



**NATIONAL
TRUST *for*
SCOTLAND**

Anna Rathband, Filming Manager



TODD)))(SOUND LUX

E6TU-1
NEW YORK







Stefan Roesch, international film tourism expert:

‘Research indicates that one in four adults are inspired by movies and TV series when selecting their holiday destination. The promotional power of film productions is based on several factors. They have a significant reach and high market penetration, imbue places with an emotional story and are literally ‘free’ advertising for a business or destination. In addition, location placement is not perceived as a direct sales instrument.’

The significance of film tourism for National Trust for Scotland:

- **Increased visibility:** increased awareness of our projects and charitable aims; more visitors, members, holiday bookings and wedding bookings.
- **Connection with national audience, international visitors and Scottish Diaspora.**
- **Difference between factual & travel programmes and drama TV and feature films.**

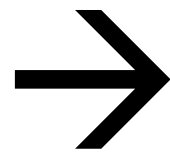


Positive impact of welcoming filming:

- Initial income → aids conservation of the locations in our care (recent examples: Ben Lawers, Culzean Castle and Greenbank Garden).
- Team working for staff and creative problem solving
- Legacy of film tourism: this varies depending on the project but can be true for everything from UK and international factual programmes to international blockbuster films.
- Raising awareness of NTS and our work.

19-25 September 2024:

- Page views: 45
- Page engagements: 1,295
- Dwell time: 50 seconds

26 September - 2 October 2024:

- Page views: 1,043 (+2,218%)
- Page engagements: 3,005 (+132%)
- Dwell time: 1m05s (+30%)



거기가 스코틀랜드권
어딘데??

마이크로 탐험 - 칸나섬



아주 희귀한 종은 아니지만

KBS 'Where on Earth??'

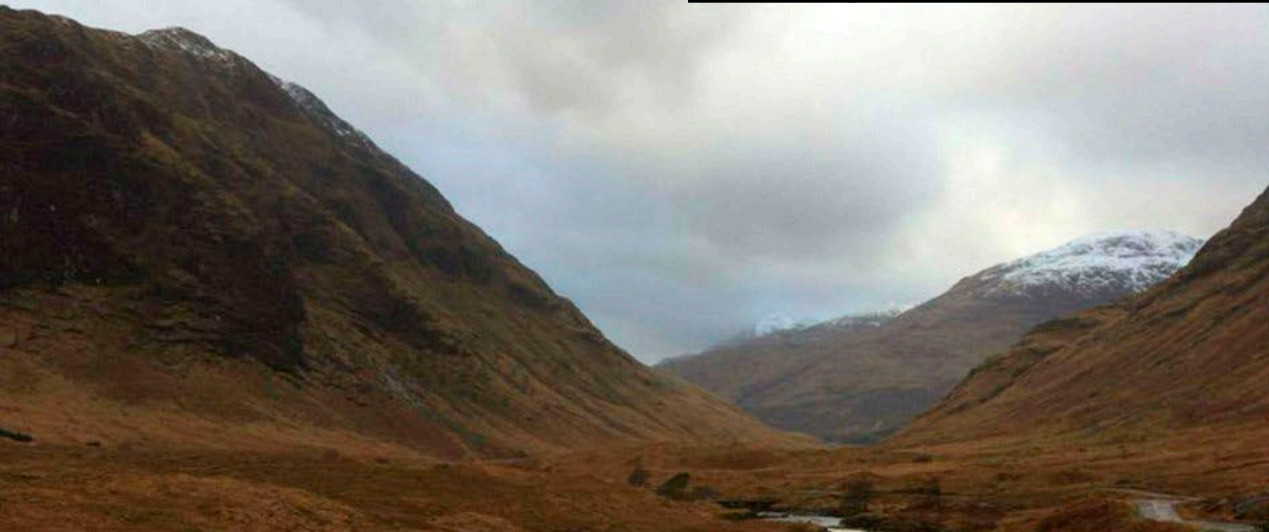
Canna, June 2018

Legacy: 'The Wicker Man' (1973)
at Culzean Castle

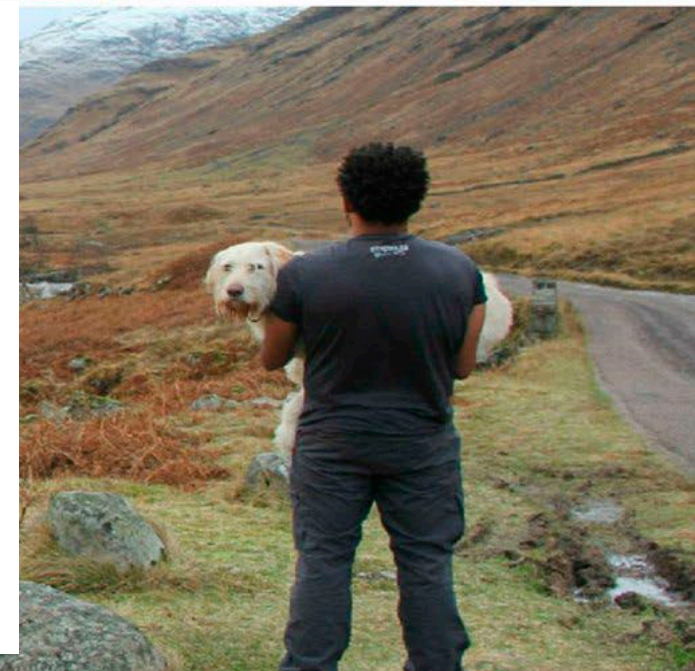




'Skyfall' at Glen Etive



- We have huge visitor engagement (people visiting the 'Skyfall' road to take pictures), we have created a visitor product around (Land Rover Safari), and millions of £'s of national and international press coverage any time James Bond is mentioned.
- Very emotive part of the film with Bond connecting to the landscape in a way that resonates for visitors.







