



SCREEN TOURISM



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The potential tourism that a film production can generate is a valuable and ongoing opportunity for Western Australia's regions. In addition to its value to the community during filming, the legacy a production can leave is likely to have positive long-term benefits for businesses and residents within the region. Film buffs will naturally be interested in seeing where filming took place; to compare the real-life location with the setting of the film and to hopefully gain some insider knowledge about the production.

While the release of the film itself will certainly pique the curiosity of potential visitors to the region, the success of film tourism can be maximised by the encouragement and enthusiasm of the local community.

If your business is near a filming location, use this to add value to your existing tourism experiences. This isn't simply a case of your business benefiting from being within close proximity to a tourist hotspot, but a chance to take advantage of any involvement your business might have had with the production. Did any key cast and crew members visit the premises – where did they eat and stay while in the region, and can this accommodation be offered to tourists? Were any nearby exteriors or interiors used as locations? Did you or anyone you know appear as an extra in the production? Providing tourists with fond memories or personal experiences is a fantastic talking point. Detailed knowledge is vital for authenticity and fans will appreciate any "insider knowledge" and stories you can share about the production.

If a business or street in the region is used as a location in a production, consider the possibility of keeping a memento on display after the production has wrapped. For example, see if a sign created by the art department specifically for filming can be left up to serve as an attraction for future tourists. These unique tokens, along with maps and photo boards outlining filming locations are important markers for visitors. They provide photo opportunities for sightseers, who can share them on social media and promote the region on a national and international scale. Furthermore, establishing a map that outlines what was shot where and with whom gives tourists the chance to embark on their own tour of locations.

