

SCOTLAND ON SCREEN

FROM STANDING STONES

TO **SUPERHEROES**





LOCATION MANAGERS GUILD
INTERNATIONAL

PROMOTING EXCELLENCE ON LOCATION WORLDWIDE

HOME ABOUT US AWARDS NEWS & EVENTS MAGAZINE

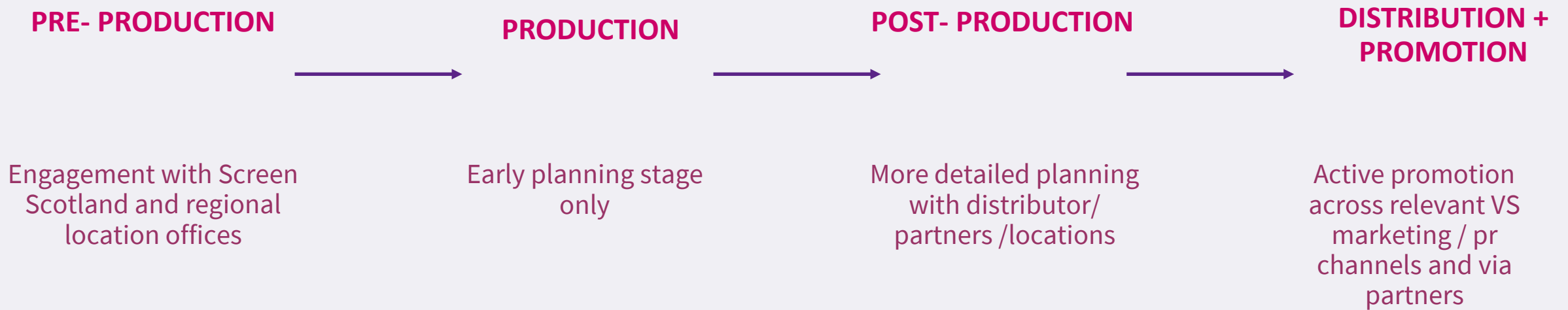
In choosing destinations to advance the narrative, location professionals create an ever-increasing side(ways) effect on tourism known as “location vacations.” Location tourism is big business, driving tourism development in many destinations around the world. Production, film commissions, tourism and location partners who have adapted some of the most successful visitor campaigns address the benefits of the economic impact of on-location filming—the gift that keeps giving.

The practice of visiting places used as filming locations in movies and television production

SET-JETTING



VISITSCOTLAND AND THE FILMING PROCESS: FROM PRODUCTION TO PROMOTION



Growing global trend

Worth over £60m to Scottish economy in 2019

Keeping up with/ahead of other destinations

Delivers 'money can't buy' exposure

Creates numerous spin offs and opportunities





656,000

overnight screen tourists in 2019*



£64.9 million

visitor expenditure for Scottish businesses as a result of screen tourism activities*



49%

of UK adults believe Scotland is a nation known for its film and TV locations**



62%

of UK adults believe Scotland is a nation known for its well-known poets, authors and writers**

Source: * Screen Scotland ** YouGov Plc. Total sample size was 2,343 adults. Fieldwork was undertaken between 13 - 14 July 2022. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+)

- Consider all projects on a case- by- case basis
- Apply criteria based on distribution, reach and suitability
- Devise activity to inspire consumers and create business opportunities

In order to:

Gain exposure for the destination, enhance the visitor economy and deliver growth for tourism partners





ON THE TRAIL OF THE OUTLAW KING

OUTLAW KING

On the trail of Mary Queen of Scots

Mary Stuart became Queen of Scots at six days old, Queen of France at 16, was widowed twice at 18 and 24, reigned for only six turbulent years and was executed on her cousin's order at 44. Follow in the charismatic young queen's steps at historic sites and visit locations from the movie *Mary, Queen of Scots* starring Saoirse Ronan.



