

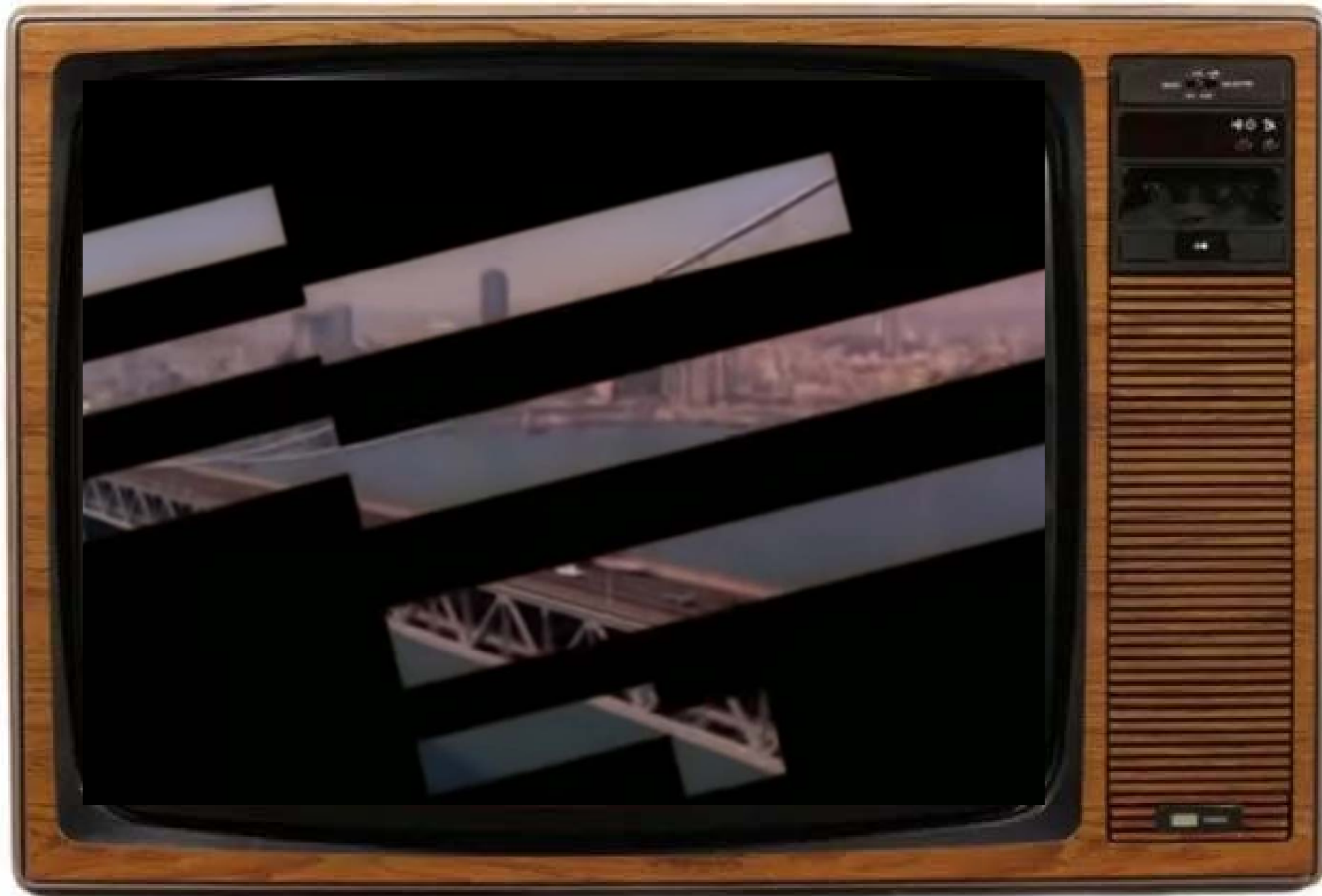
Between Bond and Bollywood – How the Tourism and Film Industry can benefit from each other

**Study for the Federal Trade Associations for Tourism and Leisure Industries
(Austrian Federal Economic Chamber - WKO Austria)**

St. Johann im Pongau (Salzburg), 4th April 2019

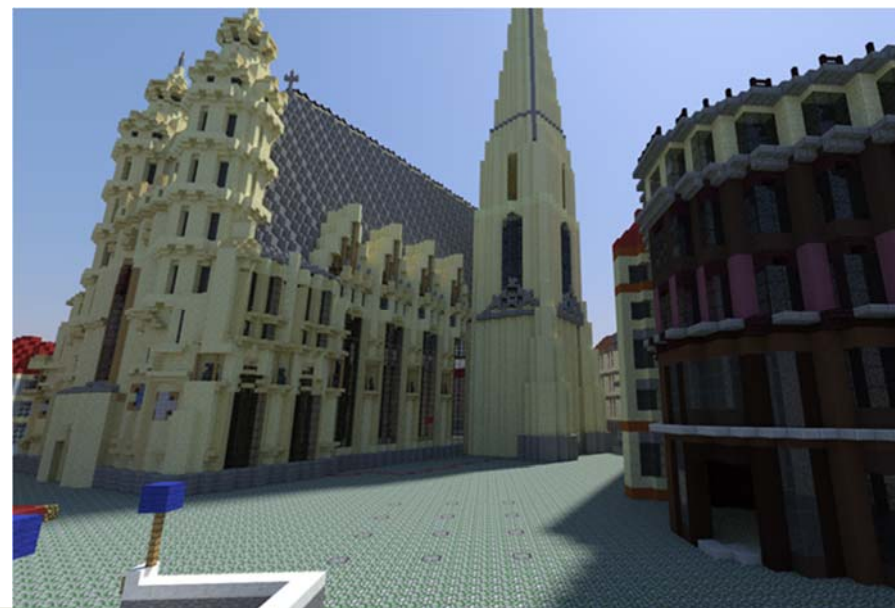
For instance what do associate with San Francisco...

