



Press Release: 21st January 2011

MAJOR UK FILM-TOURISM CONFERENCE WILL BE A HIGHLIGHT OF BRITISH TOURISM WEEK

The UK's first conference on film tourism in four years will run during this year's British Tourism Week on Friday 18th March at BAFTA in London's Piccadilly.

"The London International Film Tourism Conference" will showcase international best practice in this growing sector, and is aimed at tourism operators, destination and attraction marketing managers, tourism consultants and academics. It will run on the Friday of British Tourism Week, a series of inter-related events between 12th and 20th March, designed to promote British tourism, and backed by patron HRH Prince Charles, the Prince of Wales.

The London International Film Tourism Conference will be Europe's largest film tourism conference to date, and will hear from expert speakers from around the world on film tourism marketing, destination branding, film festivals, film-themed attractions and getting your location or attraction onto screen. The conference has the support of VisitBritain, the Tourism Society, VisitLondon and UKinbound, and comes at the end of one of the most important years ever for film tourism, with movies like "Sherlock Holmes" and "Robin Hood", and television series like "Downton Abbey" having galvanised the tourism industry into action.

The keynote speaker for the conference is Sandie Dawe, VisitBritain's Chief Executive, and the complete programme can be seen from the end of January at www.screentourism.com.

- Ends -

Martin Evans

The Tourism Business

Tel: 01904 438100 Mob: 07702 912938

E-mail: info@screentourism.com

www.screentourism.com