



Press Release: 14th March 2011

PLACES STILL AVAILABLE FOR THE LONDON INTERNATIONAL FILM TOURISM CONFERENCE

Despite a strong attendance with delegates from as far away as Spain and South African, there are still a few places available this week for the UK's first conference on film tourism in four years.

The London International Film Tourism Conference, which is being held this Friday 18th March at BAFTA in London's Piccadilly, is a key event during British Tourism Week and will showcase UK and international best practice in this growing sector.

The speaker line-up is headed by Lady Carnarvon of Highclere Castle, Berkshire, location for "Downton Abbey" in ITV's recent blockbuster drama. Highclere is entering its first season in which it will enjoy "The Downton Effect", and Lady Carnarvon will speak on the rollercoaster of experiences that she, her family and staff, have been through in the last few months since filming began.

The conference's keynote speaker is Sandie Dawe, VisitBritain's Chief Executive, and also speaking from the UK are Alison McKay (VisitBritain Partner Marketing Manager and the executive responsible for successful promotions around "Sherlock Holmes" and "Robin Hood"), Harvey Edgington (the National Trust's Broadcast & Film Liaison Officer), Lewis Swan of Brit MovieTours, David Curtis-Brignell of Millennium & Copthorne Hotels, David Sim of Scottish-based film consultancy Open Brolly, and international film tourism journalist Nicki Grihault.

Overseas-based speakers presenting on their experiences of film tourism at the London conference on 18th March include Stefan Roesch , author of “The Experiences of Film Location Tourists” and a former “Lord of the Rings” tour guide in New Zealand, Xanthe Hamilton of Jersey’s Branchage Film Festival, Michelangelo Messina of Ischia Film Festival, Italy, and Thierry Baujard of Berlin-based film finance experts Peacefulfish.

The full conference programme can be seen at www.screentourism.com, and the conference office can be contacted on tel. 01904 438100.



Martin Evans

The Tourism Business

Tel: 01904 438100 Mob: 07702 912938

E-mail: info@screentourism.com

www.screentourism.com