

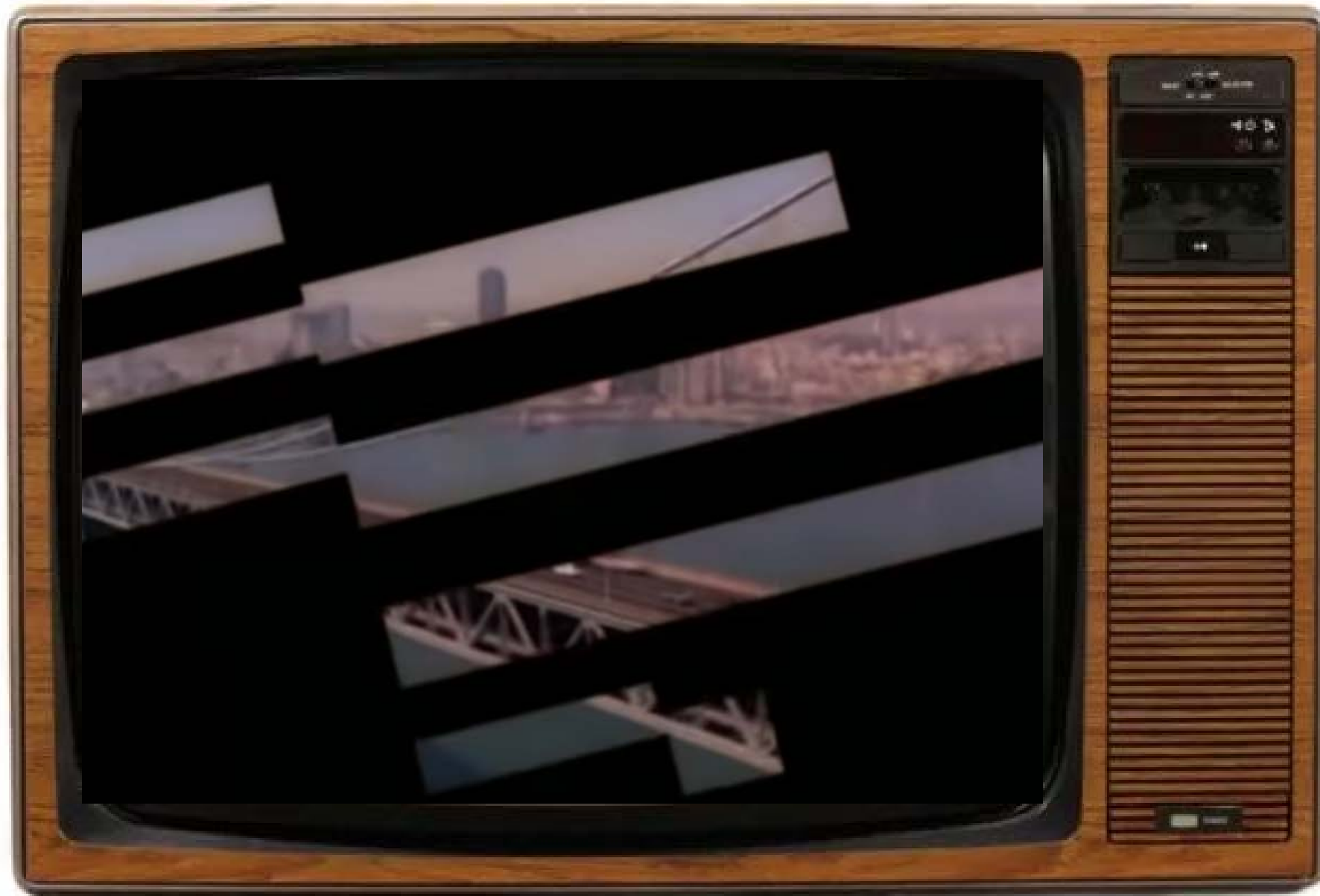
# **Between Bond and Bollywood – How the Tourism and Film Industries can benefit from each other**

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

St. Johann im Pongau (Salzburg), 4<sup>th</sup> April 2019

For instance, what do we associate with San Francisco...

Movies create images in our minds...