Movies create images in our minds...

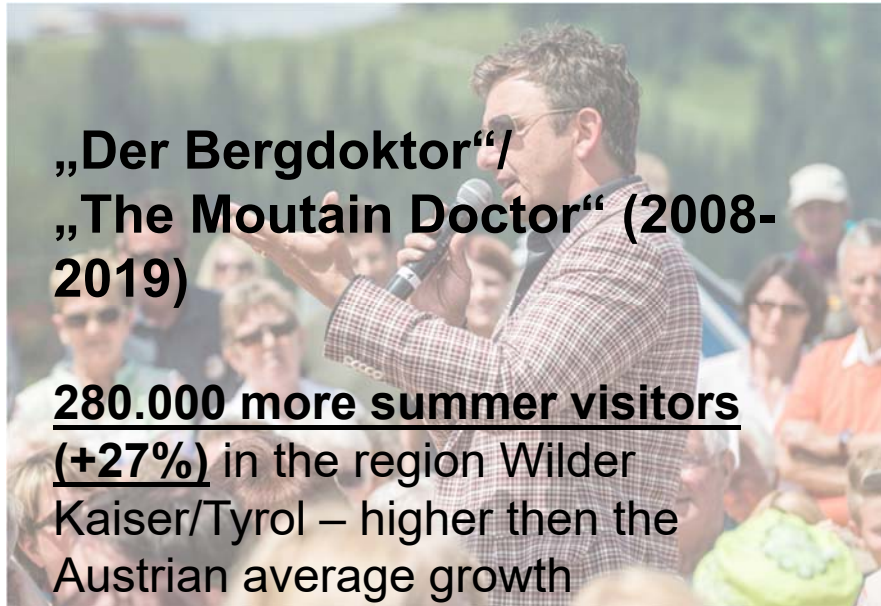


Are there similar examples in Austria?

Four Austrian examples



Four Austrian examples



**„Der Bergdokter“/
 „The Mountain Doctor“ (2008-
 2019)**

**280.000 more summer visitors
 (+27%) in the region Wilder
 Kaiser/Tyrol – higher than the
 Austrian average growth**



**„Die Rückkehr des Wiedehopfs“
 / „The return of the Hoopoe“
 (2012)**

**585.000 viewers (airing on the
 Austrian Broadcasting Corporation)
 sold in over 30 countries**

ORF
 UNI
 VER
 SUM



„James Bond – Spectre“ (2015)

**20 minutes of Austria and 9 minutes
 of Tyrol location placement for a
 global audience**

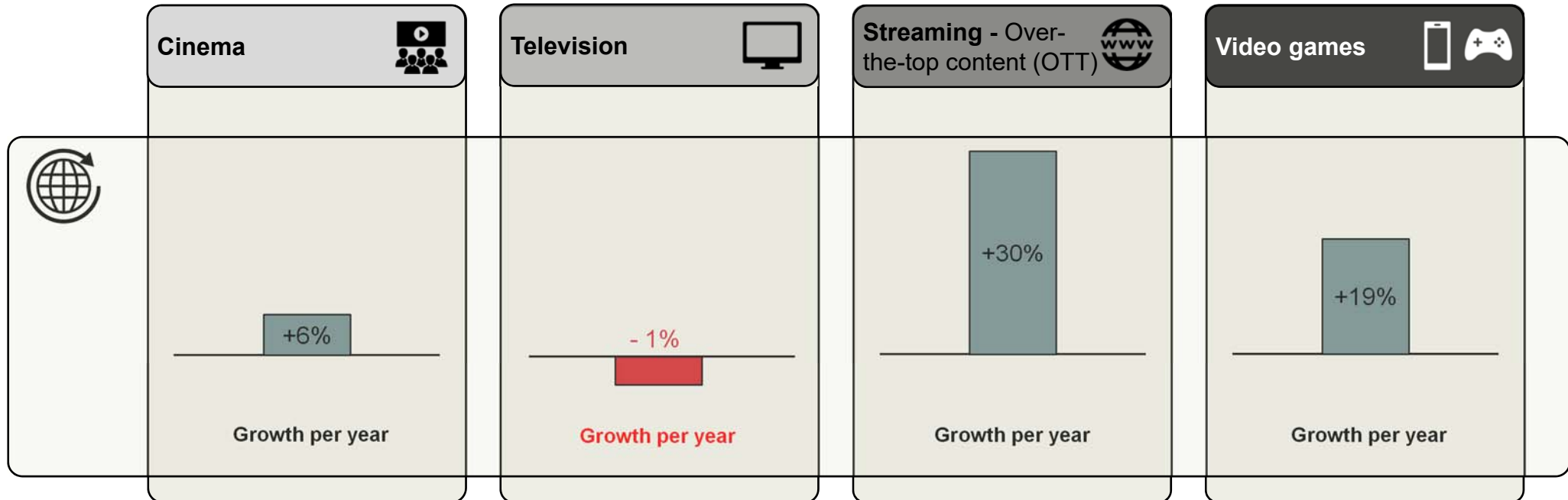


„Minecraft Vienna“

**A full-scale replica of
 Austria's capital city Vienna
 for an open world sandbox
 game.**

Prospectively, not only the channels Cinema and TV will play a roll...

Forecasted global growth



The highest growth is predicted to happen in the fields of streaming and video games

Source: Nezoo "2018 Global Games Market" (2018), GfK "A Guide to the German Games Industry" (2018) (2018), Future Market Insights "Video Streaming Market" (2018), PwC "Global entertainment and media outlook 2015-2019 (2015); HIS Markit TV Programming Intelligence "Worldwide TV Production" (2016), Netflix: "Shareholder Letter" (2013-2019), paul und collegen estimate based on the development of the past years

YouTube: Ed Sheeran „Perfect“ – shot in Tyrol

YouTube



Ed Sheeran - Perfect (Official Music Video)

1.918.713.404 Aufrufe

9,9 MIO. 409.374 TEILEN SPEICHERN ...

