Film-Induced Tourism, The Case Study of ‘Game of Thrones’ TV series.

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I hereby declare that the work submitted is mine and that where I have made use of another’s work; I have attributed the source(s) according to the Regulations set in the Student’s Handbook.

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Abstract

This dissertation was written as part of the MSc in Hospitality and Tourism Management at the International Hellenic University.

This paper demonstrates the ability of television series as a promotional tool. Not only will the Film-induced tourism phenomenon will be explained, but also the profile of the film tourist will be outlined. A practical case study examines the impact of one of the most popular television series on its filming location, based on data collected from official tourism boards, companies who offer services or products related to a TV series and local accommodation companies.

In this part I would like to thank Mrs. Gritzali for her support and guidance and those who responded to the research surveys helping me with my dissertation.

Nikolaos Dimoudis

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Introduction

Tourism has an impact on many different areas, such as environment, economy, local markets and on tourist’s behavior. But before proceeding to the core of this paper, it is important to define and understand what Tourism is. Described by the World Tourism Organization (WTO) as followed:

“Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors and Tourism has to do with their activities some of which imply tourism expenditure”.

“The term “film induced tourism” related to on location tourism that follows the success of a film or television series made in a particular region “. (Beeton, 2005, p.9). Tourism and TV can combined in “filmed induced tourism” as two significant components in leisure market. Despite the fact that this type of tourism lacks attention the number of those who visit destinations motivated by TV series is rapidly increasing.

The reason why TV series are more competitive than films lies on the fact that the length of the filming period is obviously longer for series. As a result, a stronger relationship between the series and the viewer is created due to the long term impact series have on the viewer contrary to films, (which do not last that much), unless they are enormously popular (e.g. Harry Potter, Lord of the Rings trilogy etc.)

In general this thesis’s main goal is to clarify the connection/relationship between tourism and television. The results of the successful TV series on the location where they have been filmed will be analyzed and discussed based on the survey has been done through.
1. Theoretical Framework

1.1 History of Television

Television: a synthesis of the Greek prefix “tele” and the Latin “vision” (seeing from a distance. In the very beginning television based on a combination of electronic, optical and mechanical technologies in order to capture, transmit and display a visual image. In the 19th century with the contribution of many individuals, major steps on the invention of television made. John Logie Baird (1925), a Scottish inventor, was the first who succeeded in transmitting silhouette images with movement. This was the landmark for many others. Baird in 1927 came across with the first recording system and television with colors. When three different monochrome images (one red, one green and one blue (RGB)) are shown together they produce a full color image. The color TV started selling, in large numbers, after the late 1960s due to prior high cost of production. Nowadays, Television is like a natural part of our environment. Is almost unthinkable a house without a TV. A means which is maybe the most influential mass media communication, being the primary source of news, sharing information foe various issues such as the weather, entertainment etc. and help the world of advertising grow rapidly.

1.2 History of Television Programs

Long ago before the television it was the radio. Families gathered together in the afternoon, on Sunday’s lunch waiting patiently for the latest news and for the entertainment programs. Music, quizzes, children programs, sports and different kind of stories (comedy, thriller, soap opera, drama etc.). One of the most depictive in radio history could be the radio play “War of Worlds” by Orson Welles. The story was set in 1938, present of that time, in New Jersey. The way the sound was used made the fictional story felt so real that a specific number of people believed that story about the invasion of the Martians on earth and panicked. This is one of the reasons why the radio referred as the “theater of mind”. Just for the record, later on, Welles made his first Hollywood film, Citizen Kane, which considered the best film ever made.

Sports, drama, news, mystery, quiz shows and many more have been provided through radio. That’s make it easier for television which borrowed all these concepts, with only a few new adds, offering just a little new or different in the beginning of the television’s broadcasting. Moreover, the content, the structure, the control by the government and the taxes are some of the radio features that adjusted also to the television. Both industries were and are driven by advertising revenues, which entails the significance of measuring the size of the audience. In the early 1950s television was a sign of luxury.
Families gathering to watch family comedies, an extremely popular habit at the time, making the whole experience very special and unique. In that kind of shows, the proper family type was reflected. Men returning from work with their wives waiting for them in home, which is already cleaned, with the roast in the oven. TV series were like shows with happy ending. Even there was a conflict between the couple, at the end they would get over it and they would live happily ever after. On the other hand, nowadays, those “perfectly made” programs have been dethroned by reality TV shows. Viewers prefer to watch people who are just like them, not perfect.

Furthermore, reality shows are easy and cheap in production because of the lack of professionals. Just ordinary people who act crazy, in many cases, with no sense of dignity and decency. Since the 1950s the family model has changed to a great extent. Women are not portrayed anymore as glamorous wives who do everything seems perfect and men are not anymore the bosses of a big firm. All types of scenarios are possible. Dysfunctional children, different relationships and marriages far from the prototypes contribute to the end of the “happy family”. All of this complexity in the storyline entails longer story length which also implies benefits for the commercial industry.

1.3 History of Cinema

The story of cinema began back to 19th century when the American inventor Thomas Edison (1847-1931) created the Kinetoscope. Kinetoscope was a device with which one person at the time could watch short film through a peephole viewer window at the top of this wooden box. The Lumiere brothers, owning the family business which manufactured photographic equipment, inspired by Edison’s invention, came across with an improvement of the Kinetoscope that they name Cinematographe. This specific device, both camera and projector, gave the ability to several people watch projection of films on a screen.

On December 28, 1895 the very first paid film projected by the Lumiere brothers for an audience at the Grande Café on the Boulevard des Capucines in Paris. This day considered by many as the birthday of the cinema. The various interests of the viewers were the challenge for the filmmakers. New subjects, everyday life scenes were some of the first topics were projected on the silver screen.

At the late 1910s the cinema industry started to get its formation with the creation of the first designed theaters for the films’ projection. Pathe brothers’ desire to change the primary level of film distribution, which only made possible through fairs at that time, made them to come up with a new model for film distribution by and selling films and equipment delivered to different areas through representatives. Unfortunately it was the First World War which stopped their plans.
Finally Hollywood took over the world market spending over a decade to convince the public for cinema’s art from and turn it into a mass leisure time activity. At the moment films have already become a profitable and influential tool for the industry setting simultaneously the stage for an economic, social and cultural modification that would change the world to a great extent.

1.4 Psychoanalysis

“Cinema becomes real to such an extent that viewers gain the opportunity to enter parts of the precious imaginary. In this way, film viewing itself may be understood as a form of tourism (…)” Conrady and Buck (2009, p.156)

Based on the Swiss psychiatrist Carl Jung (1875-1960) the way we understand our relation to the world is largely conscious. However, at the same time there is an unconscious part of our soul that we must not ignore. Dreams are the way for these unconscious principles to be shown. This is why Ehrenburg (1931) referred to the film industry as a “dream factory” due to similarities between dreams and film images. As a result a film related with dreams and somehow through these dreams created a connection between the unconscious and films.

