

# FILM AND SCREEN TOURISM IN QUEENSLAND

UQ Business School



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# 01 | Introduction



# Introduction

- 10-year roadmap image
- Film tourism is broadly defined as the tourist activity induced by the viewing of a moving image and is accepted as encompassing film or television products (Connell, 2012)
- QLD film and tourism industries are rapidly growing
- QLD Point of Difference
- Past 5 years, 12 international productions have been shot
- Capitalising on these opportunities
- This report aimed to help identify the GAPS in the market and through our recommendations provide an outline on ways in which this industry can be further developed



# 02 | Scope and Objectives



# Scope and objectives

## — — Scope

- One Domestic and Two International examples of successful film tourism
- In Australia and New Zealand and Ireland
- Display a high success rate
- Template for QLD



# Scope and objectives

## — — Objectives

1. Determine the demand for film-location based tourism in Queensland.
2. Recognise the uniqueness, advantages and disadvantages of QLD, and identify the current state of the industry and the content of film location-based tourism. For example, the types of film location-based tourism (e.g. engagement during filming, post-release, etc.), film-related event, any existing tourism-supporting programs (app development).
3. Research existing international, domestic or international destinations which successfully promote film-location based tourism and experiences. (Help identify success factors as well as barriers and identify GAPS and missed opportunities within QLD).
4. Provide recommendations for the Queensland Government to encourage the tourism industry and take advantage and uniqueness of Queensland film-location based tourism and experiences.



# 03 | Method and Findings





# Method and Findings

- 1 Film Tourism Demand in Queensland
- 2 Queensland's Point of Difference
- 3 Current Queensland Film-based Assets
- 4 The Film & TV Series Shot in Queensland



- 5 The Film Festivals in Queensland
- 6 Gaming in Queensland
- 7 Successful examples of Domestic Film Tourism
- 8 Successful examples of International Film Tourism

# Method and Findings

## 1. Film Tourism Demand in Queensland

- Current development of Film tourism
  - a) Motivations b) Type of film tourists c) Film visitor demand
- Current development of Queensland Tourism
- Film tourism target market

## 2. Point of Difference of Queensland

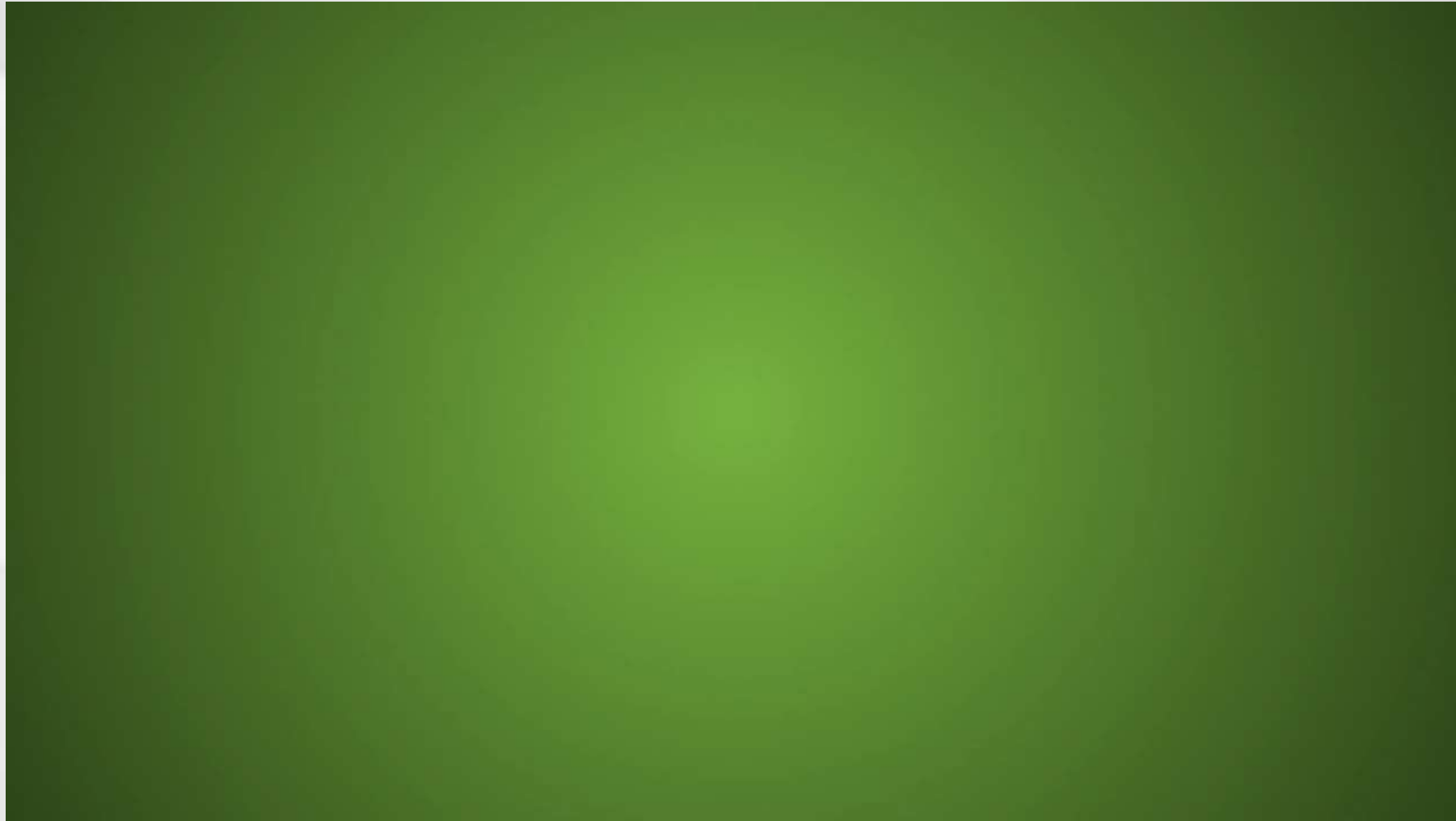
- Diverse Sightseeing & Comfortable Climate
- Good Reputation & Prospects for the future
- Accessibility
- Government Involvement



