



# SCREEN TOURISM



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The potential tourism that a film or television 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. Fans of locally-shot films or TV series will be interested in seeing where filming took place; to compare the real-life location with the setting of the story and to hopefully gain some insider knowledge about the production.

Many films maintain an ongoing cultural buzz years after their release, which translates to a gained momentum in regards to visitors as their settings are put on the map. For example, the Kimberley region's Wolfe Creek Crater National Park has seen an increase of tourism after the release of the 2005 horror hit *Wolf Creek* – not bad for a film that was mostly shot in South Australia! The influence of such increases in tourism does not simply come from within Western Australia itself but from all over the world. A film or TV series that screens overseas has the potential to impress and entice international visitors who, prior to seeing the film, may not have been aware of the appeal or even the existence of such locations in regional WA. Furthermore, the favourable effects of this film tourism are not necessarily isolated to the town or specific area where the production was shot. Film tourism draws people to the whole region – nearby locations also reap the benefits as visitors venture out to explore surrounding areas.

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

Even during production, initiative can be taken in regards to the prospective increase in tourism – is the director, producer or a key cast member willing to record a direct-to-camera testimonial or be interviewed about the uniqueness and the suitability of the location? Perhaps the cast or crew discussed how well the location served the film's story, or how welcoming and accommodating the local community has been. These valuable quotes can be used in tourist information and can promote the region into the future.

Once the film has had time to exist and reach audiences, the region can continue working to achieve the desired film tourism outcomes. What places did any key cast and crew members visit? 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? Providing tourists with fond memories or personal experiences is a fantastic talking point.

Consider the possibility of keeping mementos 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.



# CASE STUDY

## JASPER JONES & PEMBERTON

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The small town of Pemberton in the South West continues to benefit from serving as the setting for the fictional Australian town in the 2016 film *Jasper Jones*. After the film screened in the region, the South West Development Commission released online and hard copy versions of a free brochure entitled 'Walk in the Footsteps of Jasper Jones'. Designed as a guide to the film and its filming locations, the colourful and inviting document combines information and high quality stills from the film with an insight into the town of Pemberton and how the community became involved in the production. As well as a map of the filming locations and the fictional places they were transformed into, a quote from producer Vincent Sheehan is included, outlining the town's magical quality and ability to stand in for 1960s Australia.

The brochure also features a list of ten 'Things to do and see in Pemberton' and highlights activities and unique local sights for tourists to visit and participate in. These include climbing Gloucester Tree, stopping at vineyards for local food and wine and canoeing in nearby rivers and lakes. Significantly, 'Walk in the Footsteps of Jasper Jones' not only promotes the town of Pemberton; it is focused on drawing people to the South West region as a whole, also mentioning Donnybrook and displaying a map of the whole region.