This connection is not a new conception. It has been discussed since the 1920s but it was not until the 1970s when the consequences of films on viewers were seriously noticed. These moving images created and displayed to the viewer by filmmakers, are the outcome of what lives in someone’s soul.

Stated by Diken and Lausten (2007) “It is possible to say that it is not cinema which serves as a royal route to the understanding of the mind but inversely it is the mind, or rather the unconscious, that manifests itself in reality”.

In many cases the audience find themselves between dream and reality which implies, up to a point, common elements with tourists. On holidays people escape from the daily routine and live a temporary joy in breathtaking or just different places. This situation creates to the tourist the feeling of being somewhere far from worries and problems, to another “world”. Such elements can be noticed to an audience watching a film. Unplugging their minds from reality, viewers, go into a “world” where all the unpleasant sides their lives are forgotten.

1.5 Film Induced Tourism (The Approach)

1.5.1 Differences between Cinema and Television
The differences between cinema and television can be easily noticed in the way they are represented. Firstly a major difference is the way we watch a film on cinema. Like a public event everyone buys their tickets, arrange everything around the film like a special occasion. On the other hand a television series watched from your house’s sofa in casual more private atmosphere. Moreover, in a film the storyline developed around a specific subject that will come to an end till the end of film. Contrary to that in a TV series an open – end problem is preferred due to the length of the series and the correlation between the different episodes.

Thereby, empathy between the viewer and the characters is more likely to developed. The longer screening of a series creates stronger relationship, as already referred previously, between the viewers and the characters. A representative example of the empathy and sympathy that grows between the characters of a series and the audience can be easily expressed through fan pages dedicated to characters of a series among the social networks.

1.5.2 Film Induced Tourism (Description and Definition)

Referring to the tourism that grows and rises due to films and TV series there are several terms that can be used: ‘film tourism’, ‘film-induced tourism’, ‘cinematographic tourism’, ‘movie –induced tourism’. This variety of terms is a result of different authors referring to the same phenomenon. Riley and van Doren (1998, in Kezban Anul, 2013, p.4) pioneers in this subject described the phenomenon of film-induced tourism as follows:

*Through films, people are sometimes induced to visit what they have seen on the silver screen. If this gaze is directed in objects of features which are extraordinary and thus distinguish the “site/sight” of the gaze from others, then the properties of a film location- whether scenic, historical or literally- qualify as icons for tourists to gaze upon. That is, in the sense that people are seeking sights/sites seen on the silver screen, they become film- induced tourists.*

Hudson and Ritchie (2006) referred to it as film- tourism and they define it as a tourist’s visit to a destination or attraction after this specific destination being featured on a TV series or a film. Busby and Klug (2001, in Vagionis and Loumioti, 2011) called it cinematographic tourism. As stated by the authors cinematographic tourism occurs when someone visits a destination because he/she has seen it on a film or on television. Beeton (2005) used the terms film-induced tourism for this specific phenomenon and defines it as the tourism that follows the success of a TV series or a film made or set in a particular are/region featured on TV or in a film.

Film-induced tourism is a thriving industry due to the development of the visual media entertainment industry and the rise of travelling. According to a study by
Tooke and Baker in the early 1990s in the United Kingdom observed increase up to 93% to a tourism destination within one year after the filming of the film or TV series. Another research, this time made by Riley, Baker and van Doren, in the same period (1990s) an increase in tourists up to 96% noted in a film location even after five years after the premiere.

Film-induced tourism proves itself right as the results in visitor growth are spectacular. A very powerful marketing tool with long term effects that can get extended in the case of TV series as their length of filming and screening period is obviously longer. Film–induced tourism been there since the rise of films and television showing pictures that you have never seen or heard before. This curiosity to visit these places is also the answer to seasonality since you can visit these locations the whole year.

1.6 Forms and Characteristics of Film–Induced Tourism

The phenomenon of film-induced tourism can be declared in several different forms. From the one hand there are those who travel specifically for this reason, others who visit film or television sets as a part of an organized tour and those who visit a specific location from a particular scene (e.g. The platform 9 ¾ in King’s Cross London, The Harry Potter films). In many cases the locations have already been tourist attraction years before the film or the TV series, while other turned into attractions just because they took part in a film or television series. It is essential to refer that in many cases after the filming of a movie the crew has left behind parts of the set. These useless parts easily turn into a tourism attraction. As good example is the Hobbit film set from ‘Lord of The Rings’ as well as the ‘Star Wars’ film location where people travel in Tunisia with the only goal of visiting it. In both cases a place of tourist interest has been created out of nothing. Most people have already run across a film location during their trips or vacations without knowing. There are times when the tour guides point out an area as a film location, surprising the tourists with this new information. For example someone can visit Bruges just because it is a beautiful medieval city or just because he/she found cheap tickets with Ryanair and did not want to lose them but during the city tour the guide mentions, while standing on a certain spot, a scene from the film ‘In Bruges’ with Colin Farrell.

Based on Beeton (2005), except from the filming location, film induced tourism can also lead to off-location tourism such as film studio tours, film studio theme parks, film premieres. In addition to that film induced tourists can visit locations that have never been a part of a movie. ‘Braveheart’ (1995), supposed to take place in Scotland since it tells the story of the struggle for Scottish independence, but most of the scenes were shot in Ireland. For tourists it is a kind of pleasure knowing that travel through a landscape that has been the filming location of a certain film/TV series.
Table 1-Film-induced Tourism (Forms & Characteristics).

<table>
<thead>
<tr>
<th>Form</th>
<th>Characteristic</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On-Location</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Film tourism as primary travel motivator</td>
<td>The film site is an attraction in its own right – strong enough to motivate visitation</td>
<td>Isle of Mull (<em>Balamory</em>)</td>
</tr>
<tr>
<td>Film tourism as part of a holiday</td>
<td>Visiting film locations (or studios) as an activity within a larger holiday</td>
<td></td>
</tr>
<tr>
<td>Film tourism pilgrimage</td>
<td>Visiting sites of films in order to ‘pay homage’ to the film; possible re-enactments</td>
<td>Doune Castle (<em>Monty Python</em>); <em>Lord of the Rings</em> sites</td>
</tr>
<tr>
<td>Celebrity film tourism</td>
<td>Homes of celebrities; film locations that have taken on celebrity status</td>
<td>Hollywood homes</td>
</tr>
<tr>
<td>Nostalgic film tourism</td>
<td>Visiting film locations that represent another era</td>
<td><em>The Andy Griffith Show</em> (1950s era); <em>Heartbeat</em> (1960s era)</td>
</tr>
</tbody>
</table>
### Commercial