SUNSET SONG

BASED ON THE CLASSIC NOVEL BY LEWIS GRASSIC GIBBON, FILMED ON LOCATION IN ABERDEENSHIRE

INVERCALD ESTATE, NEAR BRAEMAR
Invercald Estate, owned by the Farguherson family for many centuries, is in the heart of the Cairngorms National Park, in Royal Deeside. Native Caledonian Scot pine merge into rolling heather covered mountains leading up to a number of Munros. Walkers can enjoy being amongst some of the country's finest scenery which having the chance to view some of our more remote wildlife including eagle, red squirrel, ptarmigan, red and roe deer. The estate offers holiday accommodation overlooking the River Dee, including cottages, caravan and camping facilities - plus Invercald is world renowned for grouse shoots, deer stalking and salmon fishing.

IRVINGDALE ESTATE, NEAR BALLATER
The standing stones were created on the Glenmuick estate. Glenmuick estate is situated in the heart of Royal Deeside and the Cairngorms National Park. The 4,000 acre estate is filled with all the wildlife and epic landscapes that make Scotland such a truly special place. It is home to red squirrels, game, red and roe deer, grouse, salmon and wild trout and visitors might even spot golden eagle, capercaillie and wild cat. Glenmuick welcomes responsible access, with the House of Glenmuick and holiday cottages also available to rent while enjoying many of the sporting pursuits across the estate.

FETTERCAIRN VILLAGE
Chris and Ewan meet amidst a flock of sheep running through the village. Fettercairn is a glorious little village with origins dating back over a thousand years. By the mid 1600s Fettercairn was a thriving place, though this came to a sudden - if temporary - halt when the village was sacked and burned by the army of the Marquis of Monro in 1645. Rebuilt, largely from a reddish sandstone, many of the village buildings are listed, including a number of those gathered around The Square, the home of the traditional markets held here. Fettercairn is also home to Fettercairn Distillery, one of the oldest licensed distilleries in Scotland and which is open to visitors.

BALLOGIE ESTATE, NEAR ABOYNE
Dating from 1850, Ballogie Estate covers 6,000 acres on beautiful Royal Deeside. Visitors can enjoy walking, fishing, traditional sporting activities and wildlife spotting, or browsing locally created artwork in the estate's Butcher's Gallery. Ballogie also offers a range of holiday accommodation, from cosy cottages and farm sleeping to the grand estate house set amidst stunning countryside.

GRASSIC GIBBON CENTRE, ARBUTHNOTT
Visitor Centre dedicated to Lewis Grassic Gibbon situated in the heart of the countryside epitomised as Kyrivada in Sunset Song.

ARBUTHNOTT CHURCH
The family attend regular church services along with the rest of the villagers and farm workers. The Church is one of the oldest in Scotland dating back to the pre reformation days. Consecrated in 1242 the church was dedicated to the memory of St Ternan. The oldest part of the building is the chancel, with the rest of the building added around 1500. Services of worship are held on Sundays at 10am in a corner of the churchyard lies James Leslie Inghram's Lewis Grassic Gibbon memorial in the shape of an open book with the inscription "And I will give you the morning star".

DISCOVER THE HISTORY BEHIND OUTLANDER

BONNIE PRINCE CHARLIE **LANDSCAPES** **KILT & TARTAN**

BEAUTIFUL GARDENS **THE JACOBITE RISINGS** **WHISKY**

SCOTTISH WEDDINGS **RESEARCH YOUR ROOTS**



T2 Trainspotting

A film by Danny Boyle. Ewan McGregor Ewen Bremner Jonny Lee Miller and Robert Carlyle

FILM & TV AS A DRIVER FOR TOURISM

EXPERIENCE SCOTLAND ON SCREEN



7 FILMS SET IN SCOTLAND YOU NEED ON YOUR WATCH LIST



THE SCOTTISH HISTORY THAT INSPIRED OUTLANDER



7 SURPRISING SCOTTISH TV LOCATIONS TO EXPLORE



8 ICONIC FILM LOCATIONS IN SCOTLAND



SCOTTISH FILM & TV ITINERARIES



FILM & TV



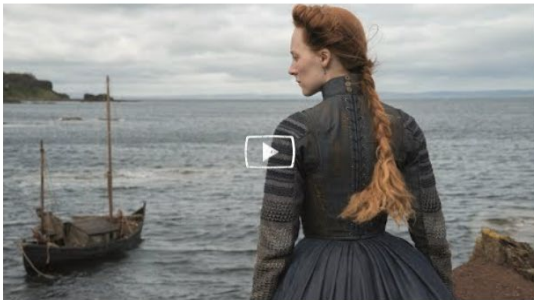
HARRY POTTER



OUTLANDER



GO BEHIND THE SCENES



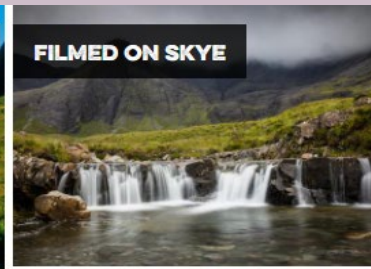
Mary Queen of Scots exclusive behind the scenes 1:04