The 'Outlander Effect'

- Fans and visitors
- Retail
- Support from author Diana Gabaldon
- Fundraising

 the National Trust
for Scotland
a place for everyone

Discovering Outlander

Follow in the footsteps of Claire and Jamie



www.nts.org.uk/outlander

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#lauradonnelly

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209w



clbriggs76 Lord almighty — God does bless us every once in a while ❤️🙏 thank you Jesus

203w



sanmilch This scene was epic ❤️

209w 1 like



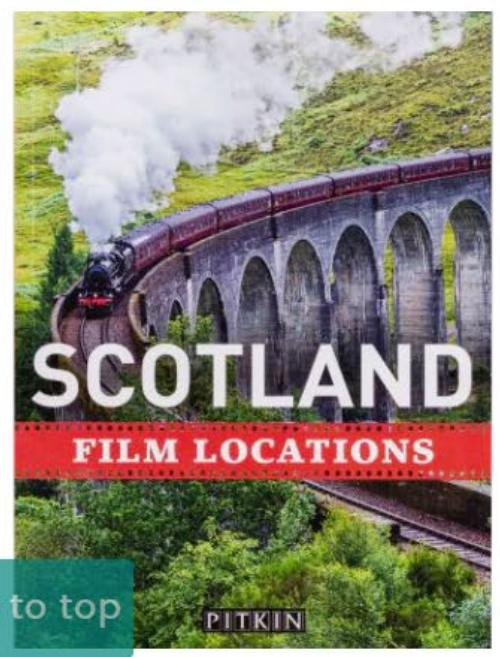
29,742 views

October 9, 2020

Comments on this post have been limited.

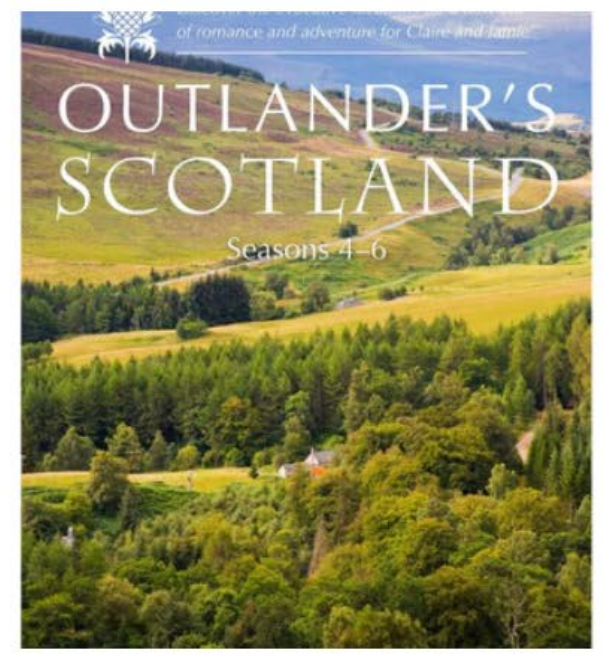
Outlander Collection

Filter: Product type Theme Subject Material Sort by: Featured 21 products

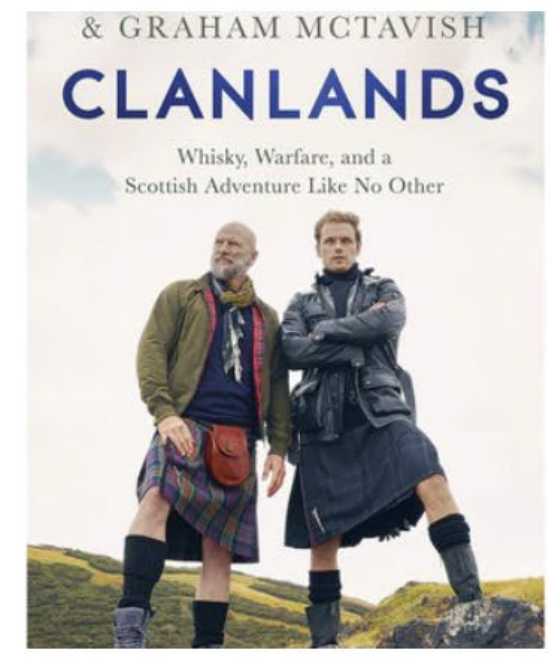


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Scotland Film Locations
£6.00



Outlanders Scotland: Seasons 4
To 6
£6.00



Clanlands
£20.00



Outlander Inspired Celtic Heart
Pendant
£32.00

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