<table>
<thead>
<tr>
<th>Constructed film tourism attraction</th>
<th>An attraction constructed after the filming purely to attract/serve tourists</th>
<th>Heartbeat Experience (Whitby, UK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film/Movie tours</td>
<td>Tours developed to various film locations</td>
<td>On Location Tours</td>
</tr>
<tr>
<td>Guided tours at specific on-location set</td>
<td>Tours of specific sites, often on private land</td>
<td>Hobbiton</td>
</tr>
</tbody>
</table>

### Mistaken Identities

<table>
<thead>
<tr>
<th>Film tourism to places where the filming is only believed to have taken place</th>
<th>Movies and TV series that are filmed in one place that is created to look like another; often in other countries for financial reasons; known as ‘runaway productions’</th>
<th>Deliverance, Clayburn County (movie filmed there, but set in Appalachia)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film tourism to places where the film is set, but not filmed</td>
<td>The films have raised interest in a particular country, region or place, where the story is based, not where it was actually filmed</td>
<td>Braveheart, Scotland (movie filmed in Ireland)</td>
</tr>
</tbody>
</table>

### Off-Location

<table>
<thead>
<tr>
<th>Film studio tours</th>
<th>Industrial tours of working film studios, where the actual filming process can be viewed.</th>
<th>Paramount Studios</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film studio theme park</td>
<td>Usually adjacent to a studio, specifically built for tourism with no actual filming or production taking place</td>
<td>Universal Studios</td>
</tr>
</tbody>
</table>

### One-off Events

<table>
<thead>
<tr>
<th>Movie premieres</th>
<th>Particularly those outside traditional sites such as Hollywood</th>
<th>Lord of the Rings: Return of the King (New Zealand); Mission Impossible II (Sydney)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film festivals</td>
<td>Many cities hold film festivals that attract film buffs and fans for the event</td>
<td>Cannes, Edinburgh</td>
</tr>
</tbody>
</table>

### Armchair Travels

<table>
<thead>
<tr>
<th>TV travel programmes</th>
<th>The successor to travel guidebooks and written travelogues</th>
<th>Getaway, Pilot Guides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gastronomy programmes</td>
<td>Many cooking shows take the viewer to various places around the world</td>
<td>Cook’s Tour</td>
</tr>
</tbody>
</table>

Film-induced Tourism by sue Beeton (2005, p.10-11)
1.7 Film’s Destination Marketing

Pictures in television series and movies have established a new evolution in imaging places though the screen of a television. The series ‘Dallas’ (1978-1991) keep attracting more than 400,000 visitors in an annual base to Southfork Ranch in Texas (Dettmer, 2005 cited in Roesch, 2007 p.26). The promotional strategy of a place through television and films is one of the main goals of the film industry. In some cases the fictional brand names have changed the original name of the promotional place. Such an example is the small town Kings Langley, just outside London, when it changed its name for a week to ‘King’s Landing’, the name of the imaginary capital of the television series ‘Game of Thrones’ in order to celebrate the release of DVD of the third season (The Sydney Morning Herald, 2014).

Media-based destination imaging is achieved by the implementation of two different types of media, namely official and unofficial imaging media (Bordelon & Dimanche, 2003). Official imaging media are all media designed by marketers in the tourism industry to promote destinations. Flyers, brochures, travel magazines and websites are some of them that used by tourism marketers. This type of promotion gives the opportunity to the marketing staff to choose wisely and carefully the king of images that will transmitted to the viewers. Certainly, there are those who worry about how their place should be portrayed, but usually a consensus is achieved to avoid the negative images. Contrary to that, unofficial imaging media are all these novels, photographs, magazines, television programs that are not created by tourism marketers in order to promote a certain place.” This form of media is not created to attract tourists, but it can increase and influence expectations of a destination” (Bordelon & Dimanche, 2011).

Obviously, the tourism marketers have no influence over unofficial media. Thus, a destination can be portrayed in a negative way and many times an intervention is not possible. Yet, in saying this, unofficial imaging media has not only drawbacks. This media type is ‘advertising free’ and on top of that, it may reach more followers than official media, because of the financial limitations tourism marketers set. With no intentions to attract tourists, people do not identify it as irritating publicity and therefore, unofficial media, can take away negative prejudices people have for certain places.

1.8 Film Tourist Profile

Based on a classification by Macionis (2004) the film-induced tourists can be divided in three main categories:
• **General tourists:** tourists with no engagement in film-induced tourism. In this category the tourists might know that specific places featured in films without expressing an interest in visiting them.

• **Incidental film tourists:** are those who did not know or did not plan to visit a specific film site, but came across one during their trip and decided to visit it.

• **Dedicated film tourists:** people who travel to a specific destination to visit the set of a film or the exact location portrayed on screen.

Different experiences of film-induced tourists on three different film locations studied by Roesch (2009). The first was in Salzburg (Soul of Music), the second in Tunisia (Star Wars) and the last one in New Zealand (The Lord of the Rings). Therefore, the result of his study was that film-induced tourists are in general well informed about the destination and collect most of the information they need through the internet, travel guides or word of mouth. For most of the tourists this is a first time experience. Concerning the origin of the film-induced tourists, most of them are from the western world, from countries like USA, UK, Germany, Canada and Australia. As far as the profile of the tourists, this depends on the location and the theme of the film or the television series. In Salzburg, the location of ‘The Sound of Music’, because the content had a more family theme, more women were attracted, whereas in ‘Star Wars’ the majority of tourists that attracted were men. Roesch (2009) regarding the age range identified three groups:

• **Gappies:** most of them backpackers who take a year off before or after college. Most of them around 20 years old on a low budget trip spend more time that the other groups at every destination.

• **Revivals:** film-induced tourists in their middle 40s traveling to film locations with their partner or families. They can spend more money but they lack of time.

• **Initials:** people over 60 years old.

Some other characteristics noticed by Roesch (2009) were obviously the degree of fanaticism as well as the repeatedly watching of the film or the television series before visiting the destination.
1.9 Film Tourist’s Motivation

According to Macionis (2004) the motivators for the film tourists are the three factors of “place” (landscape, location and scenery), “personality” (cast, character, celebrity) and “performance” (plot, theme and genre). Two motivational dimensions, “escaping” and “seeking” explains tourism motivation through a social-psychological model of Iso-Ahola (1982). Those two dimensions affect simultaneously the tourist. It is also stated by Iso-Ahola (1983) that the travel behavior of someone is influenced by the desire to ‘escape’ from his/her daily routine or social environment. This dimension refers to someone that leaves his problems behind. On the other hand “seeking” rewards the personal experience which consists of learning, exploration and relaxation, while social interaction is the external reward.
Roesch (2009) stated that it is very difficult to understand the exact motivation of the film tourists. Even the tourists cannot state exactly what their motivations are. It is also mentioned by Roesch (2009) that it is impossible to identify whether it is about the motivation to experience the film set, its surrounding landscape or its fictional place. To sum up, it is important to mention that accessibility is not a motivation in search for film locations. It is a premise to attract more visitors.