Scotland on Screen - 5 Film Locations 0:31



THE HIGHLANDS MOVIE MAP



FILMED ON SKYE



SCOTTISH BORDERS MAP



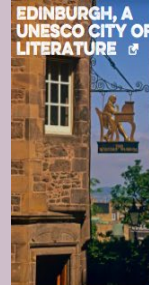
EAST LoTHIAN ON SCREEN



EDINBURGH FILM MAP



SET IN SCOTLAND EBOOK



EDINBURGH, A UNESCO CITY OF LITERATURE



FIND BOOK EVENTS IN SCOTLAND



JOIN A LITERARY TOUR OF SCOTLAND



ROBERT BURNS



FAMOUS SCOTS EBOOK

OUTLANDER FILMING LOCATIONS



SCOTLAND IN LITERATURE

MUST-READ BOOKS ABOUT SCOTLAND



LOVED IT ON SCREEN? VISIT THE LOCATIONS NOW

Think Scotland looks stunning on screen? Check it out for real and be prepared to be blown away. Visit the land that inspired Harry Potter, Outlander, Skyfall, Braveheart and many more.

DISCOVER MORE



Mary Queen of Scots map launched in new tourism campaign





Mostly filmed in Scotland, many places doubling as other locations. Ten regions featured in series one:

Edinburgh – new town, Hopetoun House, Dalmeny Estate

East Lothian – Gosford House, Seacliff beach, Newhailes House

Mid Lothian – Arniston House, Preston Hall

Borders – Manderston House, Carolside House and Gardens, St Abb's

Dumfries & Galloway – Drumlanrig Castle

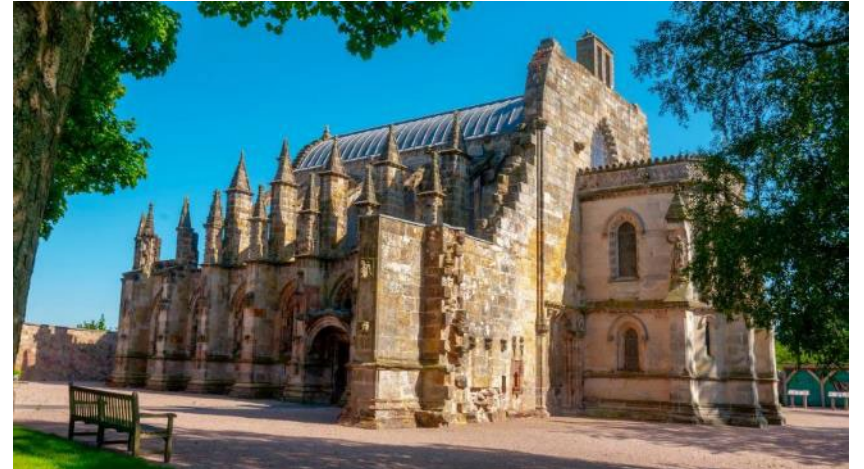
Ayrshire – Culzean Castle

Glasgow – merchant city and University cloisters

Stirlingshire – Touch Estate

Perthshire – Murthly Castle, Scone Palace

Highlands – Ardverikie Castle



- Promote locations sensibly, to the most relevant audiences and in agreement with land-owners
- Accept there will be some locations which cannot be promoted and ask visitors/fans to respect this
- Embrace conservation, improvements to facilities and community engagement opportunities
- Work together with location managers and film offices to understand and mitigate potential pressures on certain areas from production and knock-on visitor numbers



"Scotland is definitely a leading character in Outlander"
Ronald D Moore, Executive Producer, Starz