Over 1.9 billion clicks on YouTube

How does Austria benefit?

Effects of film-induced tourism: General overview



Effects of film-induced tourism

direct effects

Primary effects of film productions



“Screen tourism”



indirect effects

Enhanced “Destination image Austria”



„James Bond – Spectre“ (2015) – several weeks of filming in Austria – High expenditures benefiting the tourism industry






Primary effects of film productions

- Overall expenditures for the production in Austria: **€ 15.8 mio., thereof € 8.9 mio. in Tyrol**
- **31 days of shooting** in Tyrol, **30.000 overnight stays** (cast and crew), crew: **600 international and 250 Austrian**
- **210 Austrian subcontractors and suppliers**

Source: Cine Tirol.

ndF: „Der Bergdoktor“/„The Mountain Doctor“ – Production of 12 Seasons, 130 Episodes of 90 min. in Austria



Primary effects of film productions   



- Estimated production cost on site per season: **€ 1 to 2 mio.**
- The overall spending on site for the 12 seasons thereby was **at least € 18 mio.**
- **The expenses for rooms and boards was at least: € 8 mio.**

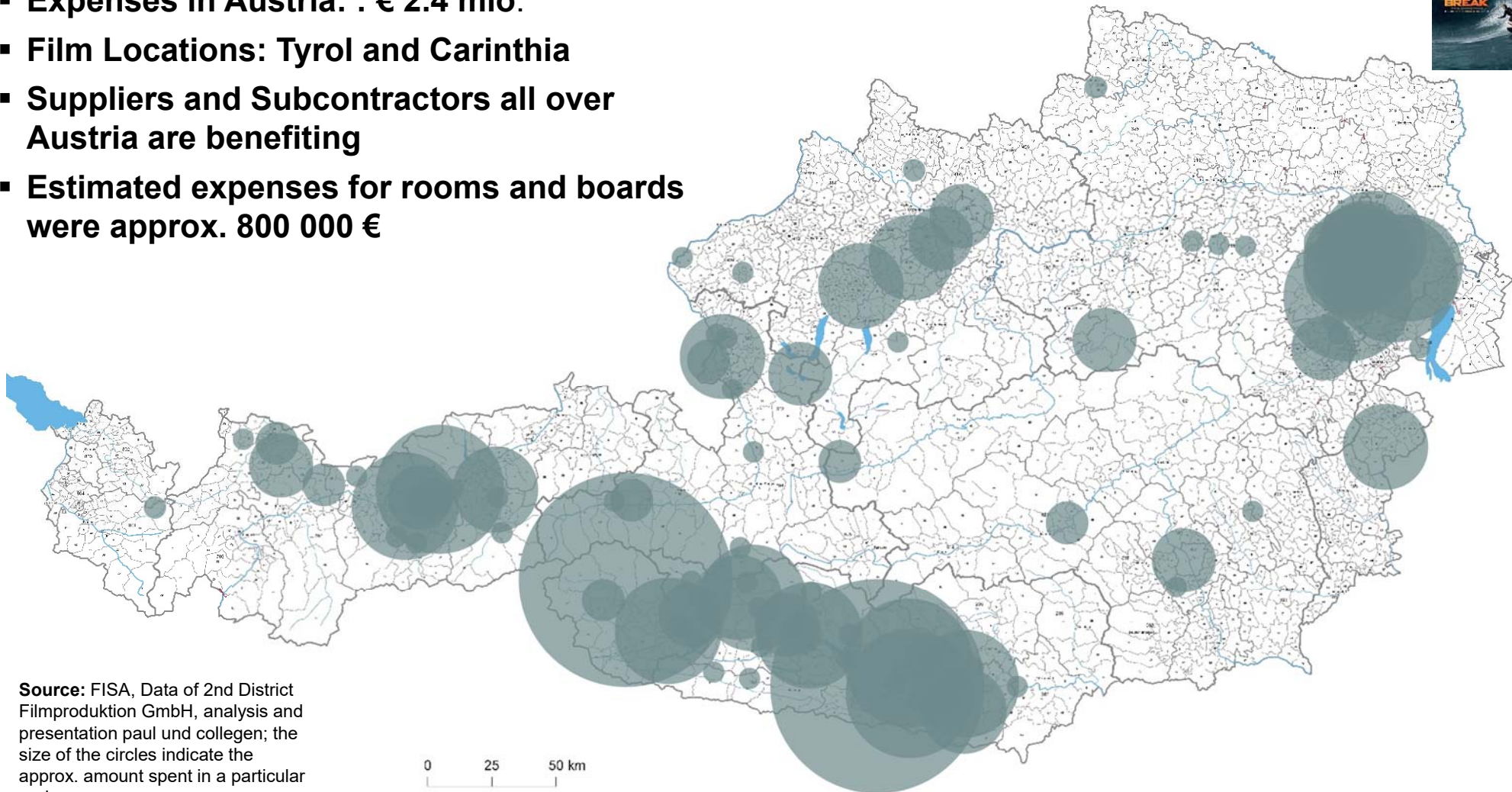
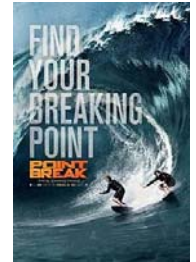


Source: Calculation of paul und collegen due to industry standard measures.

All regions of Austria benefit – the example “Point Break” (2015)

Primary effects of film productions

- Expenses in Austria: : € 2.4 mio.
- Film Locations: Tyrol and Carinthia
- Suppliers and Subcontractors all over Austria are benefiting
- Estimated expenses for rooms and boards were approx. 800 000 €



Source: FISA, Data of 2nd District Filmproduktion GmbH, analysis and presentation paul und collegen; the size of the circles indicate the approx. amount spent in a particular region.