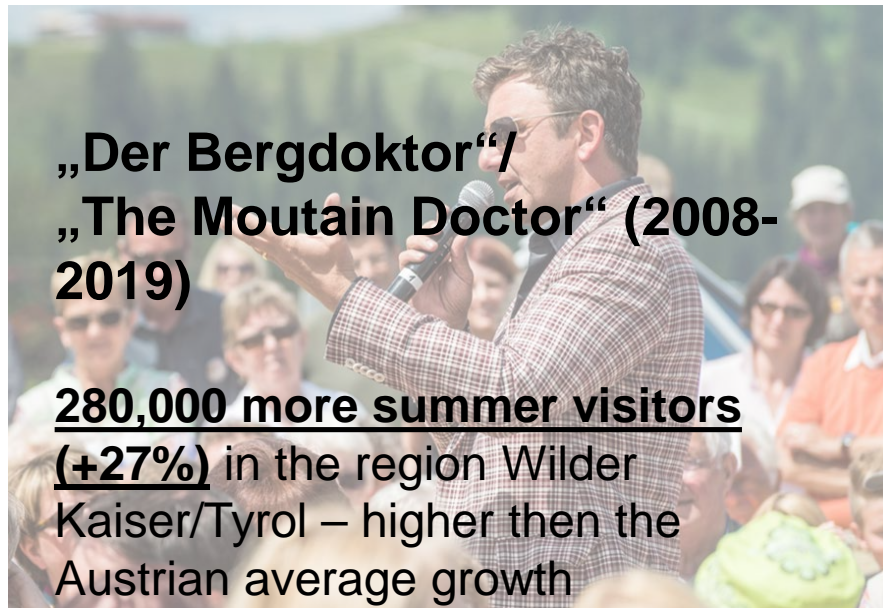


# Are there similar examples in Austria?

# 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 (shown 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**

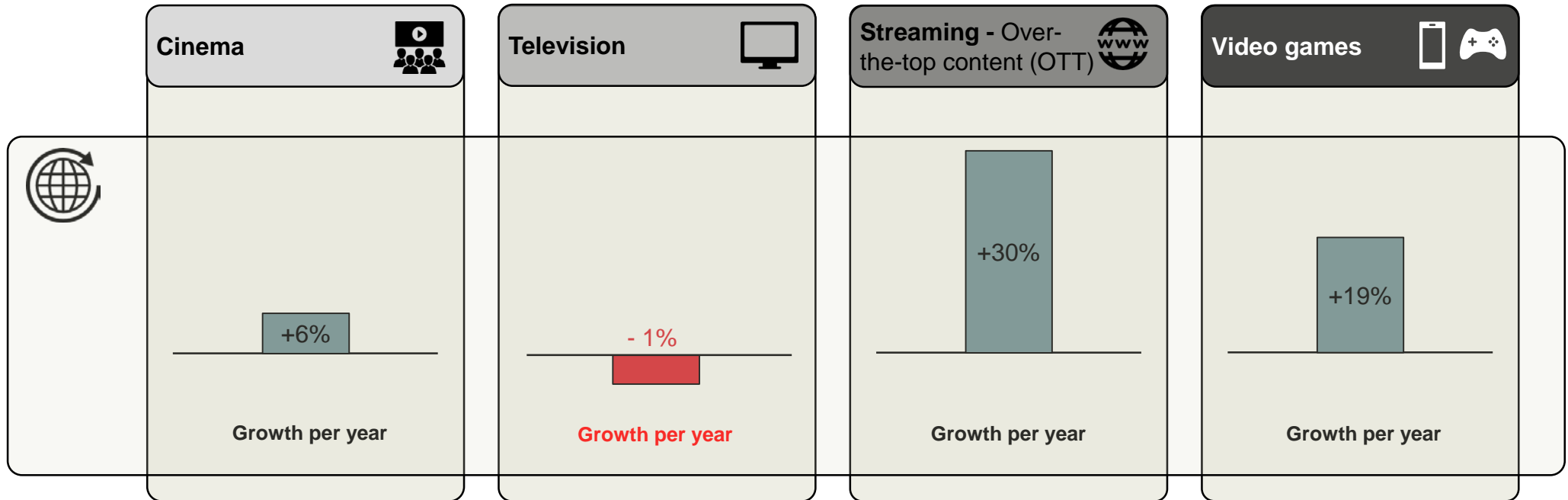


**„Minecraft Vienna“**

**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 role...

### Forecasted global growth



## The highest growth is predicted for 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



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 for Austria”



# „James Bond – Spectre“ (2015) – several weeks of filming in Austria – high expenditure benefiting the tourism industry






## Primary effects of film productions

- Overall expenditure for the production in Austria: **€15.8m, of which €8.9m 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 Medic“ – Production of 12 Seasons, 130 90 min. Episodes in Austria



Primary effects of film productions   



- Estimated production cost on site per season: **€1-2m**
- The overall spending on site for the 12 seasons was **at least €18m**
- **The expenditure on rooms and board was at least: €8m**

