

SET JETTING

Definition

Set jetting or film tourism is defined as tourist travel to a destination because of its appearance in a film (or films).

It is being driven by the globalisation of the entertainment industry, has been attributed to raising the awareness of previously unheard of tourist destinations, and regenerating waning interest in others.



Estimate of Global Market Size

Research into film tourism has indicated that eight out of ten people have their interest stimulated in a destination from its presence in a film. Two out of ten people will actually travel to the location of their favourite film.

From 2000-2005, New Zealand saw growth rates of 50% from UK tourists after the *Lord of the Rings* trilogy. Three months after *Lost in Translation* and *The Last Samurai* were released in cinemas, UK arrivals to Japan increased by 28%. After the Oscar winning film *Sideways*, California wine country reported an increase in trade of 30%, wineries featured on the *Sideways* map reported 42% growth. In general it is estimated that set jetters increase tourism in film location areas by 30% to 60%, depending on the popularity of the film.

Whilst there are considerable statistics that support the positive impact of the film industry on tourism, there are no hard statistics about the number of people who travel specifically to a film location (as opposed to visiting a site of a film shoot as an “add-on” whilst visiting other attractions nearby). However, it is estimated that specific international trips to film destinations exceed 250,000 each year.

Potential for Growth

Set jetting is still in its infancy. However, as the entertainment industry becomes more far reaching and international travel increases, the demand for set-jetting destinations will rise.

In particular, growth will be driven by the tourist boards that are increasingly promoting destinations that have been included in films. There is clear evidence that those countries that have promoted film tourism have benefited considerably.

Brief Profile of Consumers

Film tourists tend to be young, and reflect the predominant age groups of cinemagoers. There is also a strong family bias, with young children visiting (with their parents) scenes they know from feature films (or even television programmes).

Main Source Markets

The main source markets are those in which consumption of films and television is the greatest, notably:

- United States
- Western Europe (in particular the United Kingdom)
- Japan

Main Competing Destinations

Set jetting destinations tend to change depending on where recent popular films have been shot. However, some destinations are perennial favourites due to their spectacular locations, the economic benefits granted by the relevant authorities in order to encourage the film industry. For example, in New York there are on average 40 films being shot at any one time, while the countries of Eastern Europe benefit from low labour costs. The top destinations include:

- United States
- New Zealand
- United Kingdom
- Bahamas
- Hawaii

Key Tour Operators

Lord Of The Rings

New Zealand

<http://www.hobbitontours.com>

Rings Scenic Tours Ltd, 101 Arawa Street, PO BOX 366, Matamata

Tel: (+64) 7888 9913

Free Wheeling

New Zealand

<http://www.freewheelingnz.com>

PO Box 22-631, Otahuhu, Auckland, New Zealand

Tel: (+64) 9276 5905

Key Points for Marketing and Distribution

Film tourism can be generated without too much marketing effort. However targeting campaigns often maximise its potential. Most commonly national or local tourist boards develop marketing and promotional campaigns to highlight film locations.

VisitBritain has produced *movie maps* that chart the settings of well-known films that have been shot in the UK (most notably James Bond, Harry Potter and even Bollywood films). The marketing campaign for *The Davinci Code* was the largest film tourism promotion to date.

The US demonstrates the most advanced form of film tourism marketing, with established dedicated film offices in each state. The US Department of Commerce partnered with the Travel Industry Association of America launched a \$15million campaign in 2004 entitled “*You’ve seen the movie now visit the set*” aimed at utilising the set jetting market by targeting key overseas visitors.

Additional Information

Set Jetting

<http://gosejjetting.com>

Article on Set Jetting: Forbes Traveller

<http://www.forbestraveler.com/celebrity/famous-movie-locations-story.html>