



# THE MOVIE MADE ME DO IT!

**EUGENE  
THOMLINSON**



# WHAT IS FILM-INDUCED TOURISM?

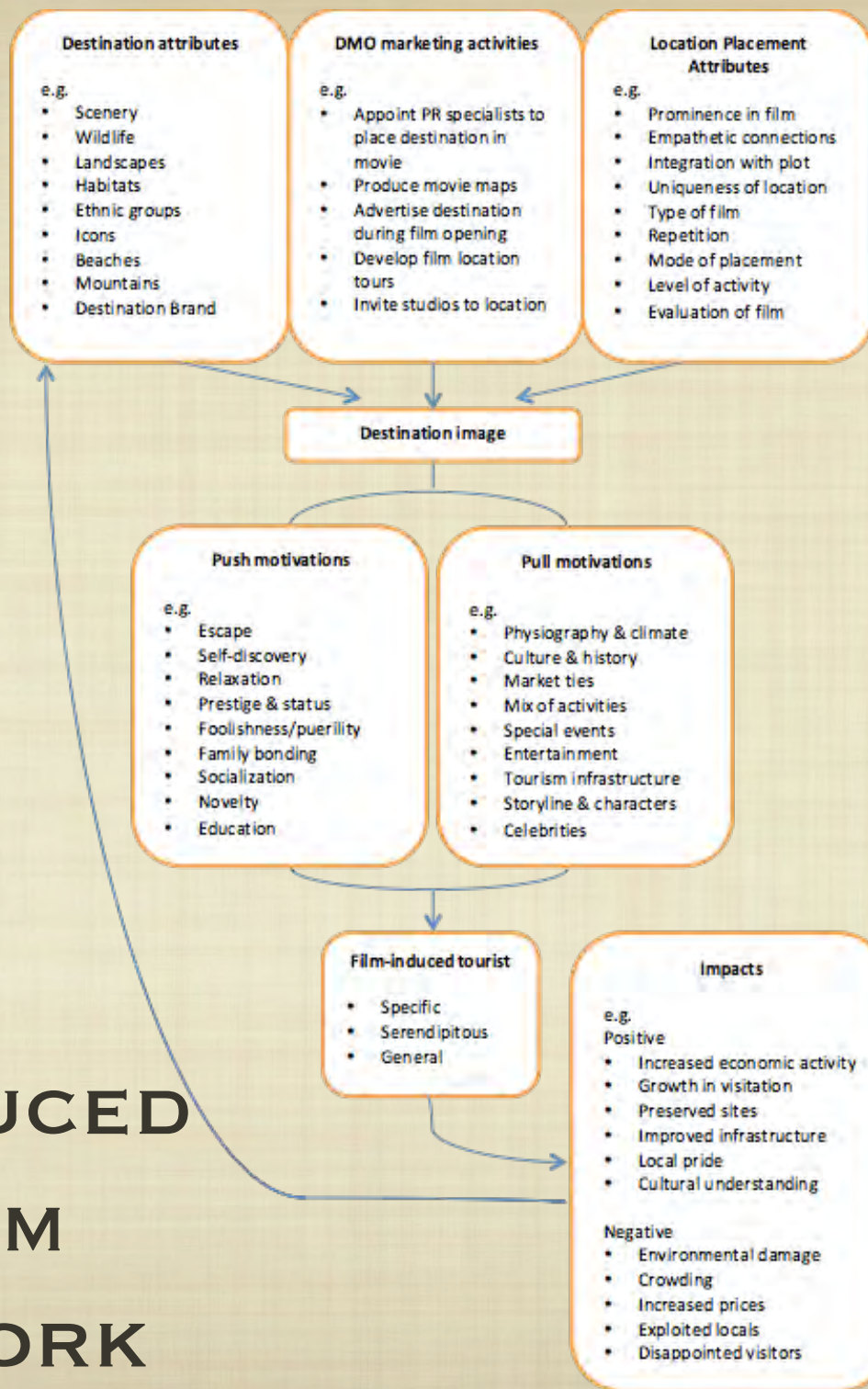
*“Visitation to sites, regions or countries that is persuaded or influenced by the filming of television or movies, as well as visitation to production studios and film-related parks”*



# HOW IMPORTANT IS FIT?

- SIGNIFICANT GROWTH IN NEW ZEALAND TOURISM FROM LORD OF THE RINGS AND THE HOBBIT
- ‘HUNGER GAMES’ BOOSTED ATLANTA TOURISM
- ALBUQUERQUE CAPITALIZED ON ‘BREAKING BAD’
- ABOUT 11% OF FLORIDA VISITS AND 10% OF UK VISITS LINKED TO FIT





# FILM-INDUCED TOURISM FRAMEWORK

BASED ON  
HUDSON AND RITCHIE (2006)

# LOCATION PLACEMENTS

## Marketing activities

• Hire PR specialists to  
• Promote destination in  
• Use movie maps  
• Promote destination  
• Use film opening  
• Promote film location  
• Hire studios to location

## Location Placement Attributes

e.g.