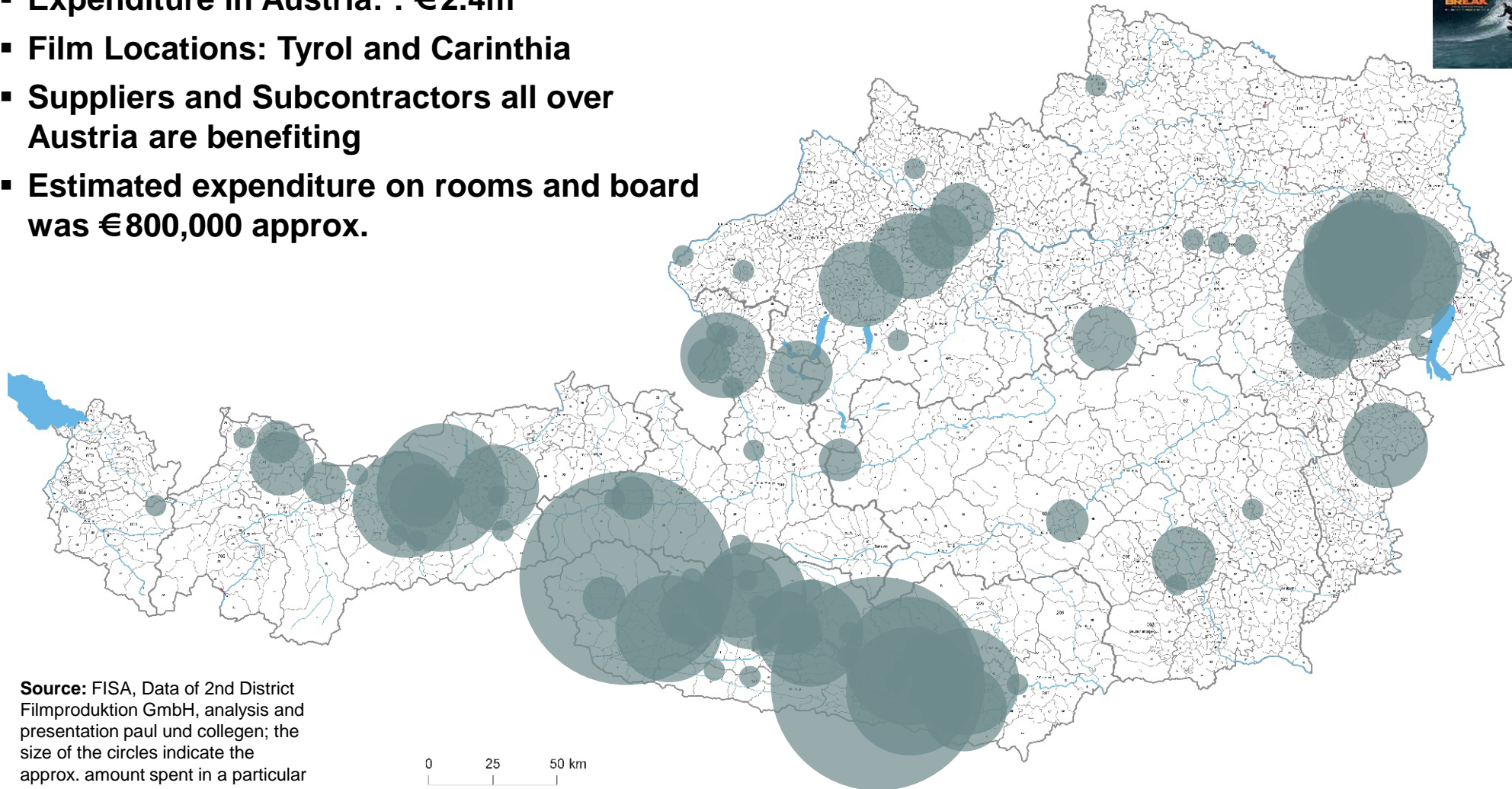
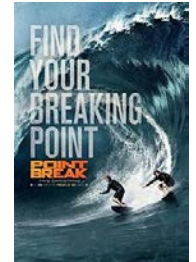


Source: Calculation of paul und collegen due to industry standard measures.

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

## Primary effects of film productions

- Expenditure in Austria: : €2.4m
- Film Locations: Tyrol and Carinthia
- Suppliers and Subcontractors all over Austria are benefiting
- Estimated expenditure on rooms and board was €800,000 approx.