According to Parinello (1996), ‘No single theory can possibly enclose all individual travel motivations. This, alongside the heterogeneous nature of tourism behavior and the belief that multiple motivations can be experienced simultaneously, makes it challenging area to investigate (Pearce, 1993 cited in Singh, p. 99).

1.10 Economic Impacts of Film-Induced Tourism

One of the major problems the film industry has to deal with is the lack of research about the economic benefits, reliable statistics and visitor numbers. In many locations the number of visitors has never been counted because the location was not a tourist attraction before. Nevertheless research has shown that using a film location as a tourism destination has a great value (Tooke & Baker, 1996 cited in Conrady & Buck, 2009). The phenomenon of Film-induced tourism is on high importance regarding economic development. Many of the famous films and TV series sites are located in
places less known to the audience. Without those films/TV series nothing ever would happen to those communities. A major economic benefit of visiting film locations could be an all year event that will spread the seasonality (Beeton, 2005).

A study that focuses on the incoming international tourism of the UK shows that “films depicting the UK are responsible for attracting about 1 of 10 overseas tourists, spending around £1.8 billion a year. This is estimated to be worth around £900 million to UK GDP” (Gross Domestic Product) (Oxford Economics, 2007 cited in Motion Picture Association of America, 2013). Recently a study in New Mexico, US, claims that film tourism in this state increases the number of visitors (1.4% to 6.3%) as well as the average length of their trips (1.2%-12.4%).

A recent study shows that visitor spending between 132 million USD and 950 million USD, between 1,450 and 10,400 in employment creation and between 8.4 million USD and 60.3 million USD in state taxes generated (New Mexico Tourism Department, 2008). A methodology that estimates the exposure value of “Lord of the Rings” has been developed by the New Zealand Tourism board. The aim of the board was to find out what a marketing campaign would have cost in order to reach the same result as the film did. This specific study showed that it would have cost more than $41 million through marketing efforts to reach the same impact New Zealand gained just for the first film of the “Lord of the Rings” without doing absolutely anything (New Zealand Tourism board, n.d cited in Motion Picture Association of America, 2013).

In a period of three years, after the release of “Field of Dream” (1989), it is estimated that more than 60,000 people travelled to Dyersville (Iowa) so as to visit the baseball built on farmland for the production (Riley, Baker & Van Doren, 1998). Tourism in Rwanda increased by 20% after the release of “Gorillas in the Mist” (1988). When the Devil’s Tower National Park in Wyoming featured by Steven Spielberg as the alien’s landing site for “Close Encounters of the Third Kind”, the number of the visitors to the national park increased by 75% (Reeves, 2001 cited in Conrady & Buck, 2009). Tom Kershaw has become very active in tourism industry since his hotel, the Bull and Finch hotel in Boston, used as the site of the bar in the television series “Cheers”, and in 1994 he was appointed by President Clinton to the US Travel and Tourism Administration’s advisory board. 500,000 visitors to the pub of the hotel, an annual food and beverages turnover of 6 million USD and 7 million USD merchandising sales, are the direct benefits from “Cheers” (Neale, 1994 cited in Beeton, 2005). Another successful example is the Crown Hotel (Amersham) which featured in the film “Four Weddings and a Funeral” (1994). The impressive in this case is that the Crown Hotel never mentioned by name during the film. Nevertheless, the fans searched and found the location. The suite used for in the film became fully booked for several years (Conrady & Buck, 2009).
2. Empirical Part

2.1 Introduction to Research

The first idea when someone refers to film-induced tourism that pops up as a defined term to mind is the tourism which derived from films. Actually, film-induced tourism is more that this definition. The term film-induced tourism lies in the action of filming; regardless it is referred to a film or a television series. The last decade audience tends to be more exciting about the release of a new TV series episode than a new film. Yet, people will keep relate film-induced tourism to films and cinema, despite the fact that change has come and television series are about to take control. Over the last few years cinema films are sequels, remakes or even sequel-remakes. As a result people have turned to networks which produce series to watch, easily accessible through streaming services like Netflix and just because “there is nothing out worth seeing”. Television series provide to the audience real art contrary to cinema’s dropping quality. Even film director David Lynch in an interview on The Independence (2012) he stated that “I like the idea of continuing story and television

<table>
<thead>
<tr>
<th>FILM / TV SERIES</th>
<th>LOCATION</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Braveheart</td>
<td>Wallace Monument, Scotland</td>
<td>300% increase in visitors year after release</td>
</tr>
<tr>
<td>Dances with Wolves</td>
<td>Fort Hayes, Kansas</td>
<td>25% increase compared with 7% for 4 years before</td>
</tr>
<tr>
<td>Close Encounters of the Third Kind</td>
<td>Devils Tower, Wyoming</td>
<td>75% increase in 1975, 20% visit now because of the film</td>
</tr>
<tr>
<td>Field of Dreams</td>
<td>Iowa</td>
<td>35% visits in 1991, steady rise</td>
</tr>
<tr>
<td>Dallas</td>
<td>Southfork Ranch, Dallas</td>
<td>500,000 visitors per year</td>
</tr>
<tr>
<td>Lord of the Rings</td>
<td>New Zealand</td>
<td>10% increase every year 1998 to 2003 from UK</td>
</tr>
<tr>
<td>Steel Magnolias</td>
<td>Louisiana</td>
<td>48% increase year after release</td>
</tr>
<tr>
<td>Last of the Mohicans</td>
<td>Chimney Rock Park, North Carolina</td>
<td>25% increase year after release</td>
</tr>
<tr>
<td>Harry Potter</td>
<td>Various U.K. locations</td>
<td>All locations - increase of 50% +</td>
</tr>
<tr>
<td>Mission: Impossible 2</td>
<td>National parks, Sydney</td>
<td>200% increase in 2000</td>
</tr>
<tr>
<td>Gorillas in the Mist</td>
<td>Rwanda</td>
<td>20% increase in 1998</td>
</tr>
<tr>
<td>The Beach</td>
<td>Thailand</td>
<td>22% increase-youth market 2009</td>
</tr>
<tr>
<td>Four Weddings and a Funeral</td>
<td>The Crown Hotel, Amersham, England</td>
<td>Fully booked for at least 3 years</td>
</tr>
<tr>
<td>Saving Private Ryan</td>
<td>Normandy, France</td>
<td>40% increase - American tourists</td>
</tr>
<tr>
<td>Pride and Prejudice</td>
<td>Lyme Park; Cheshire, U.K.</td>
<td>150% increase in visitors</td>
</tr>
<tr>
<td>Troy</td>
<td>Canakkale, Turkey</td>
<td>73% increase in tourism</td>
</tr>
<tr>
<td>Captain Corelli's Mandolin</td>
<td>Cephalonia, Greece</td>
<td>50% increase over 3 years</td>
</tr>
</tbody>
</table>

*Table 2- Film tourism impact in destinations*

Hudson & Ritchie, 2006
is a way more interesting than cinema now. It seems like the art-house has gone to cable”. “Television, especially television has been produced now, is wiping the floor with film” (The Guardian, 2013). The old scenario was about actors that started their careers in low quality TV series before they move to the big screen and become great leading actors. But this scenario seems to have changed. Television is now seems to become a writer’s medium attracting more and more professionals. A representative example could be multi award winner Viola Davis that after many years on the silver screen she took the risk and run the television series ‘How to get away with Murder’ which gave her first Primetime Emmy Award for outstanding lead actress in a drama series, first ever given to a black female actress.