# Method and Findings

## —Film Tourism Demand in Queensland

The Importance and Current Situation of film tourism



# Method and Findings

## —Film Tourism Demand in Queensland

### Current Development of Film Tourism

#### Main 5 Motivations of Film Tourists

- Having film site experience
- Fantasy
- Novelty (a unique & unequalled experience during the visitation to a film location)
- Touring the film
- Film-location connection

#### 3 Types of Film Tourist

- Spectatorial visitor
- Collective visitor
- Romantic tourist

#### Film Visitor Demand

- Interactive experience
- Authentic experience
- Sincere experience



# Method and Findings

## — Film Tourism Demand in Queensland

Current development of Queensland Tourism



# Method and Findings

## — Film Tourism Demand in Queensland



### Queensland Tourism Target Market

China, New Zealand,  
United States and UK



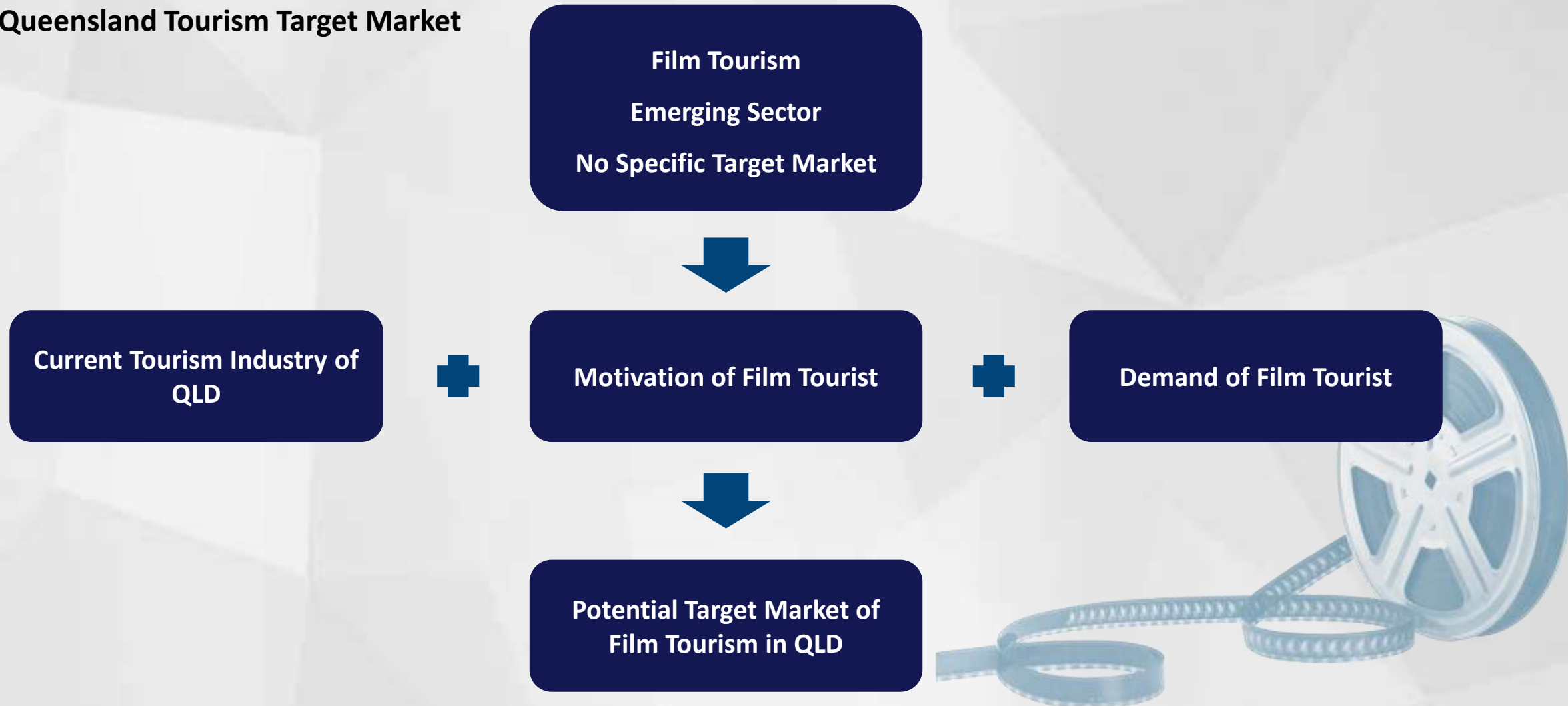
Mostly middle age  
female

Holiday  
World-class nature  
Wildlife  
Food & Beverage

# Method and Findings

## — Film Tourism Demand in Queensland

Queensland Tourism Target Market



# Method and Findings

## — Queensland's Point of Difference

### 1. Uniqueness of Queensland

- **Diverse Sightseeing**: A combination of cities, coastal scenery, the outback, old-growth forest, steep peaks, and wildlife, etc.
- **Comfortable Climate**: More sunny days without many rains affecting.



### 2. Good Reputation & Prospects

- **Good Reputation**:
  - Famous natural attractions,
  - Major event hosts,
  - Sister city relationship,
  - International partnerships (e.g. Brisbane, Gold Coast).
- **Prospects**:
  - Brisbane, Gold Coast, and Cairns as the leader cities,
  - Many opportunities and available resources (e.g. Finance, HR, PR, Nature).



# Method and Findings

## — Queensland's Point of Difference

### 3. Accessibility

- Advantages

