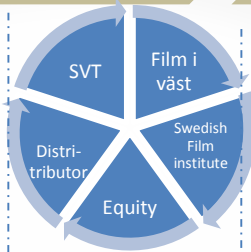
7. Consumer marketing

8. Distribution B2C

Author
Story / Script
development
Planning

Funding agencies/financiers places demands on script, such as quality requirements.

(e.g., interesting history, Swedish history, artistic quality)



Casting, team,
Location, suppliers,
extras

Post-production

Decision channels
Movie, TV, Hv mm

PR
Adverts
Trailer
Premiere/release

Viewing / transmission

Assessment criteria

- Increased core funding
- Optimisation in the production
- Increased consumer revenue upon delivery

Letter of intent between the parties

- Joint exchange reconciliation efforts in the region, film / hospitality industry

- Clear requirements and posture from the region regarding film.

Improved ROI for all funders

Distinct resource optimisation for public funding bodies

- Reconciliation suppliers
- Press work, retailing

Can utilize the effects of the film / tourism collaboration in an argumentation

- Increased impact through coordinated marketing
- Press materials image, lyrics, interviews
- Exhibitions, events
- Sync existing/current
- Promotions
- New Campaigns

- More cinemagoers
- More TV viewers
- More pay per view
- More visits and overnight stays at the destination

The selling process - Product

1. Hospitality industry / Toursim

2. Project idea

3. Product development

4. Funding

5. Packaging

6. Distribution B2B

7. Consumer marketing

8. Distribution B2C

Develop the destination

- Themes:
- Food
 - Outdoor
 - Film

Script/synopsis
Author
Market potential

Funding agencies/financiers places demands on the product

(Export maturity, quality assurance, thematic adaptation)



Matchmaking
(right package for the right player in the travel trade)

Decision channels
Travel trade
Accessibility
On-line sales ctc

- what
- Who
- how
- where

Purchasable experiences on the market

Funding agencies/financiers places demands (e.g. commission in ÅF chain, availability distribution)

Joint

Tourism industry

* Collaboration - Criteria model for project establishment

The potential is determined by the scoring in the criteria model.

Responsible co-ordinator at the regional film fund.

3 categories

22 criteria

Minimum score:

80 +, potential exists

Criteria	1	2	3	4	5	Sum
Filmindustry						
Actor / author / internationally known director						0
Film based on book / known history						0
Author wants to be part of the collaboration						0
The production company's willingness to cooperate						0
International plan / approach						0
Impact good location						0
Potential to impact on script						0
Plan for sequel						0
						0
Regional						
Support the image of the destination						0
Supporting regional touristic themes						0
Support and willingness from the local actors						0
Support and willingness from the local public						0
Expose and take place on an available physical location						0
Good infrastructure (to and from the site)						0
Local willingness to become an export ready destination						0
Regional willingness to support an export ready destination						0
Good location						0
						0
National						
The environment and the story reinforces the image of Sweden						0
Increase the preference for destination Sweden						0
Support priority markets						0
Potential for large long-term marketing project						0
Speed of the maximum effect						0
						0

* Collaboration - Roles and Responsibilities

Regional tourism boards:

- Destination development
- Product development
- Destination marketing (e.g. PR, Web, Travel Trade, Campaign)

Regional film fund:

- Set assessment criteria.
- Ensure that the interaction model is included in the co-production agreement.
- Coordination between interaction partners.
- Ensures ongoing deliveries of e.g. artwork, launch plans, scripts.

National tourism board:

- Travel trade processing of relevant players/stakeholders
- Create PR before, during and after.
- Create campaigns for the launch of the film together with film and tourism distributors.

The production companies:

- Sharing materials (e.g. timing, distribution plans) in order to optimize the partners' planning.
- Sharing materials (e.g. script, synopsis, schedules, distribution plans) in order to allow for product development at the destination.
- Give access to materials and relevant persons (e.g. images, moving images, interviews, press involvement, receiving visits at recording sites) in order to enable effective public relations to generate interest, and increase awareness and interest in visiting the destination.
- Involve distributors and sales agents and give them an understanding of the interaction model.





Next step



- Letter of Commitment
- Establishing the model
- New case

Welcome to West Sweden!



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