**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.

0 25 50 km

## „Screen tourism“



Organized tours of featured location

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



Film premieres and award ceremonies

Visitors to 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 Medic“ : A tourist magnet for the region Wilder Kaiser/Tyrol



„Screen Tourism“



**Offers:** Visits to 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 in stays of 280,000 p.a. (+27%)**
- Increased number of stays by **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 for 60 years



„Screen Tourism“



- **Approx. 350,000 film enthusiasts** have visited the locations in 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 Year Jubilee of the film with several special events.

Stadt  Wien

Source: Vienna Waste Water Management (Wien Kanal)

# Film festival 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 2017.
- These festival tourists have **stayed** for an average of **3.9 nights** and spent over **€4.2m for rooms and board**.
- **Overall spending in Austria was €7.6m (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 at 3,048 m above sea level
- In cooperation with Neal Callow (Creative Director of “Spectre“)
- **2 floors, 1300 m<sup>2</sup>**

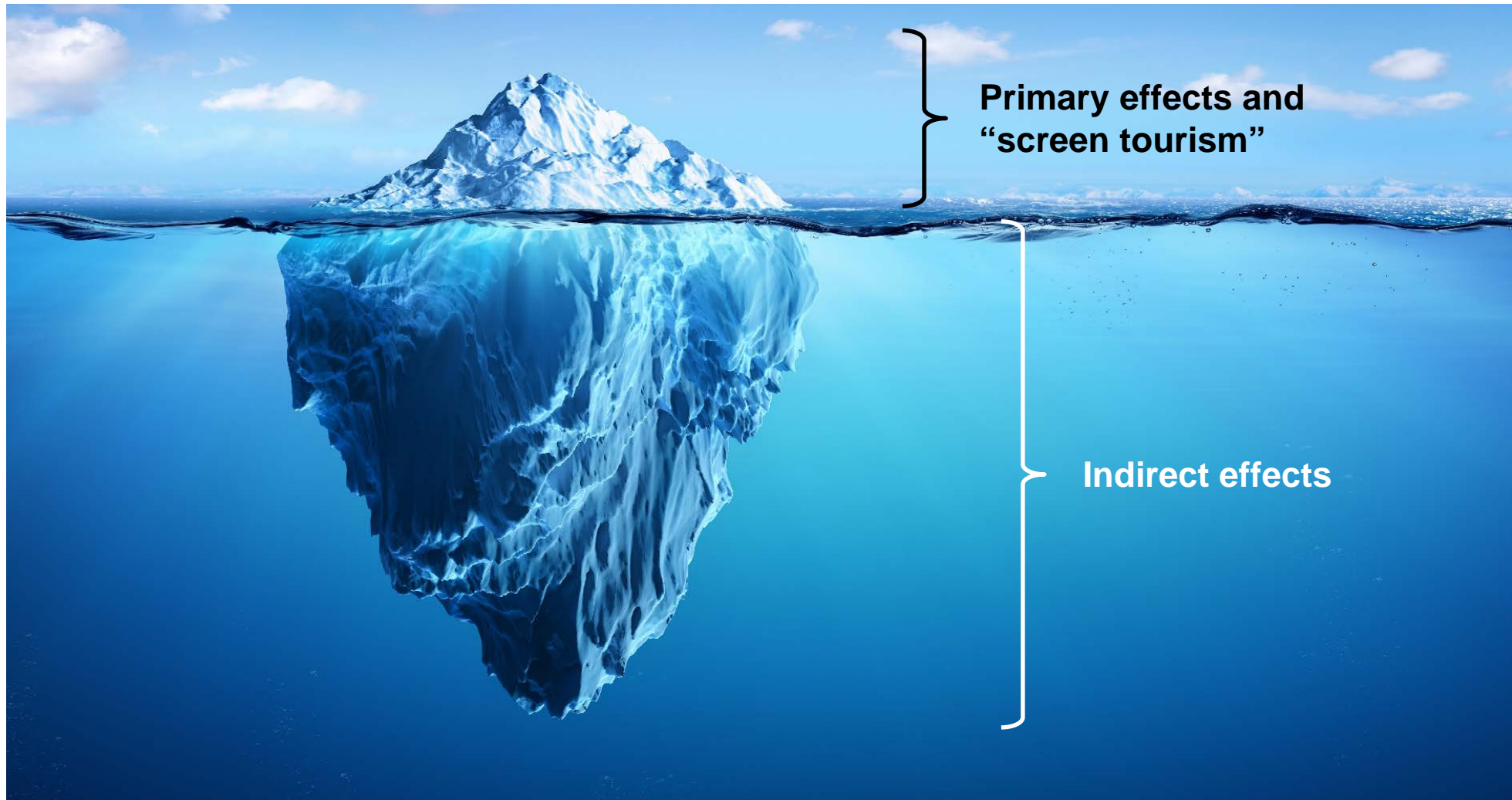


## Movie Park Bottrop (Germany)

- **€35m revenue per year**
- **1.3m visitors per year**
- **93 permanently employed and 490 seasonal workers**