Brisbane International Airport

### 4. Government Involvement

- Advantages

- The Screen Industry 10-year Roadmap and Action Plan – A great beginning
- Screen Queensland invests the developing of the screen industry in many aspects
- Screen Queensland funding of \$882,000 supported seven Brisbane-based festivals and events (e.g. Brisbane International Film Festival)

- Concern for future

More international accesses

- Barrier/Concern for future

- To avoid Intrastate Competition on financial support (e.g. the funding from Queensland Government)
- Local government should set up or promote local funding strategy for the screen industry



# Method and Findings

## —Gaming in Queensland ( A Great Opportunity )

A Car Racing Game – 'Forza' with Australia outback as the virtual context in the game

- The Fast and Furious – A famous film series
- Initial D – Comic and Animation with Video Games



EXCLUSIVE

# Method and Findings

## —Successful Examples of Domestic Film Tourism

### Sydney

- Famous film-related attractions:
  - such as Harbour Bridge, Sydney Opera House etc.
- the increasing number of film-related visitors to Sydney.
- The Mission: Impossible 2 created a remarkable record of 200 % increase on visitor number of the National Park of Sydney.



# Method and Findings

## — — Successful Examples of Domestic Film Tourism

### Fox Studio at Sydney

- Fox studio produced many famous movies: Superman Returns, The Matrix Trilogy, The Great Gatsby, etc.
- Backlot tour includes an attraction based on The Simpsons, a sound experience, a costume and make-up house experience, a museum of the Titanic Experience.
- Equipped with restaurants, cafes, bars, shopping malls, cinemas, children's playgrounds and other places of entertainment in the studio.