Through our research to the phenomenon of Film-induced tourism, we will analyze one of the most known and popular television series in the entertainment industry today, along with the impacts of it on tourism, HBO’s ‘Game of Thrones’.

2.2 Research Methodology

Through this part we will explain the process which followed in order to achieve the data needed to indicate the impact of television series on tourism. At first, it had to be defined which television series would be the one to meet the requirements in order to used in the investigation. The choice criteria were the popularity, international recognition, year of filming etc. There were many TV series like ‘The Walking Dead’, ‘Downton Abbey’, ‘Breaking Bad’, and ‘The Tudors’ that could be used in the investigation but due to lack of sufficient data were not joined in the research.

The research started asking from official tourists boards through mail for information and data about the impact of ‘Game of Thrones’ on the destination. Unfortunately, we did not manage to get a sufficient number of responses and as a result we turned to online surveys. With help from the Google Forms three online surveys were created. The receivers were tourists offices, companies related to television series offering products based on them and people relates to tourists’ accommodation. Totally 100 mails were sent with 36 of them responded. In the appendices is available an example of the surveys. Moreover, the data received is put into charts with explanations.

2.3 The ‘Game of Thrones’ Case Study.

‘Game of Thrones’ is an American television series of HBO (Home Box Office) premium television channel that started its broadcast on April 2011. HBO is the longest operating pay television service in the U.S that consists of original television
series and theatrical motion pictures mainly. ‘Game of Thrones’ based on ‘A Song of Ice and Fire’, the novels of George R.R. Martin. The series is set in a medieval world that consists of two continents, Westeros and Essos. In this fantasy world where witchcraft and dragons are similar to common sense, the main body of the story refers to noble families and savage tribes struggling for power and the domination of the entire kingdom. Despite the fact that the production of the series is American, location in Northern Ireland, Scotland, Malta, Morocco, Croatia and Malta are where the filming done. After three successful seasons, for which the series won 49 awards including ten Emmy and one Golden Globe award, ‘Game of Thrones’ on the 6th of April 2014 started its 4th season.

2.3.1 Northern Ireland & Belfast

In spite of the fact that the series filmed in different locations our investigation will mainly focus on Northern Ireland because is the destination with the most tourist arrivals and the one most associated with the series.

Northern Ireland located in the island of Ireland and is one of the four constituent nations of the United Kingdom. Created by the British government in 1921, after the split of the island into two autonomous regions. Northern Ireland is a tourist attraction, known for the amazing landscapes with breathe taking scenery, like the Causeway Coast and Glens, a coastal route that passes the stunning and impressive Nine Glens of Antrim, the famous Giant’s Causeway, known for the polygonal columns of layered basalt, which makes it unique and the only one UNESCO’s World Heritage Site in Ireland. The city of Derry, the Sperrins mountains, Northern Ireland’s largest mountain range, the Mourne mountains, an AONB (Area of Outstanding Natural Beauty), and Lough Neagh which is the largest freshwater lake in the British Isles.

The capital of Northern Ireland, Belfast, is the largest city with a population of 483,000 including the surrounding suburbs. Known as the most peaceful and safest city in the UK, due to the sign of the Good Friday Agreement in 1998, Belfast’s tourism increased to a great extent the last decade. The city has many sites that it’s known for. The mural paintings on the end of terraced houses, the pubs, the shipyards where Titanic was built, the Queen’s University which is one of the oldest in the United Kingdom and the Victorian and Edwardian heritage.

2.3.2 Filming Locations

"Let us introduce you to the locations in Northern Ireland where HBO’s ‘Game of Thrones’ created a fantasy world worth dying for..." (Tourism Ireland, n.d)

Following we will introduce you to the most highlighted filming locations of ‘Game of Thrones’ based on the Northern Ireland Tourism Board.
**Old Castle Ward** lies on the grounds of the Castle Ward estate, northwest of the village of Strangford. The castle was built by the Ward family at the end of the 16\textsuperscript{th} century. The Castle Ward, a 18\textsuperscript{th} century mansion with both Gothic and Classical architectural style, is included in the estate, as well as, the Audley’s Castle, a 15\textsuperscript{th} century tower house named after its owner John Audley and a farmyard. In ‘Game of Thrones’ is the Old Castle Ward, also known as Winterfell, located in the centre of the North, from where the House of Starks govern its people. The same estate also includes Audley’s Field, where the series character Robb Stark pitched his camp when he was waiting for a battle and where he first fell in love with Talisa.

**The Pollnagollum cave**, Irish for the ‘hole of the doves’, is an active stream passage cave part of a natural reserve in County Fermanagh. The place gives the opportunity to visitorst to see a natural underground of rivers, waterfalls and winding passages. For the filming of Beric Dondarrion’s hideout in the third season of the series the exterior of the cave was used.

**Downhill Beach** is an 11km stretch of sand located on the Causeway Coast. An area famous for its natural walks, sightings of bird life, waterfalls, sand dunes and a 18\textsuperscript{th} century temple, the Mussenden temple, which was built as a summer library on the edge of the cliffs. Both the temple and the surroundings are among the most photographed scenes in Ireland. The locations recognized by the fans of the series as the exterior surroundings of Dragonstone Castle.

**Gosford Castle** a 19\textsuperscript{th} century castle and courtyard, placed in Country Armagh between an enormous forest park and walled walls. Described by the National Trust as “one of the most original buildings in the first half of the 19\textsuperscript{th} century”. In the series, the castle was used as a part of the interior scenes of Little Finger’s brothel in King’s Landing and also to represent Riverrun, the former seat of the House of Tully.

**Murlough Bay** located in the Causeway Coastal Route in the northeast of County Antrim. Known for its flora, fauna and geology, and its magnificent view to the ocean. The Murlough Bay, known as the ‘Iron Islands’ in the series, is the place Theon rides on horse with his sister Yara and where Davos Seaworthis shipwrecked after the battle of Blackwater Bay.

**Tollymore Forest Park** extending in a territory of 630 hectares at the foot of the Mourne Mountains. The park offers views over the seas, with many outdoor activities, such as walking, camping horse riding and orienteering. This is the place where Ned Stark and his sons found the direwolf pups and where a member of the Night’s Watch runs into a White Walker.

