



THE TOURISM BUSINESS

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UK AND OVERSEAS DELEGATES REGISTER FOR SCREENTOURISM.07

Organisers of the UK's first-ever conference on film tourism are pleased with the wide range of tourism businesses and destinations which have registered for "Screentourism.07" - the London International Film Tourism Conference.

The conference takes place on Friday 16th March, during British Tourism Week, and is sponsored by VisitBritain, the Tourism Alliance, the Tourism Society, UKinbound and Travel GBI. Delegates who have registered for Screentourism.07 include screen agencies in London, South West England and Scotland, destination tourism officers from Canterbury, the Isle of Man, the Peak District and Windsor, and attractions including Chester Zoo, Haddon Hall, The Deep and the National Trust's Waddesdon Manor.

According to Screentourism.07 organiser Martin Evans, news of the conference has travelled widely, with delegates from France, Ireland and even Canada also registering to attend.

"I've been really pleased with the enormous range of delegates who have booked for the conference", said Martin. "We're still taking bookings for the conference, and we've created a special online information and booking facility at www.screentourism.07", he said. Alternatively, the conference office can be telephoned on 01904 438100.

The latest speaker to be announced for the conference is VisitLondon's Chief Executive, James Bidwell, who will outline the capital's plans for film tourism, and will introduce Tom Wright of VisitBritain and Katrina Sutton, VisitBritain's Los Angeles-based Film Tourism & PR Manager.

- Ends -

The full conference programme is available at www.screentourism.com
More information, photographs or interviews on the London International Film Tourism
Conference, or film tourism generally, from:

Martin Evans

The Tourism Business

Tel: 01904 438100 Mob: 07702 912938

E-mail: info@screentourism.com; www.screentourism.com

Notes

Screentourism.07 is being organised by up-and-coming tourism event consultancy, *The Tourism Business*, whose Managing Director, Martin Evans, launched the National Hotel Marketing Conference in 2004, and the National Attractions Marketing Conference in 2005. Both are now established industry events.

Supporting organisations include VisitBritain, The Tourism Society and UKinbound.

The Programme: Film tourism case studies to be showcased at the conference include "The Da Vinci Code" by VisitBritain's Los Angeles-based Film Manager [Katrina Sutton](#), "Pride and Prejudice" by Lincolnshire Tourism's Head of Marketing [Feargus Mack](#), and "Miss Potter" by Cumbria Tourism's Chief Executive [Ian Stephens](#).

In other conference sessions, freelance travel writer [Nicki Grihault](#) will speak about film tourism pr, using her experience on the set of "Pirates of the Caribbean", and [Chris Reed](#), MD of leading partnership marketing agency, Cocktail Marketing, will present on promotional opportunities that films and tv programmes offer attractions and destinations.

And in two major sessions entitled "Market Insight", there will be landmark presentations on the importance of film tourism worldwide - by [Philip Long](#) of Leeds Metropolitan University's Centre for Tourism and Cultural Change, and by [Sue Beeton](#) of La Trobe University, Victoria, Australia, the author of the best-selling book, "Film-Induced Tourism".

Other speakers at Screentourism.07 include [David Lascelles](#), film producer and chairman of Harewood House, [Stuart Gill](#), Vice Chair of the Yorkshire Dales ATP, [Harvey Edgington](#), the National Trust's Broadcast and Media Liaison Officer, [Greenagh Lodge](#), Chairman of international branding agency Corporate Edge, and [Charles McDonald](#), MD of leading film pr company Premier PR, which represents films like multi-award winning "The Queen" and stars including James Bond himself, Daniel Craig.