# Method and Findings

## — — Successful Examples of Domestic Film Tourism

### TV Travel Show at Sydney

- TV travel show is a new approach for promoting tourism destination
- The Amazing Race China 2 and Divas Hit the Road - two extraordinarily popular TV travel shows in China, both chose Sydney as a part of their film locations
- Vivid advertisements in Asian market by broadcasting the shows with beautiful natural and cultural Australian scenes
- contribution to the film-related tourism revenue of Sydney
- attracting lots of 'show fans' or 'star fans' as visitors to Sydney in the future



# Method and Findings

## — — Successful Examples of International Film Tourism

### Case 1 – Ireland (the Game of Thrones)



# Method and Findings

## — — Successful Examples of International Film Tourism

- The screen tourists are mainly attracted by the GOT and spend about \$24 million a year in Northern Ireland.
- Since 2010 until 2016, GOT brought about £150 million (about 271 million Australian dollars) to Ireland.

Game of Thrones Economic Impact		(Source: Northern Ireland Screen)
	Funding from Northern Ireland Screen	Expenditure on goods and services into the Northern Ireland economy
Pilot / Series 1	£3.2m	£21.2m
Series 2	£2.85m	£21.8m
Series 3	£3.2m	£22.5m
Series 4	£1.6m	£23.2m
Series 5	£1.6m	£26.3m (Estimated)
Series 6	£1.3m	£31m (Estimated)
	Total: £13.75m	£146m (Estimated)

# Method and Findings

## —Successful Examples of International Film Tourism



- Tourism Ireland also got the official agreement from HBO to promote Northern Ireland as a tourism destination since 2014, this strategy had made the film location experience more authentic.

- With the production funding support and generous tax breaks, Ireland seized the opportunity to cooperate with HBO (Home Box Office ) earlier than any other destinations.





# Method and Findings

## —Successful Examples of International Film Tourism

### Leverage the Game of Thrones themed experiences

- 150 twisted looking beech trees were planted in 'the Dark Hedges' to add an ominous atmosphere
- Dressing in the Game of Thrones style costumes
- Game of Thrones medieval barbeques
- Archery lessons
- The 'Doors of Thrones'

GAME OF  
THRONES



# Method and Findings

## — — Successful Examples of International Film Tourism



Dressing in the GOT style costumes



GOT medieval barbeques



The archery lessons

# Method and Findings

## — — Successful Examples of International Film Tourism



**In 2016, there was a storm hit two trees in the Dark Hedges, one of the GOT film location, then the Tourism Ireland carved these two trees into 10 intricate doors and dotted these doors around Ireland, each of them represented an episode from the sixth season.**

# Method and Findings

## —Successful Examples of International Film Tourism



The 'Doors of Thrones'

**126** million people around the world, and the short films of this campaign were viewed about **17** million times which generated the coverage worth about **20.65** million Australian dollars, and won over **20** awards in the marketing and advertising industry across the Europe



# Method and Findings

## — — Successful Examples of International Film Tourism

### Case 2 – New Zealand (The Lord of the Rings & The Hobbit)



# Method and Findings

## —Successful Examples of International Film Tourism

### Strong linkage between the Ring trilogy and New Zealand

- Known as the 'home of Middle-earth'
  - a stamp on their passports, stating 'Welcome to Middle Earth' stamp



# Method and Findings

## — — Successful Examples of International Film Tourism

### Marketing Activities

- Stamps and coins
  - Uncirculated coins and print stamps, depicting the faces of the characters from Middle-earth.



# Method and Findings

## — — Successful Examples of International Film Tourism

### Other supporting marketing activities

- Air New Zealand
- Decorations on all airplanes had a strong Hobbit theme
- Safety video