**Larrybane** is located along the North Coast near by the Carrick-Rede Rope Bridge. An area known for the beautiful nature and the fishermen cottages. Sheep Island, a known breeding place for birds, is located close to Larrybane. The fans of ‘Game of
Thrones’ will recognize this location as Storm’s End, where Catelyn Stark comes to treat with Renly Baratheon, and where Brienne of Tarth is given a place in Renly’s Kingsguard.

**Ballintoy**, a small village between the Giant’s Causeway and Carrick-Rede rope bridge. A very picturesque place with beautiful beaches. Ballintoy’s seaside was used as a setting for Pyke, the House of Greyjoy and one of the ‘Iron Islands’ in the series.

**The Cushendun Caves** were formed in a period of 400 million years. This is the place where Melisandre gave birth to the shadow baby. The Caves can be found just besides the coastal village.

**Inch Abbey** placed in the North bank in the Quoile River, was founded by John de Courcy. The buildings at Inch Abbey are mainly from the 12th and the 13th century in the ‘Game of Thrones’ series the Abbey refers to the crossing point The Twins. Catelyn went there to bargain with Walder Frey to allow them to cross.

### 2.3.3 Inspired product and services

A specific section in Northern Ireland’s official website dedicated to the television series ‘Game of Thrones’ under the title ‘Game of Thrones: Filming Locations in Northern Ireland’. In this specific section the fans can easily find the main filming location, each with a brief explanation. Moreover, information about self-guided ‘Game of Thrones’ tours and tours by independent operators can be found on the website. In the website the fans can spot the upcoming exhibitions by clicking to the upcoming event that takes the visitor to the ‘Game of Thrones’ dedicated website. Such a happening was running on June in 2014 for the second time in Belfast.

Marie-Therese O’Neil from the Northern Ireland Tourism Board explained: “The exhibition will focus on the storyline and events of season 3 but there will be a few surprises from the fourth season, bringing the action right up-to-date”. In this free of charge exhibition, one of the many organized by the Northern Ireland’s Tourism board, the fans had the chance to explore places like King’s Landing, climbing ‘the wall’ at the Oculus Rift virtual experience and more than 100 original artifacts like costumes, weapons, model dragon and get the opportunity to get a photo on the Iron Throne.

The official website about the Causeway Coast and Glens, a creation of the Northern Ireland’s Tourism Board, demonstrate a header image dedicated to the famous television series ‘Game of Thrones’. The ‘Explore’ section is consists of subheadings like ‘Causeway Coastal Route’, ‘Glen of Antrim’, ‘Towns, Trails and Ancestry’ and ‘Game of Thrones –Welcome to the real Westeros’. Furthermore, a PDF with a three day self-drive itinerary and a location map can be downloaded. A reference to the TV
series is also available under the section ‘7 Great Itineraries’ as well as a ‘Game of Thrones Itinerary’.

Through the tour the visitor has the opportunity to see many of the previously referred filming location. But the “itinerary not only brings to life the drama of the series, but also provides a front row seat at locations steeped in local myth and legend, when ancient warriors walked long before leading men”. This specific itinerary also includes a stop at the UNESCO’s Giant’s Causeway and it starts from the capital of the Northern Ireland, the city of Belfast.

In 2006, the ‘Cleasky Adventure Centre’ based on the National Trust Castle Ward, also known as Winterfell to the ‘Game of Thrones’ fans. ‘Game of Thrones’ dedicated activities such as film set archery sessions, medieval lunches and self guided tours are available at Clearsky. The visitors have the opportunity to see a replica of the Winterfell archery range that has been recreated in the same spot that the filming took place. Visitors have the chance to dress up and get photographed like a ‘Game of Thrones’ character with the official costumes and also shoot medieval arrows using ancient bows. Other features of the park are filming locations cycle tours at the Castle Ward estate where some of the most known scenes of the series was filmed. The visitors have also the chance to get a ‘Game of Thrones Stark Sack’ that includes two Game of Thrones Stark family costume capes, two swords and one medieval scroll filming location map. Also medieval lunches and BBQ are offered under the name ‘King Robert Banquets’.

A travel agency (McComb’s Coach Travel) with a specialization in daily tours to the Giant’s Causeway for more than 15 years is now targets to ‘Game of Thrones’ tours as well. This 30 passenger’s coach tour includes sites like the Causeway Coastal Route and the UNESCO’s Giant’s Causeway. The Brit Movie Tours offers except from famous TV series and movies tours (Harry Potter, Downton Abbey, and James Bond) a ‘Game of Thrones’ tour, which is not so extraordinary comparatively to other mono coach tours dedicated to the series.

‘Game of Thrones’ inspired beers are sold in the market since 2013 by the Belgian brewery Ommegang which located in the area of Cooperstown in New York. The company uses exciting ‘Game of Thrones names such as Iron Throne, Take the Black Stout (inspired by the ‘Night’s Watch’) and Fire and Blood (inspired by ‘Deanerys Targaryen’ and her three dragons). Other inspired ‘Game of Thrones’ food and drinks are sold in several pubs in Belfast like a Ned Stark’s venison burger, Joffrey’s cheese and onion tarts, Khaleesi’s mini blood sausages, The Night Watch cocktail, The Tyrion Lannister Shot, The Dragon Lady and many more drinks and beverages. The Zicasso luxury travel company launched a week long guided tour of the show’s key filming locations in Croatia. A four night ‘Game of Thrones’—Iceland: Beyond the Wall’ tour highlighting the places and landscapes featured in the TV series like the Lake Myvatn, Gullfoss waterfall and the Geysir hot spring is also offered by the Iceland Travel Agency.
2.3.4 Game of Thrones Promotional Campaign

HBO one of America’s most known and successful television company which is also available to more than 50 countries except from the United States, lend its name and logo to a promotional campaign of the Tourism Ireland in order to bust the reputation of the Northern Ireland as a holiday destination all over the globe. For this specific campaign Facebook and Twitter were used as medium. The worldwide hit ‘Game of Thrones’, with more than 14.4 million gross viewers only in the US offer a unique opportunity to Northern Ireland in order to get promoted to the hundreds of ‘Game of Throne’ fans around the world. The campaign’s aim is to use the global popularity of the television series as a driving factor to make tourists head to Northern Ireland. “The Tourism Ireland adverts have been developed in close collaboration with HBO and are specially designed to bridge the fantasy of Game of Thrones with the reality of Northern Ireland” (Arlene Foster, Tourism Ireland, 2014). Featured landscapes images are used in the advertising campaign accompanied by slogans related to the plots, such as ‘Winter is Coming’, Book Now’, ‘Explore The Realms of Men Before It’s Too Late’, or ‘A Holiday Won’t Cost You An Arm Or A Head’. Niall Gibbons, CEO of Tourism Ireland, stated that:

“We are delighted to announce our partnership with HBO to highlight Northern Ireland in a completely new way on the global stage. TV and film are recognized as strong influencers on prospective visitors, so this campaign is a major opportunity to shine a spotlight on Northern Ireland. Game of Thrones fans worldwide will see these ads, spiking their curiosity about the landscapes and locations featured in the series and inspire them to come and explore them for themselves” (Tourism Ireland, 2014).