„Screen tourism“



Organized tours of portrayed location

Individual visitors of the real/substitute filming location after the broadcast or screening



Film premieres and award ceremonies

Visitors of film museums

Film festivals

Film-themed attraction



Source: J. Connell „Film tourism – Evolution, progress and prospects“, Tourism Management 33 (2012), p. 1010 – own, adapted diagram.

ndF: „Der Bergdoktor“/“The Mountain Doctor“ : A tourist magnet for the region Wilder Kaiser/Tyrol



„Screen Tourism“



Offers: Visits of the production locations, tours, fan weeks, Film hikes, “Bergdoktor Festival”



Outcome/Offers:

- Proceeds from the ticket sales from one “Fan-Day” : **€ 75 000 (estimate)**
- Revenue from merchandising

Overnight Stays:

- Winter 2006-2018: stays remained steady on a high level
- Summer 2006-2018: **Increase of stays by 280 000 p.a. (+27%)**
- Increased stays from **German guests in summer in the region Wilder Kaiser/ Tyrol: +54%** (2008-2018), in Tyrol in total +28%



Source: Tourism Association Wilder Kaiser, Austrian National Tourist Office, paul und collegen research.

„The Sound of Music“ (1965): A tourist magnet since 60 years



„Screen Tourism“



- **Approx. 350.000 film enthusiasts** visited the locations of the Film in the city of Salzburg (Mirabell gardens, Nonnberg Abbey, Leopoldskron Palace, Hellbrunn Palace) and Upper Austria (Mondsee).
- 32% of visitors are from the United States and 22% from Asia.
- 29% stayed for at least 2 nights, **a third of them stayed after that for 3-4 further nights** in Austria.



STADT : SALZBURG

Source: Salzburg Tourismus GmbH, Salzburg Panorama Tours GmbH.

„The Third Man“ (1949) - „Third Man Tour - Sewer“ - After 70 years still a success



„Screen Tourism“



- 2007-2018: approx. 190.000 visitors (73% occupancy rate).
- 83% of the visitors are from Austria, 17% are visitors from abroad.
- 2019: 70 Years Jubilee of the film with several special events.

Stadt  Wien

Source: Vienna Waste Water Management (Wien Kanal)

Film festivals tourism in Austria: The example of the FÖFF-Film-Festivals



„Screen tourism“



- The 22 Austrian Film festivals (grouped under the umbrella of the “Panel Austrian Film Festival”/“Forum Österreichischer Filmfestivals – FÖFF”) attracted 17 000 foreign guests in the year of 2017.
- These festival tourists have **stayed** for an average of **3.9 nights** and have spent over **€ 4.2 mio for rooms and boards**.
- **Overall spending in Austria was € 7.6 mio. (including transport etc.)**

FORUM
ÖSTERREICHISCHER
FILMFESTIVALS

Source: Survey of paul und collegen (see “Austrian-Film-Festival-Report” - <https://film.paulcollegen.com/>); ÖFI „Filmwirtschaftsbericht 2017“.

Creation of “Movie Parks”: First attempt in Austria: “007 Elements” – the example “Movie Park” Bottrop (Germany)



„Film-induced tourism“ 

007 Elements (Tyrol)

- **Inauguration: Summer 2018**
- **On the peak of the Gaislachkogel on 3.048 meter above sea level**
- **In cooperation with Neal Callow (Creative Director of „Spectre“)**
- **2 floors, 1300 m²**