Sources: [www.007elements.soelden.com](http://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 of Austria”

Images inside our heads



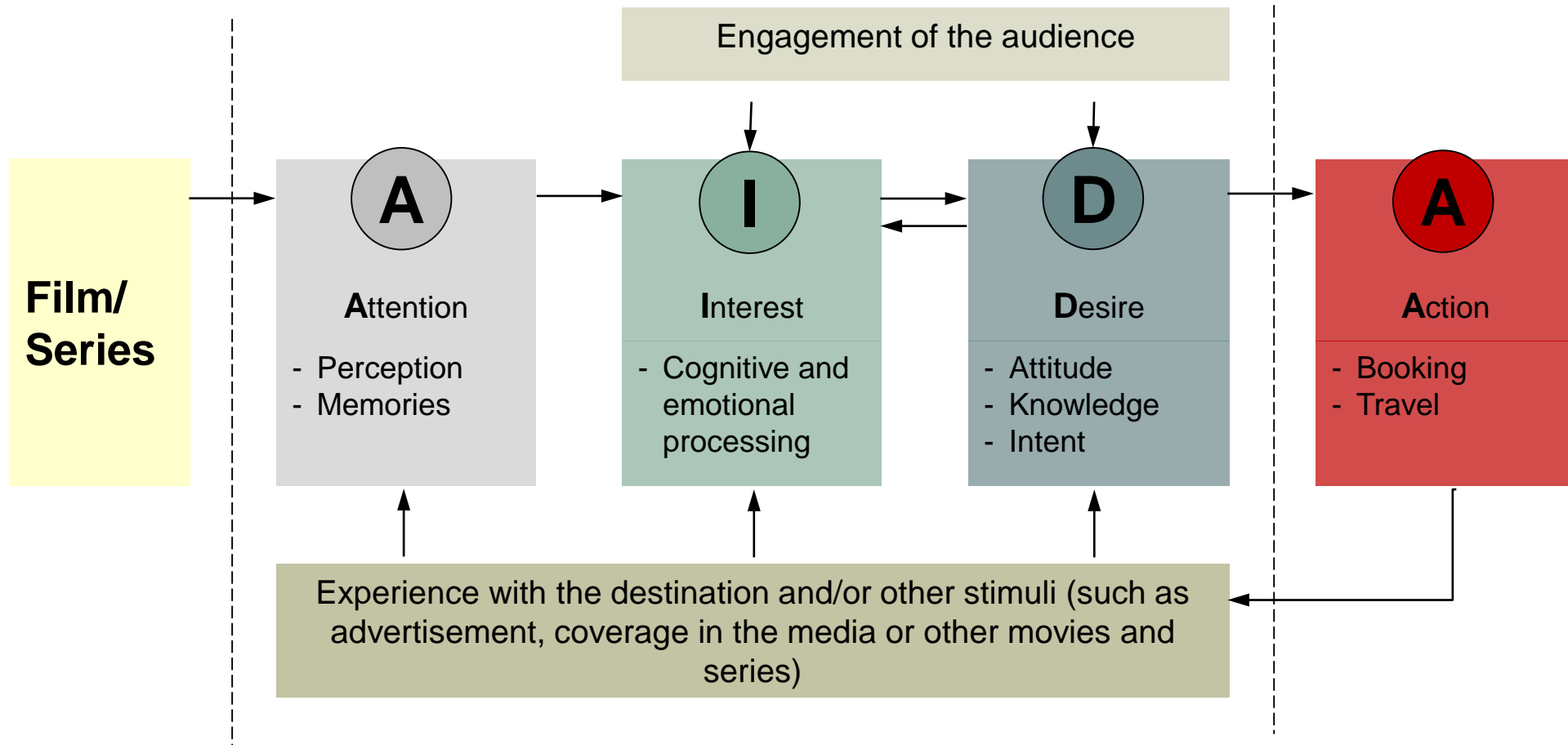
Attention

Renown



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

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



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



“Destination-image of Austria“  

Up to the end of shooting (February 2015): There had been **reports and articles about Sölden (Tyrol) and Obertilliach (Styria) in over 2000 media outlets – Potential overall audience reach 2.8bn**