2.3.5 Game of Thrones’ Economic Impact

The filming of ‘Game of Thrones’ is very monumental for the Northern Ireland. Since its beginning, which is now broadcasting in more than 70 countries, the TV series has become a very significant component to the economy of the country. Just the first four seasons of the series brought more than 80$ million in Northern Ireland, including wages for cast and crew, hotels and services that leads to the creation of 900 full time and 5,700 part time jobs, according to Northern Ireland’s enterprise minister Arlene Foster (Addley, 2014). The Northern Ireland Screen Agency funded HBO with £10.85 million in order to promote the development of film, animation and television production industry.
The investment seems to be more than worthy based on Castle, 2014. Marketing director of Northern Ireland Screen, Moyra Lock, (2014 cited in Addley, 2014 par. 6) said that “The economic impact from Game of Thrones is incredible. But it’s more than money. It’s also what it has meant in terms of added value. The program has spawned spin-off industries in extras and post-production with opportunities for people to acquire skills in a range of key trades from carpentry and special effects to health and safety”.

A worth to mention fact about the ‘Game of Thrones’ series is that the TV show gave work to jewelers, who were asked to create magic symbols, crowns, brooches, pendants, etc. The Steensons Jewelers are even putting together a line of products based on their ‘Game of Thrones’ designs. More than 18,000 fans from as far as Australia, Philippines and the United States attended the ‘Game of Thrones’ exhibition in Belfast, the only city in Ireland and the UK to host it, with 70 original artifacts and all the details from the fascinated world of Westeros.

The Northern Ireland-‘Game of Throne’ phenomenon became a hot topic in the newspapers followed by headlines like: ‘Northern Ireland’s Westeros could be a Game of Thrones tourism goldmine’ (Irish Examiner, 2014), ‘Game of Thrones brings its magic to Northern Ireland’s economy’ (The Guardian, 2014), ‘Game of Thrones boosts Northern Ireland’s Tourism’ (Irish Post, 2014).

Northern Ireland Screen hopes ‘Game of Thrones’ to be what ‘Lord of The Rings’ is for New Zealand and ‘Wallander’ and the ‘Millennium’ trilogy is for Sweden. The success of the ‘Game of Thrones’ series is an opportunity for the Northern Ireland to wash away the dark period of The Troubles (Castle, 2014).

2.3.6 Results Data Collection

The research results that gathered through the surveys will be analyzed and in the next part. In the very first chart information for the profile of the tourists who have visited Northern Ireland will be displayed.

Chart 1 –Tourist Profile, Northern Ireland
The chart shows only the result with the highest values so as to avoid an excess of charts which will arise the investigated aspects of the tourist’s profile that would be displayed.

With (63.00 %) visiting Northern Ireland is the main motive for holidays. 'Convention, conference or seminar’ and ‘other business purposes’ are the options that left blank. The rest (37.00 %) goes to ‘other motive’. 50 percent of those who visit Northern Ireland are from Europe, with a 44.00 percent that follows to be North Americans. South Americans and Asians represent the 3.90 percent.

As far as the age groups are concerned, the one that out weights with 30 percent is the group age of people between 35 and 49 years old. Next is the one that includes the age group of people who are between 24 and 34 years old with a 30.40 percent. Third in the list is the group that represents people between 50 and 64, with (27.00%). The majority of the travelers visit Northern Ireland with their partners (44.45%) or with their families (26.90%).third most popular option with 21.77 percent is travelling in a group and travelling alone is the least popular with 6.88 percent. The beautiful nature is the first option for those who travel in Northern Ireland with (32%).

Following is the art- historical heritage, nice atmosphere and the many attractions (15.78%). The most used source of information is the internet with 44.22 percent. In the second place are the tour operators and the travel guides (14.70%) and last is those who followed by their friends or family with 11.76 percent. The leader in the list with the means of transport is the car with 39.13 percent, followed by the plane with 26.08 percent, coach 21.73% and train 8.69 %. Hotels and BB are on the top of the list for the accommodation choices with 29.50 percent. Hostels are in the third place (16.66%). Tourists prefer to stay for a few days in Northern Ireland (65%), 15 percent for just one day and 10 percent about a week or more than a week. Tourism attractions represent the biggest expense by the tourists with 61 percent. Shopping and gastronomy come next with (18.51%).
All of the tourist offices which replied to the survey noticed an increase in visitors of 1 to 20 percent. 68 percent of the companies that took part in the survey mentioned that the observed a growth in clients of 80 to 100 percent. Twenty percent noticed an increase of 21 to 40 percent and also another twenty percent an increase of 1 to 20 percent. A twenty percent of the companies that offers accommodations noticed an increase of 21 to 40 percent and eighty percent of the same companies have mentioned a growth in guests of 1 to 20 percent.

Chart 3 – Companies related to ‘Game of Thrones’ activities
Twenty percent of the companies that offers services and activities related to the TV series have noticed emerge as a result of the appearance of the series. The remaining 80 percent already existed. Most of those companies (60%) have also other activities besides their ‘Game of Throne’ tours.

Chart 4 – The profitable influence of ‘Game of Thrones’

All of the companies in the survey that have activities that relate to the TV show have seen their profits grow. 33% of the analyzed accommodation offering companies state that they have noticed an increase in profits.
For the majority of the companies (89%), the period of July to September is the busiest. The remaining 11 percent of the companies mentioned the period between April and June as the one with the highest occupancy.

Chart 6 – ‘Game of Thrones’ as promotional tool
44 percent of the accommodation companies that took part in the survey stated that they used the television show in promotional campaigns.

Chart 7- ‘Game of Thrones’ as the main reason to visit Northern Ireland

The 80% of the tourist thinks that ‘Game of Thrones’ is important as other tourist attraction. The rest 20% believes that the TV series is secondary; the main motive is the destination itself.
It’s obvious from the results that those who take part in activities related to ‘Game of Thrones’ are really fanatics, knowing every little detail about the television series.

Based on the research that has been done, Northern Ireland receives tourists from Europe and North America, travelling, most of them, with their partner and are between 35 and 49 years old. The majority of the tourists choose Northern Ireland for its beautiful nature. The visitors mainly collect information from online sources and they choose to accommodate in hotels or BBs. They mostly stay few days spending their money to tourist attractions.