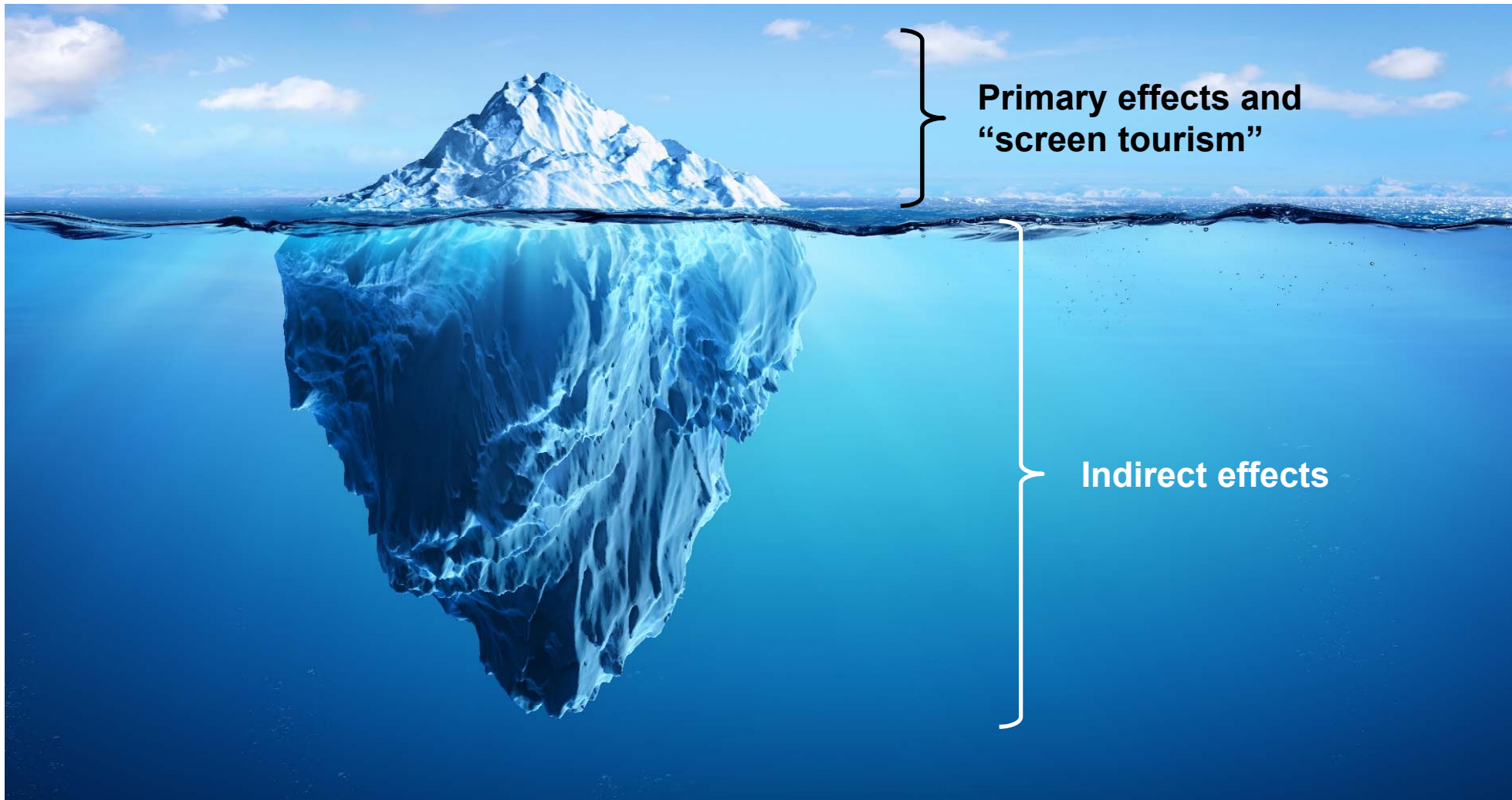


Movie Park Bottrop (Germany)

- **€ 35 mio. revenues per year**
- **1.3 mio. visitors per year**
- **93 permanent employed and 490 seasonal workers**

Sources: www.007elements.soelden.com, Annual financial statement Movie Park Germany GmbH 2016/2017, Wikipedia.

Film-induced Tourism is like an iceberg: only the tip is visible



Effects of film-induced tourism

indirect effects

Enhancement of the “Destination-image Austria”

Images inside our heads



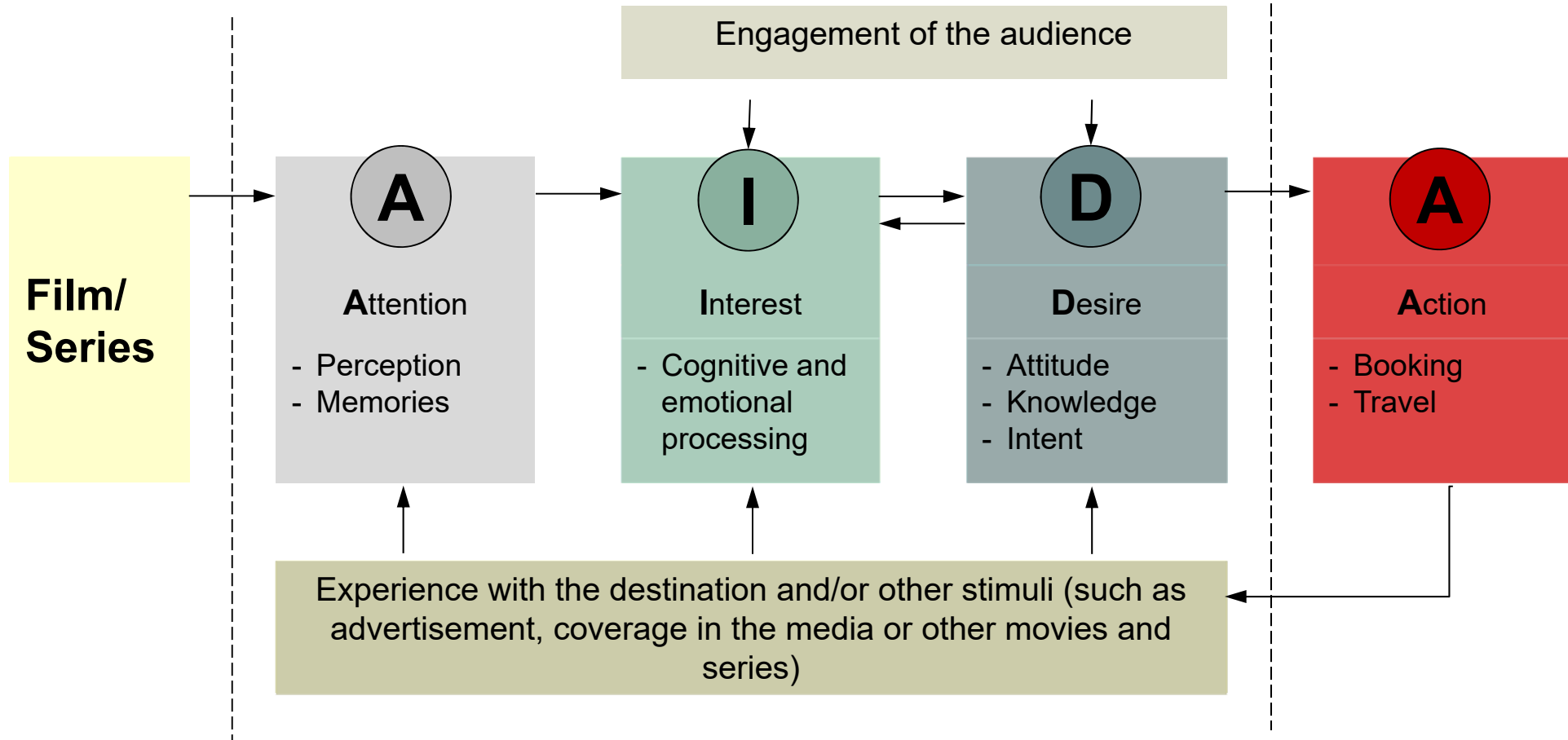
Attention

Renownedness



Why does film-induced tourism work? And why does it have such a strong influence?