OUTLANDER FAN INSIGHTS

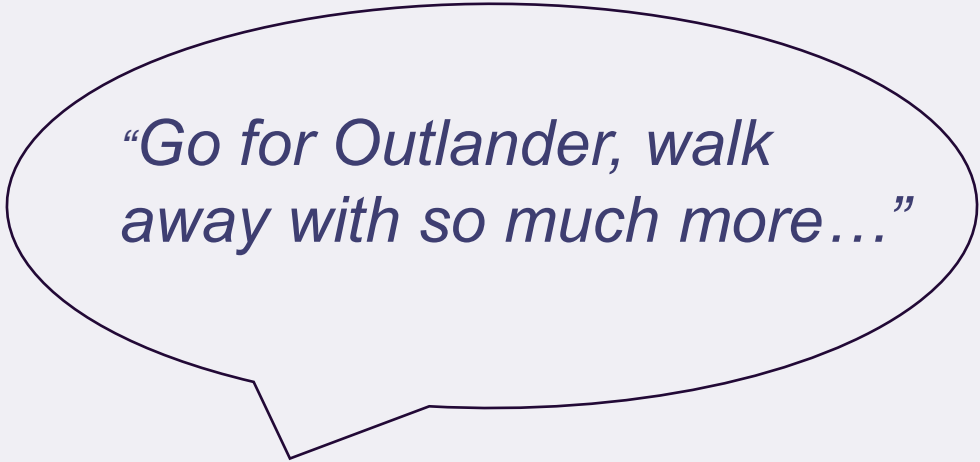
WHO ARE THEY?

- International and domestic audience
- Typically female, aged 25+
- Travel as groups of friends or with partners
- Visit specifically for Outlander or include as part of holiday
- First time visitors as well as return trips
- Trip of a lifetime - financial and emotional investment
- Very knowledgeable/ passionate about Scotland



WHAT DO THEY WANT TO DO IN SCOTLAND?

- Immerse themselves in the world of Outlander
- Visit the locations as well as associated attractions/sites
- Take part in related events and themed experiences
- Explore their own family ancestry
- Shop for Outlander-style Scottish goods as souvenirs
- Engage with locals
- Learn about Scotland's heritage and culture








“Go for Outlander, walk away with so much more...”


US contributor to Chicago based radio programme Round Trip, about a fan's visit to Scotland.

OUTLANDER FILMING LOCATIONS

Season 1 Season 2 Season 3

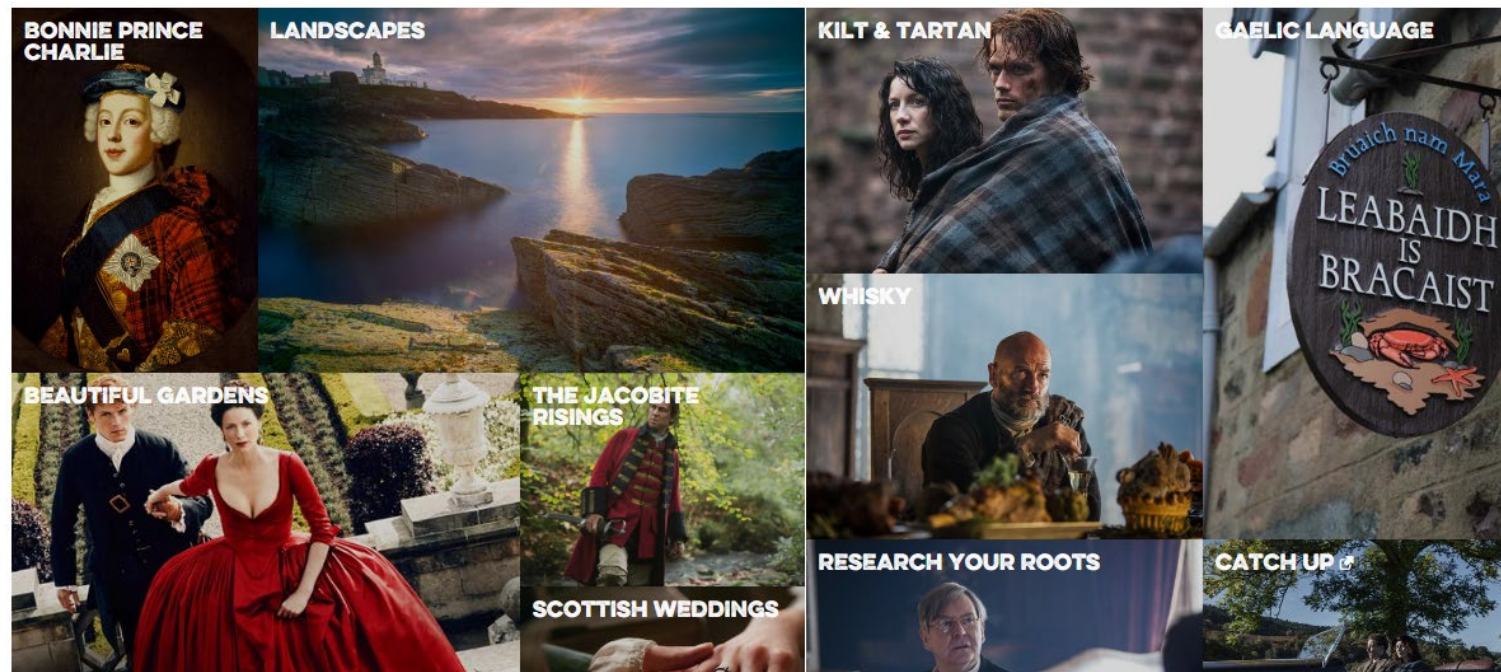
Castle Church / Abbey City / Town / Village Heritage Site