# Method and Findings

— — Successful Examples of International Film Tourism



# 04 Recommendations

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# Recommendations

## —Promote Queensland's Point of Difference (POD)

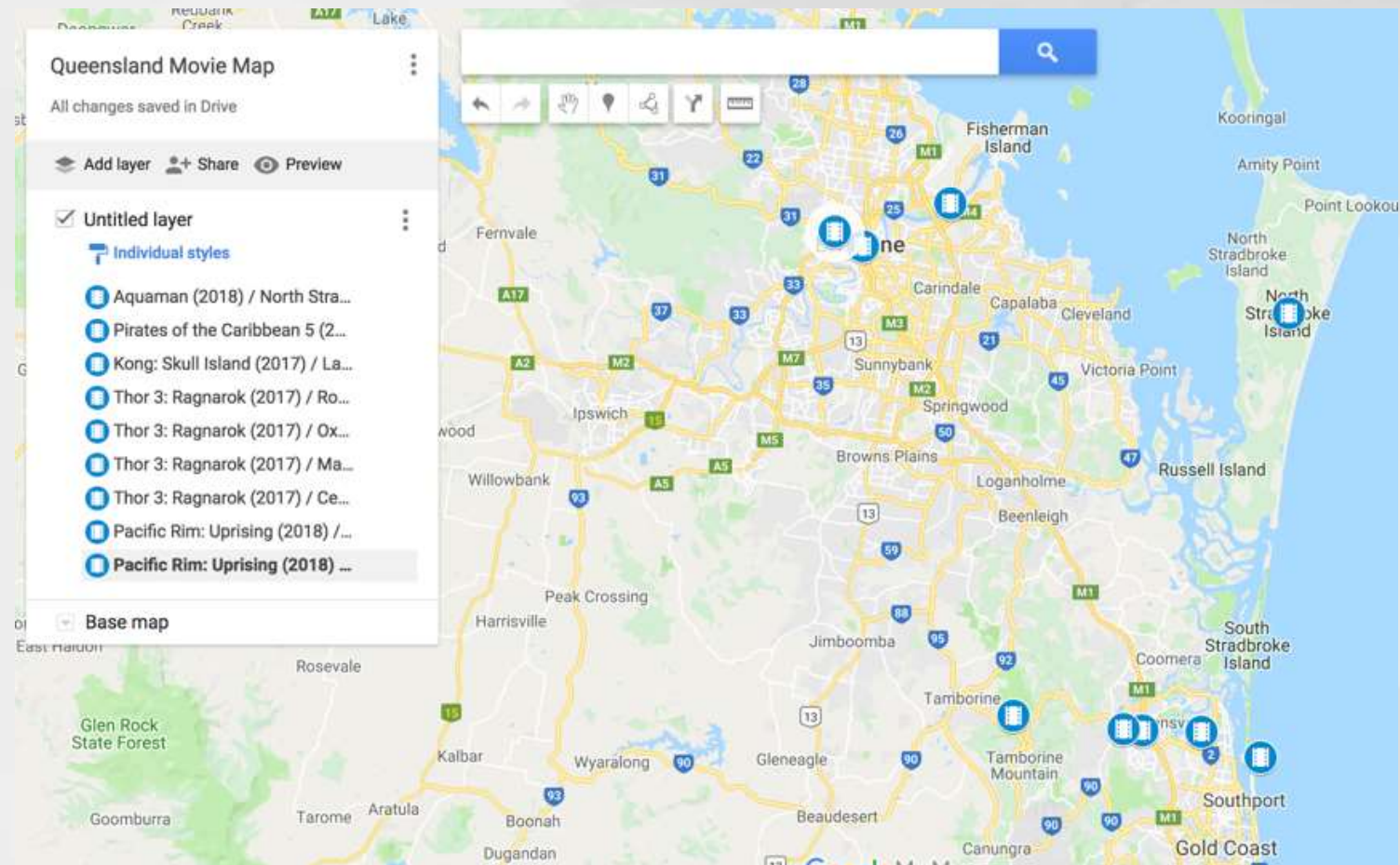
- Significant benefits of Queensland as a filming location
- Diverse natural locations, world-class studios and award-winning talent, cast and crews
- Identifying what truly makes Queensland great
- Focusing on what makes Queensland unique and different
- Further development



# Recommendations

## —Leverage Film Tourism Experiences

- A large amount of international interest and productions filming in QLD annually
- Develop filming locations into film tourism experiences
- Promoting QLD as a whole
- Developing new technology to promote QLD and film destinations (App, Movie Map)
- Integration of Film Festivals
- Further development of current film tourism opportunities (Village Road Show & Warner Bros. Movie World)



# Recommendations

## — — Enhance Film Education and Industry Opportunities in Queensland

- Large range of highly regarded universities and colleges across Queensland
- Further development of talent schools
- More diverse education opportunities
- Enhancing local opportunities
- Government support and development
- QLD cities individual POD
- Overall state benefit
- Implementation of experiences to develop of successful film tourism industry



# 05 | Q&A Session

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An underwater scene featuring two divers. One diver is in the foreground, seen from behind, wearing a black wetsuit and a large scuba tank. The other diver is further back, wearing a blue wetsuit and a scuba tank, positioned near a coral reef. The water is clear and blue, with sunlight filtering through from above. Bubbles are visible rising from the divers.

# THANK YOU

Created by: UQ Team