Explained with the extended AIDA Modell from the field of advertising impact research



EON PRODUCTIONS „James Bond – Spectre“ (2015):
Attention and uncommon/new Images



“Destination-image Austria“



Till the end of shooting (February 2015): There were **reports and articles about Sölden (Tyrol) and Obertilliach (Styria) in over 2000 media outlets – Potential overall audience reach 2.8 Bil.**

The estimated **advertising value** of the media coverage of the filming in Austria: **€ 100 mio.** (according to the advertising expert Wolfgang Rosam).

Globally **approx. 88 mio.** cinemagoers.

Source: Cine Tirol, Box Office Mojo, paul und collegen research.

Bollywood in Tyrol: „Tiger Zinda Hai“ (2017): Creation of **images of Austria** for a new target group

Sequence of 22 min. filmed in Austria

492 mio. views of the “love song” from the movie filmed in Tyrol on YouTube

91 mio. views of the Trailer with scenes from Austria on YouTube



2013-2017: 76% more overnight stays of Indian tourists in Tyrol

(Overall average growth in Austria 12%)

Screenshot: „Tiger Zinda Hai“ (2017)

Ed Sheeran „Perfect“ (2017) in Hintertux/Tyrol: New target audiences are reached through new channels



teddysphotos  • [Follow](#)

teddysphotos Spent my birthday in Austria with beer and fried stuff, yep yep yep



1,126,799 likes

Ed Sheeran „Perfect“ (2017) in Hintertux/Tyrol: Positioning of Hintertux as perfect snow paradise with a celebrity touch



“Destination-image Austria“



Makespan: 4 days

Instagram Account with 27.6 mio. follower; 12 posts related to the production of the video in Austria with over 11 mio. interactions

Youtube Views: 1 908 000 000 (as of March 7 2019)

Top 40 most ever seen video worldwide

Number one in over 27 countries (USA, UK, Germany, etc.)

“Borat! Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan“ (2006): Even “bad” movies can accelerate tourism



Cinemasgoer: At least 32 mio. globally –
750 000 in Austria

DVD Sales: 3.5 mio. (as of 2007)

Visas issued grew by 1000%

Increased arrivals in Kazakhstan
within a year by 600 000

Long term growth of over 45%
within 5 years

22nd November 2017: „Mankini Borat Flashmob“ in Astana

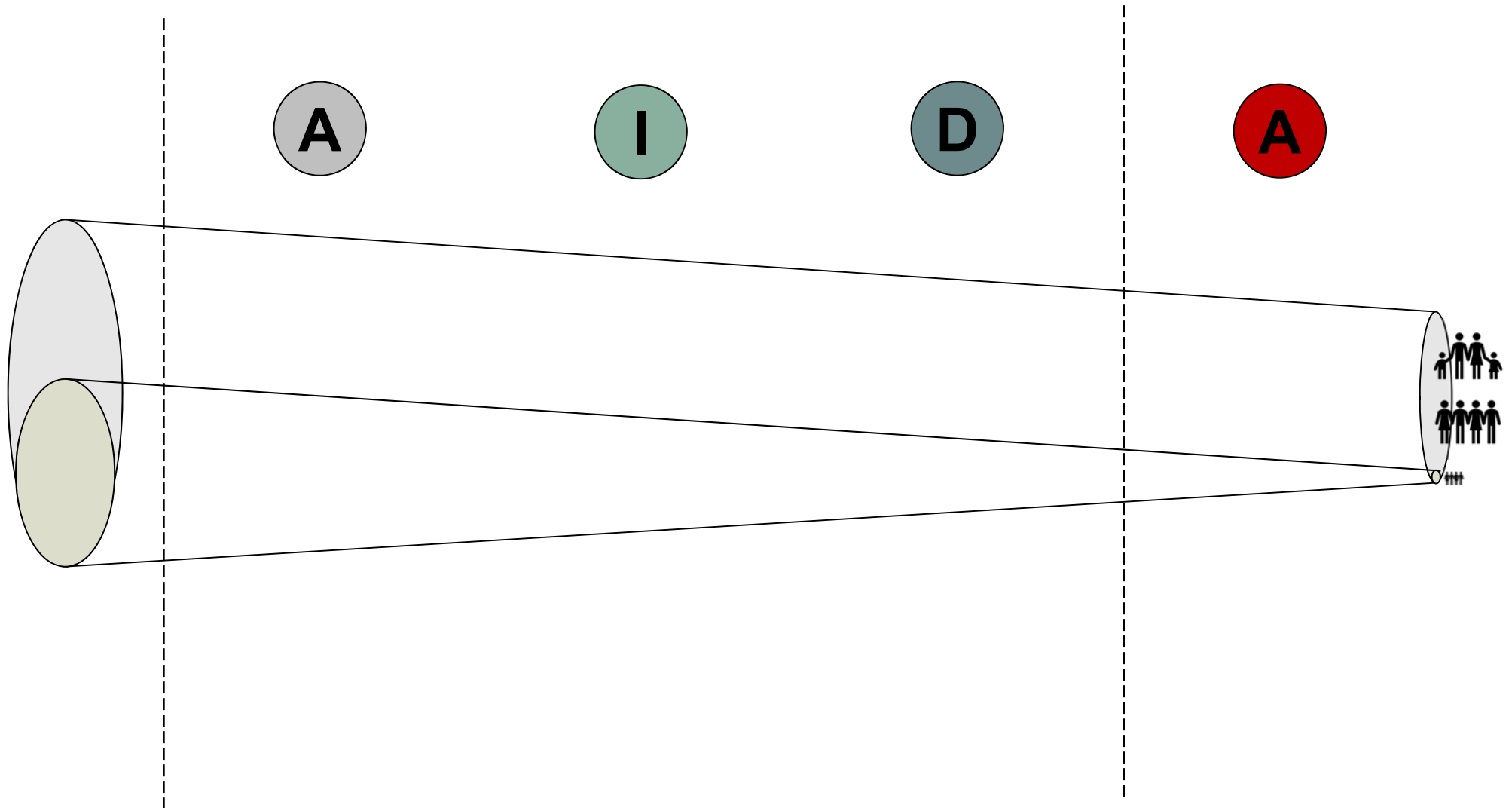


„It was a **great triumph**
for us, I am **grateful** to
Borat for helping to
attract tourists to
Kazakhstan“

(Yerzhan Kazykhanov,
Former Exterior Minister of
Kazakhstan,
23.04.2012)

Why is Attention so important?