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

Globally **approx. 88m** 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

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

91m views of the trailer with scenes from Austria on YouTube



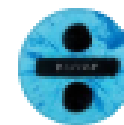
**2013-2017: 76% more overnight stays by Indian tourists in Tyrol**

(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 of Austria“  



**Shooting in Tyrol: 4 days**

**Instagram Account with 27.6 m. followers; 12 posts related to the production of the video in Austria with over 11m interactions**

**Youtube Views: 1,908m (as of March 7 2019)**

**Top 40 most ever seen videos worldwide**

**Number one in over 27 countries including USA, UK and Germany**

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



**Cinemagoers:** At least 32m globally –  
750,000 in Austria

**DVD Sales:** 3.5m (as of 2007)

**Visas** issued rose by 1000%

**Number of arrivals in Kazakhstan**  
increased within a year by 600,000

**Long term growth** of over 45%  
within 5 years

## 22<sup>nd</sup> November 2017: „Mankini Borat Flashmob“ in Astana

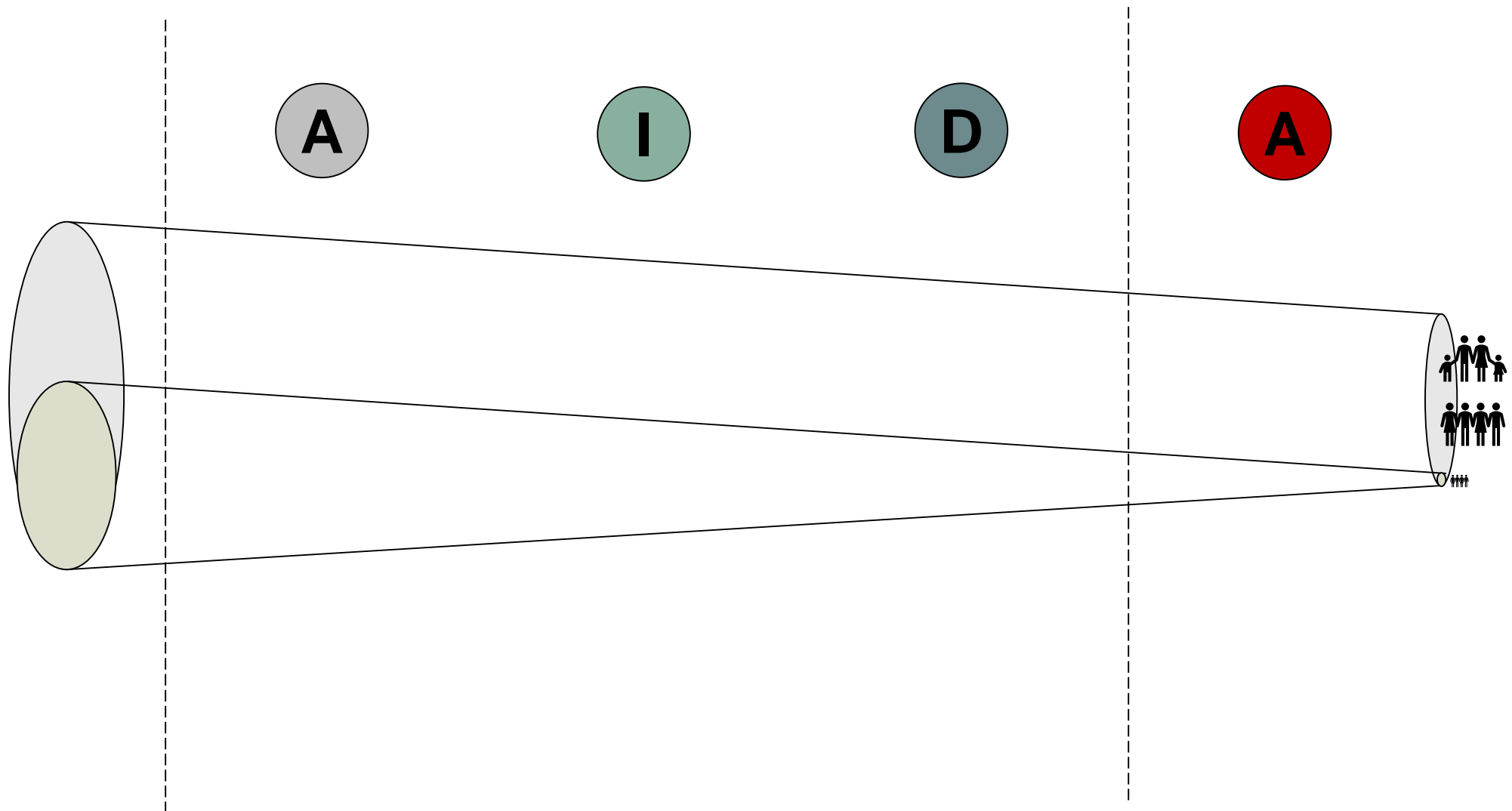


„It was a **great triumph**  
for us, I am **grateful** to  
**Borat** for helping to  
**attract tourists** to  
**Kazakhstan**“