-  **Glen Coe Highlands**
Season 1 opening credits
-  **Highland Folk Museum Newtonmore**
Season 1
-  **George Square Glasgow**
Season 1
-  **Bo'ness & Kinneil Railway Bo'ness**
Season 1
-  **Kinloch Rannoch Perthshire**



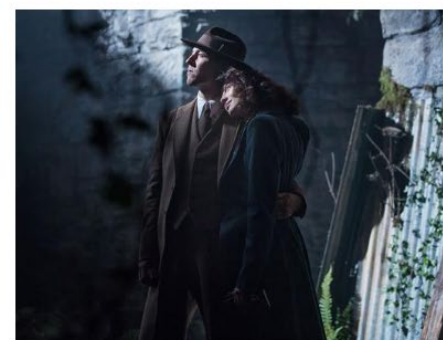
Ordnance Survey

DISCOVER THE HISTORY BEHIND OUTLANDER



- BONNIE PRINCE CHARLIE**
- LANDSCAPES**
- KILT & TARTAN**
- GAELIC LANGUAGE**
Brataich nam Mara
LEABAIDH IS BRACAIST
- WHISKY**
- BEAUTIFUL GARDENS**
- THE JACOBITE RISINGS**
- SCOTTISH WEDDINGS**
- RESEARCH YOUR ROOTS**
- CATCH UP**

EXPERIENCE OUTLANDER IN SCOTLAND



ROMANTIC CASTLES



STANDING STONES



TOUR SCOTLAND WITH OUTLANDER

SASHA & TASHA'S ULTIMATE OUTLANDER FAN JOURNEY

SASHA & TASHA

YouTubers Sasha and Tasha are huge Outlander fans and couldn't wait to see the filming locations of the hugely successful TV show and learn about the Jacobites.

Follow their journey which starts in Edinburgh and continues north to the Highlands and Aberdeenshire where they visit the real-life Castle Fraser, Culloden Battlefield and Inverness.

DISCOVER MORE



Outlander author gets award for boost to Scottish tourism

14 March 2019

f m t e Share



- The Outlander Effect and Tourism paper reports that attractions that appear in the Outlander TV series have seen **visitor numbers soar by 67%** since 2013, from 887,000 to 1.5million

- **Almost all** respondents considered screen tourism as **positive for the industry** and a fifth of attractions located next to filming locations said they saw an **increase in visitors.**