The effect of advertising is comparable to a funnel...



The attention gained for Austria through film has its own value.

Definition: How much would have to be spent on advertising to obtain a similar effect?

Austrian TV productions broadcasted in Germany: By far over 500 mio. viewers in the last 5 years

Analysis of selected Austrian TV productions between 2014-2018 (representing only 10% of all productions)

Year	Title	Genre	Length (min.)	German Viewership
2014	Soko Donau / 10. Staffel	Serie	693	54 400 000
2015	Drachenjungfrau	Film	90	5 090 000
2015	Die Toten vom Bodensee 3 - Stille Wasser	Film	90	6 770 000
2015	Der Tote am Teich	Film	90	3 590 000
2015	Pregau	Film	360	11 520 000
2015	Maximilian - Das Spiel von Macht und Liebe	Film	270	7 100 000
2015	Soko Donau / 11. Staffel	Serie	650	58 200 000
2016	Spuren des Bösen 7 - WUT	Film	90	5 420 000
2016	Spuren des Bösen 6 - Begierde	Film	90	5 180 000
2016	Die Ketzerbraut	Film	120	2 620 000
2016	Das Sacher. In bester Gesellschaft	Film	190	14 340 000
2016	Soko Donau / 12. Staffel	Serie	693	57 600 000
2017	Die Toten vom Bodensee 6 + 7 (Die vierte Frau)	Film	180	16 360 000
2017	Soko Donau / 13. Staffel	Serie	736	64 600 000
2017	The Team II	Serie	464	19 760 000
2018	Die Toten vom Bodensee 8 + 9	Film	180	15 760 000
2014-2018	Tatort Österreich (in Summe alle Folgen)	Serie	1 080	108 000 000
Total			6 066	456 310 000

Source: RTR, www.quotenmeter.de

International productions in Austria: worldwide over 215 mio. cinemagoers since 2014

Year	Film	Austrian Producer	Total expenditures in Austria	Worldwide Cinemagoers
2014	Mission Impossible 5 – Rouge Nation	Dor Film	3 430 848 €	69 000 000
2014	Point Break	2nd District	2 399 403 €	13 400 000
2014	Woman in Gold	2nd District	2 136 058 €	5 960 000
2015	The von Trapp Familie - A Life of Music	Concorde Media	1 290 200 €	10 000
2015	James Bond - Spectre	Filmhaus GmbH	15 770 000 €	88 100 000
2017	Tiger Zinda Hai	Creative Creatures GmbH	2 039 550 €	38 000 000
Total			27 066 060 €	214 470 000

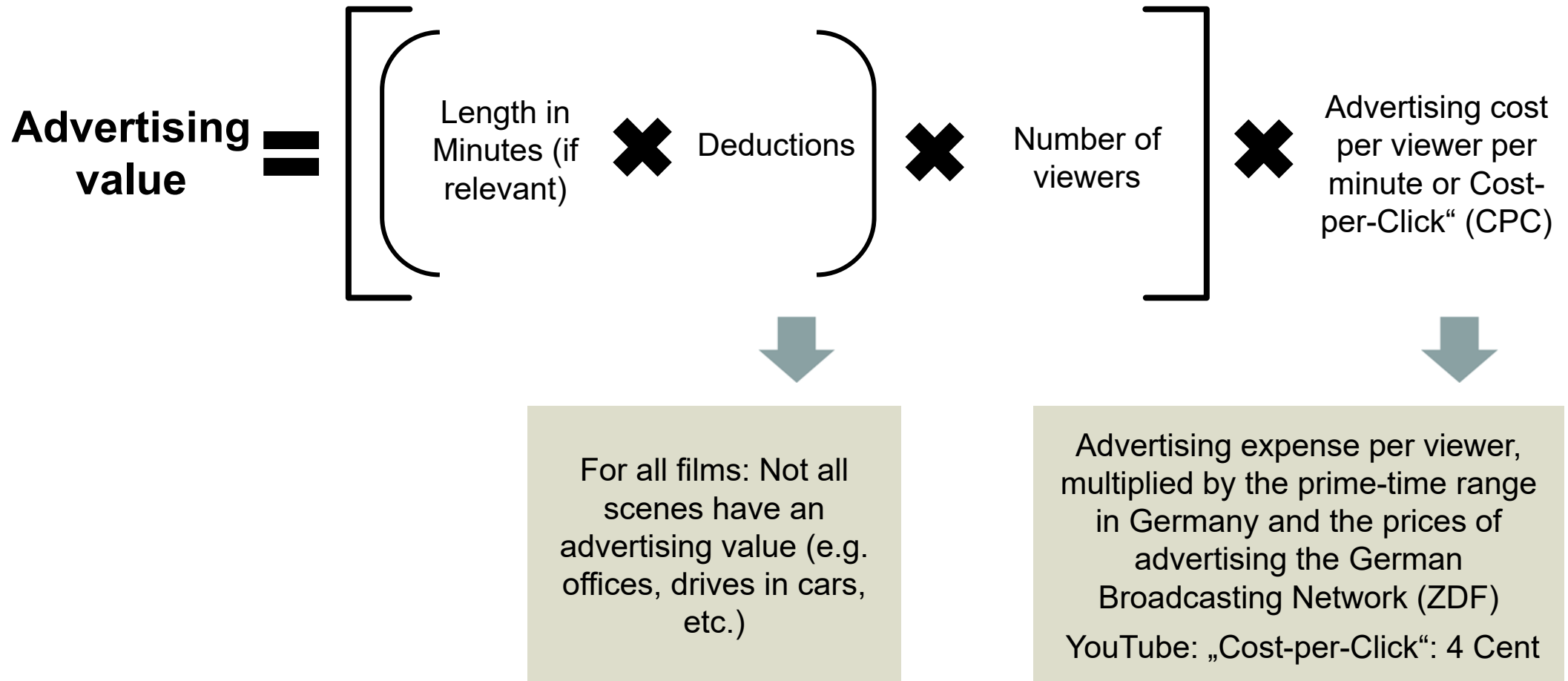
Source: FISA, Location Austria, Box Office Mojo, Box Office India, paul and collegen calculations

