

STELLAR SPEAKER LINE-UP ANNOUNCED FOR THE LONDON INTERNATIONAL FILM TOURISM CONFERENCE

The UK's first conference on film tourism in four years, which is a key event during this year's British Tourism Week, has announced a stellar line-up of speakers.

The London International Film Tourism Conference, which is being held on Friday 18th March at BAFTA in London's Piccadilly, will showcase international best practice in this growing sector, and is aimed at tourism operators, destination and attraction marketing managers, tourism consultants and academics.

The speaker line-up includes 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 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 London International Film Tourism Conference runs 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 full conference programme can be seen on the bookable website www.screentourism.com.

MARTIN EVANS

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