



Tourism Industry Association of BC  
BC Tourism Industry Conference

## Film Tourism: BC's Opportunity

Presented by: Ed Mansfield

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# OUTLINE



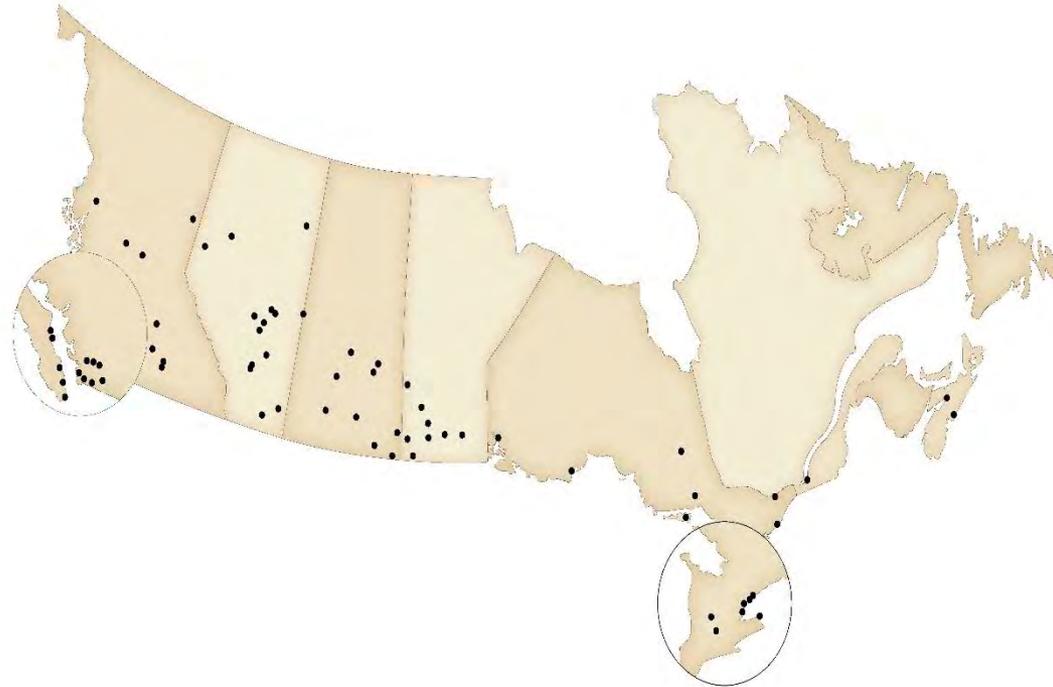
1. MNP Economics & Research Group
2. MNP's Experience
3. Film Tourism in BC
  - a) Perceived challenges
  - b) Situational assessment
  - c) What is the potential in BC
4. Tourism Vancouver Initiative
5. Overall Findings

# MNP ECONOMICS & RESEARCH GROUP



**MNP** is a major accountancy and business consulting firm in Canada, with more than 70 locations and 3,000 team members across the country. In British Columbia, MNP is well-recognized across the province, with more than 800 team members located in 19 communities.

**MNP's Economics and Research Practice** provides analysis and research services that encompass a wide range of statistical, economic and program evaluation applications. Our team of over fifteen economists, statisticians and business professionals is based in Vancouver, and is one of the largest of its kind in Western Canada. The team has served clients from across Canada and the United States.



# MNP'S CURRENT AND PREVIOUS WORK

## Film Industry Organizations

- Motion Picture Association of America
- Canadian Media Producers Association
- Production Companies

## Tourism Organizations

- Tourism Vancouver
- Destination Canada
- Government Ministries

## Jurisdictions Studied

Connecticut	New Mexico
Florida	North Carolina
Georgia	BC, Ontario
Hawaii	Newfoundland and Labrador



## Perceived Challenges

1. Film tourism is a myth. It doesn't exist.
2. BC never plays itself but stands in for other locations; consequently film tourism is impossible.
3. BC has no film tourism assets. We don't have anything that anybody would want to see, and no film history in which anyone would be interested.
4. Film tourism: it's not film and it's not tourism.

## Situational Assessment

1. Film tourism is real and can be an important component of the tourism industry.
2. With effective promotion, visitors and potential visitors know where filming occurred, regardless of setting.
3. Given the past history and current level of production in BC, it has as many, if not more film tourism assets as any other jurisdiction in the world.
4. Film tourism concerns both film and tourism. It's a partnership.

## What is the Potential in BC

1. Based on work carried out by MNP in other jurisdictions, and on our assessment of BC's film tourism assets, we believe film tourism could substantially increase visitor attraction, length of stay and spending.
2. Effects would differ across regions but could be realized across the province.

# TOURISM VANCOUVER'S INITIATIVE



Tourism Vancouver is moving forward in a focused effort to capitalize on Vancouver's film tourism assets and to develop film tourism related attractions and experiences. MNP was engaged by Tourism Vancouver to investigate and explore the potential of film tourism in Vancouver, B.C. and its potential to increase visitor spending.

The scope of the project included:

1. Creation of a film and television database for tourism.
2. Identification of Vancouver's film tourism assets.
3. Assessment of film tourism opportunities.
4. Recommendations regarding the development of potential film tourism opportunities.

# OVERALL FINDINGS

There are specific film tourism opportunities that exist which could be implemented with modest effort. In addition, there are other opportunities that can be implemented once momentum is built.

Coordination between production companies and tourism organizations is key. There is broad support and a willingness from all parties to explore that cooperation.

Need to develop a measurement system for film tourism.

Film tourism potential is focused in the Lower Mainland but tied to all of BC. The impacts associated with additional visitors and visitor spending is a shared benefit and opportunity for the province.

# MNP CONTACTS



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