YouTube-Videos with scenes of Austria: At least 2.6 billion clicks worldwide since 2014

Year	Artist	Name des Video	Lenght	Link	Clicks
2014	Seiler und Speer	Ham kummst	4:24	https://www.youtube.com/watch?v=GWgisTPKCdk	35 800 000
2015	Seiler und Speer	Soits leben	4:49	https://www.youtube.com/watch?v=WZrpLJTVgC4	11 900 000
2015	Yung Hurn	Nein	2:10	https://www.youtube.com/watch?v=22m5eU6uxeQ	10 000 000
2015	Crack Ignaz	König der Alpen	3:43	https://www.youtube.com/watch?v=GuNYzyVe8tw	2 700 000
2015	Sigma ft. Labrinth	Higher	3:04	https://www.youtube.com/watch?v=Xv2SCjuuGt8	7 000 000
2015	Rammstein	Ohne Dich	5:41	https://www.youtube.com/watch?v=LIPc1cfS-oQ	60 900 000
2015	HVOB	Boiler Room Vienna	73:27	https://www.youtube.com/watch?v=X13beDr0fZY	1 500 000
2017	Moneyboy	Monte Carlo	3:33	https://www.youtube.com/watch?v=PQCYjl32_Sk	8 100 000
2017	Raf Camora	Andere Liga	3:59	https://www.youtube.com/watch?v=XdnI7sm6LeQ	31 400 000
2017	Raf Camora	Gotham City	2:35	https://www.youtube.com/watch?v=5M_yA9M7yNc	18 600 000
2017	Wanda	Columbo	3:55	https://www.youtube.com/watch?v=FPvVZG9hIVY	12 400 000
2017	Ed Sheeran	Perfect	4:39	https://www.youtube.com/watch?v=2Vv-BfVoq4g	1 900 000 000
2017	Moses Pelham mit Michael Patrick Kelly	Wir sind eins (Sagt ihr)	5:13	https://www.youtube.com/watch?v=osXY6Z0uP2I	1 500 000
2017	Mike Singer	Egal	4:26	https://www.youtube.com/watch?v=gWBqazlTP6w	6 300 000
2017	Atif Vishal & Shekhar Irshad	Dil Giyan Gallan	3:04	https://www.youtube.com/watch?v=SACpESN_Fk4	491 000 000
2018	Yung Hurn	Hellwach	3:04	https://www.youtube.com/watch?v=t35WX3fWDVM	1 700 000
Total					2 600 800 000

Source: YouTube

Conservative, simplified calculation of the advertising value of moving images with Austrian content



The selected productions concerning film-included tourism generate an advertising-value of € 200 mio. per year (minimum)

Type / Chanel	Number of views / clicks	Length	Comment	Advertising cost per Viewer	Cost-per-Click	Advertising value	Percentage recorded by us
Periode: 2014-2018		in min.		per minute in cents €	in cents €		Estimate
Austrian Movies abroad	7 927 581	8 580	Deduction for the length of the movies: 50%	1,224		83 254 821 €	80 %
International productions (007, etc.)	214 467 000	240	Precise length of Austria scenes	1,224		630 018 259 €	100 %
Austrian TV-productions in Germany	456 310 000	6066	Deduction for the length of the movies: 30%	1,224		259 867 440 €	45 %
YouTube	2 610 100 000	900			4	104 404 000 €	75 %
Facebook, Instagram, etc.	Not accounted for						0 %
Dailymotion, etc.							0 %
Press (Online and print)							0 %
Videogames							0 %
Commercials							0 %
Total							3 014 791 248

In comparison: for the Viennese New Years Concert, a similar calculated advertising-value is € 37 mio.

New Year Concert 2019	Number of Views	Length	Comment	Advertising cost per Viewer	Cost-per-Click	Advertising value	Percentage recorded by us
		in min.		per minute in cents €	in cents €		Estimate
Viewership <u>only</u> on TV: conservative estimate	40 000 000	150	50% deduction	1,224		36 720 000 €	100 %

The global advertising value of the New Years concert 2019 is € 37 mio.



Broadcast:

- Transmitted 90 countries
- 40 mio. live audience

Other appraisals, estimate the advertising value of the concert at € 450 mio.

Source: Cited multiple times in the press and on the internet: Kronen Zeitung. Source Viewership 2019: <https://www.wienerphilharmoniker.at/neujahrskonzert/neujahrskonzert-main>, (22.3.2019).

Film-induced tourism is not a „sure-fire success““

Relicts of one of the old Star-Wars sets in Tunisia



Source: Der Spiegel – „Weltraumruinen im Wüstensand“, 06.09.2013 - <http://www.spiegel.de/einestages/star-wars-kulissen-in-der-wueste-von-tunesien-a-951226.html>

What can we learn from the Austrian success story?

„The trust, that we would be able to set up the production, even before the decision on the location was made, has been crucial.“

(Jakob Falkner, CEO Mountain Lifts Company Ötztal-Sölden, initiator of „007 Elements“)

“The **success** has happened. But it was an **actively taken decision** to support the “Bergdoktor””.

„We managed to convince the producers to use **real town names** in the serie. This was **paramount for our success.**“

(Lukas Krösslhuber, Tourism Association Wilder Kaiser)

Film induced tourism in Austria is a success story.

With even more potential!

Acknowledgement

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