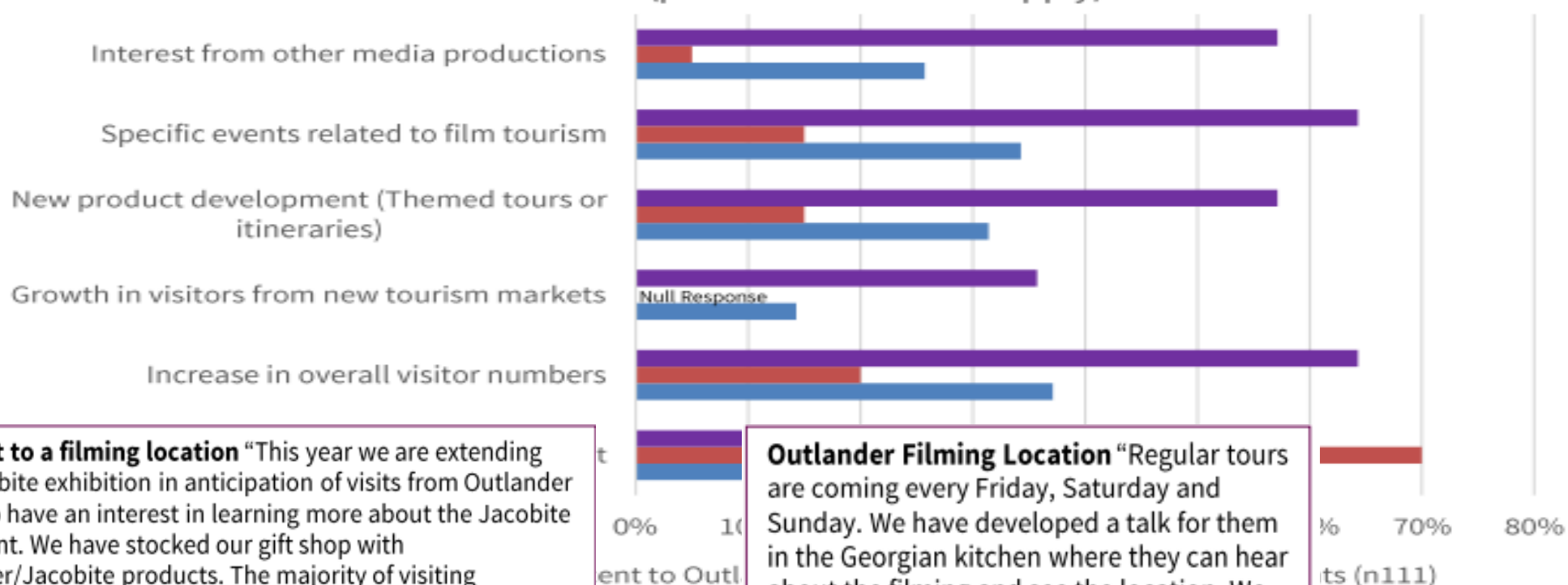
Insight Department:
The Outlander Effect
& Tourism

March 2019

Scotland | Alba

The Impact of Outlander on Visitor Attractions

What impact has Outlander or screen tourism had on your business?
(please select all that apply)



Adjacent to a filming location "This year we are extending our Jacobite exhibition in anticipation of visits from Outlander fans who have an interest in learning more about the Jacobite Movement. We have stocked our gift shop with Outlander/Jacobite products. The majority of visiting Outlander fans tend to be American/Canadian, therefore our temporary exhibition this year focuses on Scottish culture and traditions abroad, as well an emigration to North America."
Catriona Davidson, Glencoe Folk Museum

Outlander Filming Location "Regular tours are coming every Friday, Saturday and Sunday. We have developed a talk for them in the Georgian kitchen where they can hear about the filming and see the location. We have benefitted through sales in our tearoom and gift shop."
Lauren Motley, Callendar House

ALWAYS KEEP LEGALITIES IN MIND...

Licensing and copyright - some do's and don'ts

Do use your own images to promote your products

Do promote the Scottish locations used in the TV series or featured on the books

Do provide links to official sites and trailers

Do follow the cast, TV show and fan sites on social media

Do use wording like '*inspired by Outlander*' etc

Don't call your product *The Outlander B&B*, *The Outlander Experience* etc

Don't use official images from the TV show or of the actors to promote your product

Don't create anything which looks like it's endorsed by Starz/Sony

If in doubt, seek legal advice!

visitscotland.com/film

visitscotland.com/outlander

visitscotland.org

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THANK YOU... AND MORE INFORMATION