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

# Why is attention so important?

The effect of advertising is comparable to that of 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 m. 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
<b>Total</b>			<b>6 066</b>	<b>456 310 000</b>

Source: RTR, [www.quotenmeter.de](http://www.quotenmeter.de)

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

Year	Film	Austrian Producer	Total expenditure 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
<b>Total</b>			<b>€ 27 066 060</b>	<b>214 470 000</b>

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

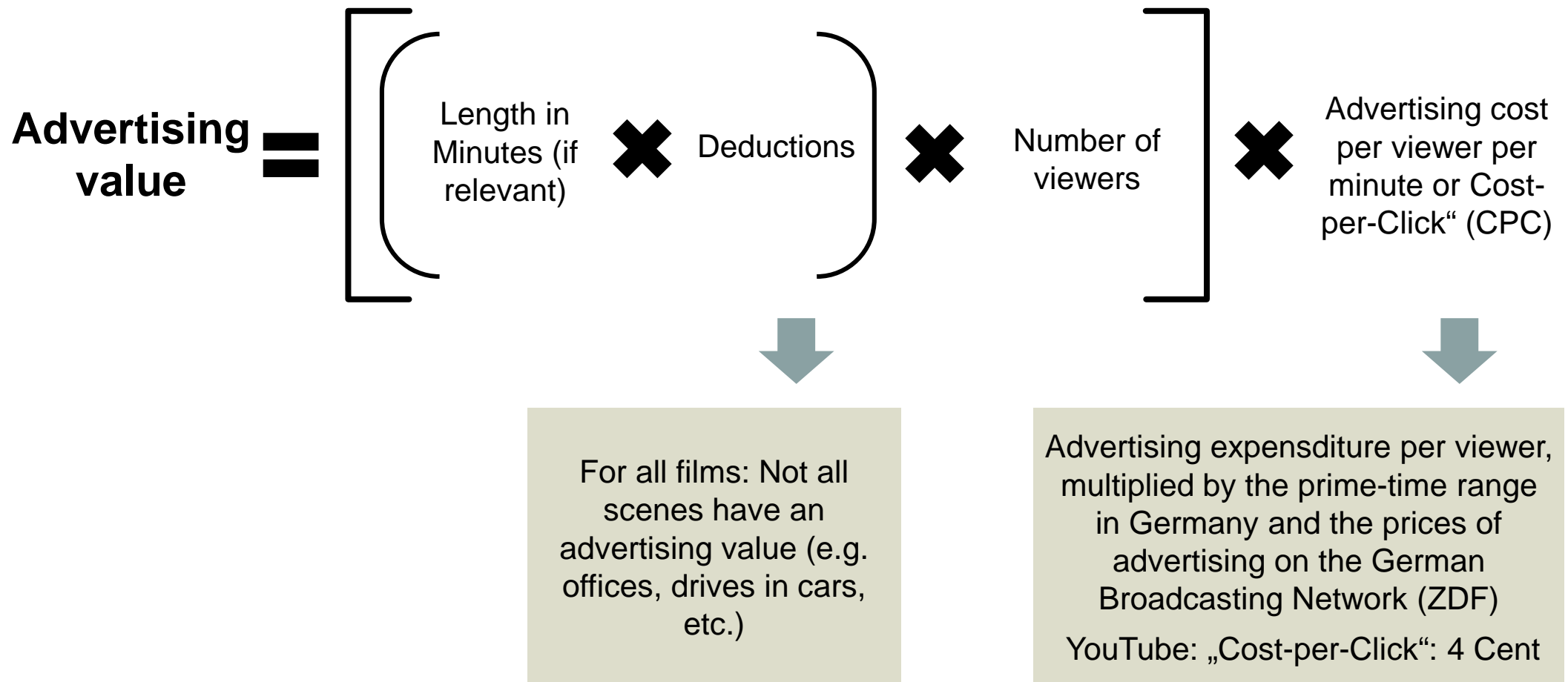
# YouTube-Videos with scenes of Austria: At least 2.6 billion clicks worldwide since 2014