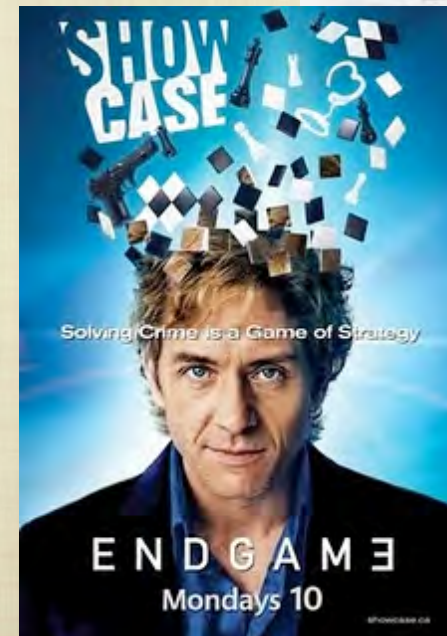
- Prominence in film
- Empathetic connections
- Integration with plot
- Uniqueness of location
- Type of film
- Repetition
- Mode of placement
- Level of activity
- Evaluation of film

# RESEARCH QUESTIONS

- 1. HOW DO LOCATION PLACEMENT ATTRIBUTES AFFECT THE PERCEPTION OF THE DESTINATION IMAGE MESSAGE?**
- 2. DOES THE AMOUNT OF ATTENTION PAID TO A LOCATION PLACEMENT AFFECT ITS IMPACT ON THE DESTINATION IMAGE?**

# THE TELEVISION SHOWS

- TWO FILM TYPES CHOSEN:
  - SITCOM (HICCUPS) AND CRIME DRAMA (ENDGAME)
- APPROXIMATELY 22 MINUTES LONG
- LOCATED IN VANCOUVER, BRITISH COLUMBIA
- NOT AIRED IN AUSTRALIA



# SO WHAT DID I DISCOVER?

- **REPETITION, UNIQUENESS AND PROMINENCE  
EXPERIMENTS RESULTED IN SIGNIFICANT CHANGES  
IN PERCEPTIONS**
- **IMPACTS OF EXPERIMENTS WENT BEYOND CHANGES  
TO DESTINATION IMAGES**



# SIGNIFICANT DIFFERENCES

## ■ LOCATION

■ BEAUTY

■ EXTRAORDINARY

■ ATTRACTIVE

■ EXCITING

■ APPROPRIATE

## ■ ACTORS

■ ENTERTAINING

■ BETTER  
PERFORMERS

■ ATTRACTIVE

■ ENGAGING

## ■ PROGRAM

■ ACTION

■ SCENIC

■ APPEALING

■ EXCITING

# KEY TAKEAWAYS

- **THE RIGHT IMAGES CAN PROMOTE THE DESIRED DESTINATION MESSAGES**
- **IMAGE MESSAGES NEED TO INTEGRATE WITH THE PROGRAM**
- **PROMINENCE AND REPETITION SEEM TO BE MORE EFFECTIVE THAN UNIQUENESS**
- **POSSIBLE TO “SENSITIZE” VIEWERS TO IMAGES AFTER PRODUCTION**
- **ATTRACTION DOES NOT NECESSARILY MEAN RECOGNITION AND DESIRE TO VISIT**

# IMPACT ON EFFECTIVENESS?

## IMPROVE LP

TIGHT PLOT INTEGRATION

ENGAGING MORE SENSES (E.G.  
AUDIO AND VISUAL)

SIMPLE MESSAGES

POSITIVE FEELINGS

CONFORMING TO CURRENT  
DESTINATION IMAGE PERCEPTIONS

REMINDING ABOUT ESTABLISHED  
DESTINATIONS WITH AFFECTIVE  
MESSAGES

## IMPAIR LP

'INTERRUPTING' THE STORY

OVER-EXPOSURE IN A FILM

TOO MANY DISTRACTIONS (E.G.  
EXTREME ACTION)

NEGATIVE OR NEUTRAL FEELINGS

CONFLICTING PRIOR  
EXPERIENCES

INTRODUCING A DESTINATION  
WITH AFFECTIVE MESSAGES

**THE END**