Year	Artist	Video name	Length	Link	Clicks
2014	Seiler und Speer	Ham kummst	4:24	<a href="https://www.youtube.com/watch?v=GWgisTPKCdk">https://www.youtube.com/watch?v=GWgisTPKCdk</a>	35 800 000
2015	Seiler und Speer	Soits leben	4:49	<a href="https://www.youtube.com/watch?v=WZrpLJTVgC4">https://www.youtube.com/watch?v=WZrpLJTVgC4</a>	11 900 000
2015	Yung Hurn	Nein	2:10	<a href="https://www.youtube.com/watch?v=22m5eU6uxeQ">https://www.youtube.com/watch?v=22m5eU6uxeQ</a>	10 000 000
2015	Crack Ignaz	König der Alpen	3:43	<a href="https://www.youtube.com/watch?v=GuNYzyVe8tw">https://www.youtube.com/watch?v=GuNYzyVe8tw</a>	2 700 000
2015	Sigma ft. Labrinth	Higher	3:04	<a href="https://www.youtube.com/watch?v=Xv2SCjuuGt8">https://www.youtube.com/watch?v=Xv2SCjuuGt8</a>	7 000 000
2015	Rammstein	Ohne Dich	5:41	<a href="https://www.youtube.com/watch?v=LIPc1cfS-oQ">https://www.youtube.com/watch?v=LIPc1cfS-oQ</a>	60 900 000
2015	HVOB	Boiler Room Vienna	73:27	<a href="https://www.youtube.com/watch?v=X13beDr0fZY">https://www.youtube.com/watch?v=X13beDr0fZY</a>	1 500 000
2017	Moneyboy	Monte Carlo	3:33	<a href="https://www.youtube.com/watch?v=PQCjYjl32_Sk">https://www.youtube.com/watch?v=PQCjYjl32_Sk</a>	8 100 000
2017	Raf Camora	Andere Liga	3:59	<a href="https://www.youtube.com/watch?v=XdnI7sm6LeQ">https://www.youtube.com/watch?v=XdnI7sm6LeQ</a>	31 400 000
2017	Raf Camora	Gotham City	2:35	<a href="https://www.youtube.com/watch?v=5M_yA9M7yNc">https://www.youtube.com/watch?v=5M_yA9M7yNc</a>	18 600 000
2017	Wanda	Columbo	3:55	<a href="https://www.youtube.com/watch?v=FPvVZG9hIVY">https://www.youtube.com/watch?v=FPvVZG9hIVY</a>	12 400 000
2017	Ed Sheeran	Perfect	4:39	<a href="https://www.youtube.com/watch?v=2Vv-BfV0q4g">https://www.youtube.com/watch?v=2Vv-BfV0q4g</a>	1 900 000 000
2017	Moses Pelham mit Michael Patrick Kelly	Wir sind eins (Sagt ihr)	5:13	<a href="https://www.youtube.com/watch?v=osXY6Z0uP2I">https://www.youtube.com/watch?v=osXY6Z0uP2I</a>	1 500 000
2017	Mike Singer	Egal	4:26	<a href="https://www.youtube.com/watch?v=gWBqazITP6w">https://www.youtube.com/watch?v=gWBqazITP6w</a>	6 300 000
2017	Atif Vishal & Shekhar Irshad	Dil Giyan Gallan	3:04	<a href="https://www.youtube.com/watch?v=SAcpESN_Fk4">https://www.youtube.com/watch?v=SAcpESN_Fk4</a>	491 000 000
2018	Yung Hurn	Hellwach	3:04	<a href="https://www.youtube.com/watch?v=t35WX3fWDVM">https://www.youtube.com/watch?v=t35WX3fWDVM</a>	1 700 000
<b>Total</b>					<b>2 600 800 000</b>

Source: YouTube



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



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

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

In comparison: For the Viennese New Year's Concert, a similar calculated advertising-value is €37m

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 cent	in cent		Estimate
Number of viewers <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 Year's concert 2019 is €37m**



### Broadcast:

- Transmitted to 90 countries
- Live audience of 40m

**Other appraisals estimate the advertising value of the concert at €450m**

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”

## Relics 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 series. 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

Our sincerest thanks to everyone who helped us during this research with their knowledge as well as insights and the procurement of information, numbers and facts:

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Jakob Falkner	Mountain Lifts Company Ötztal-Sölden
Johannes Köck	Cine Tirol
Lukas Krösslhuber	Tourism Association Wilder Kaiser
Magdalena Maier	KUBE FILM
Marijana Stoitsits	Vienna Film Commission
Michael Scheuch	Austrian National Tourist Office
Tania Hlozek	Vienna Waste Water Managemen

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