It is obvious that the increase noticed in the number of visitors in the Northern Ireland is clearly because of the television series ‘Game of Thrones’. Companies with related activities to the series have experienced this growth. This is very reasonable, despite the fact most of them where pretty active before the first appearance of the TV series. Although, these companies noticed this increase in numbers, agreed by all the survey’s participants, the owners of hotels and generally those who offer accommodation services state that the profit from ‘Game of Thrones’ is much less.
even if 44 percent of them used the series to promote their businesses. People who plan to visit Northern Ireland as a holiday destination after watching ‘Game of Thrones’ television series are as much significant to the country as the TV series. It seems that the TV series works as an inspirational tool that attracts them to Northern Ireland through the scenes of the series. But it is not necessary that tourists to visit the country just to see the exact filming scenes of the television series but also to enjoy the beautiful landscapes, as seen in the series, with the details of the fantasy world to be less important. Those who choose activities and tours connected with the ‘Game of Thrones’ series are in majority real die-hard fans, knowing every little detail about the famous TV show.

3. Conclusion

Before proceeding with the literature review of film-induced tourism as well as the practical case study, it is more than obvious that film, or in this specific case television series, have a significant impact on tourism, in general, and on the filming locations. The influence that television series have is so tremendous that can persuade a huge amount of people to visit a certain destination. As a result the TV series becomes a promotional tool.

Consequently, countries, cities regions who want to push and boost their tourism, should consider film and television production as a key to profits by giving them special advantages or better deals than other countries or cities. A representative example could be the case of the television series ‘Breaking Bad’. At first the producers wanted to set the filming of the series in California, but due to the tax advantage in New Mexico they took the series to Albuquerque.

Something similar happened in the case of the ‘Game of Thrones’ production. Both Scotland and Northern Ireland were considered as filming location from the producers of the series but eventually Northern Ireland in the one who’s reaping all the profits now. Therefore, it is of high significance for a country or city to create a friendly environment to convince the producers to choose them for a film or a television series.

Through the practical case study we can easily understand that an increase in visitors is notable when a location is used for the filming of a movie or a TV series. Also companies or businesses related to a TV series have seen their profits grow even if they are not active in the tourism industry, just because they create and sell products related to the series. This demonstrates that many companies anticipate exploiting the new appearing rages. Even tour offering businesses have seen their profits grow just because the film-induced tourism phenomenon.

Except from the tourists that visit the filming location the film production itself also support the local economy sustainably during the shooting days. the results of the
research that has been done point out that in cases of popular television series the show itself is like a motive for the tourists to visit a new destination and simultaneously indicates an interest towards other tourist attractions. Consequently, the TV series seems that aware the audience of the existence and the beauty of a certain location, even on an unconscious way. As an example, the ‘Breaking Bad’ series fans have heard so many times the name of Albuquerque during the series, that when it comes to plan their next vacations they might say “why don’t we visit Albuquerque this year”.

In the case of ‘Game of Thrones’ the audience might get thrilled by the breathtaking landscapes in Northern Ireland. Many of those who visit filming destinations are already satisfied by the beautiful landscapes, which are similar to those in the series, without any need of visiting the exact filming scene. Just as in ‘Downton Abbey’ the viewers of the series discover through it the beauty of Highclere Castle planning to visit it on their next vacations. This doesn’t mean that they also want to visit the exact place where Lady Mary drinks her tea. The television series can become inspirational tools and give people ideas on which place to visit on their next trip, without being the hardcore fans.

When a location is used in a TV series, that series works as a promotional tool for the featured location. Such promotional campaigns set up by marketers can only reach the same impact as the series does, when spending a huge amount of money. Taking all the above into account, we can conclude that television series are very cheap and the same time powerful tools to promote a tourist destination.

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5. APPENDICES

Appendix 1: survey directed to official tourist boards

Impact TV series on Tourism

Hi! My name is Nikolaos Dimoudis and I am a student of the Hellenic International University. As a last year student in the MSc in Hospitality and Tourism Management I’m working on my thesis which is dedicated to the impact of the ‘Game of Thrones’ series on tourism. I would be grateful if you could help me in this matter by filling this short survey. Thank you for your time!

*Required

1. The following answers are related to which TV series / destination? *

2. 1a. Have you noticed an increase in visitors/tourists since the appearance of the TV series? *
   Mark only one oval.
   ○ Yes
   ○ No
   ○ Don’t know

3. 1b. If answered affirmative, please indicate the estimated percentage:
   Mark only one oval.
   ○ 1-20%
   ○ 21-40%
   ○ 41-60%
   ○ 61-80%
   ○ 81-100%
4. Is the TV series used in tourist campaigns to attract more visitors? *
   Mark only one oval.
   □ Yes
   □ No
   □ Don't know

5. Have new tours dedicated to the TV series been created? *
   Mark only one oval.
   □ Yes
   □ No
   □ Don't know

6. Do official tourism institutions investigate the impact of the TV series on the touristic
destination? *
   Mark only one oval.
   □ Yes
   □ No
   □ Don't know

7. Is the TV series the main reason to visit the destination? *
   Mark only one oval.
   □ Yes
   □ No
   □ Don't know

8. General Tourist Profile: MAIN MOTIF(S) TO VISIT THE DESTINATION *
   Tick all that apply.
9. 7. General Tourist Profile: ORIGIN *
   Tick all that apply.
   - Europe
   - North America
   - South America
   - Oceania
   - Asia
   - Africa
   - don't know

10. 8. General Tourist Profile: AGE *
     Tick all that apply.
     - 18-24 years old
     - 25-34 years old
     - 35-49 years old
     - 50-64 years old
     - 65-74 years old
     - 75+ years old
     - don't know
11. General Tourist Profile: MOST VISITORS TRAVEL ... *
   Tick all that apply.
   
   □ alone
   □ in group
   □ couples
   □ families
   □ don't know
   □ Other: ________________________________

12. General Tourist Profile: WHY DO PEOPLE CHOOSE FOR THIS DESTINATION: *
   Tick all that apply.
   
   □ culture
   □ gastronomy
   □ shopping
   □ art-historical heritage
   □ nice atmosphere
   □ interesting city, many attractions
   □ beautiful nature
   □ don't know
   □ Other: ________________________________

13. General Tourist Profile: WHERE DO VISITORS GET THEIR INFORMATION (ABOUT THE DESTINATION) FROM? *
   Tick all that apply.
   
   □ online
   □ friends & family
   □ tour operator
   □ travel guide
   □ tv & radio
   □ written media
   □ don't know
   □ Other: ________________________________

14. General Tourist Profile: MOST USED MEANS OF TRANSPORT TO GET TO THE DESTINATION *
   Tick all that apply.
   
   □ plane
   □ train
   □ car
15. **General Tourist Profile: MOST USED FORMS OF ACCOMMODATION** *

*Tick all that apply.*

- [ ] hotel
- [ ] hostel
- [ ] bed & breakfast
- [ ] bungalows
- [ ] apartments
- [ ] camping
- [ ] don't know
- [ ] Other: ____________________________

16. **General Tourist Profile: LENGTH OF STAY** *

*Tick all that apply.*

- [ ] 1 day
- [ ] a few days
- [ ] a week
- [ ] more than a week
- [ ] don't know
- [ ] Other: ____________________________

17. **General Tourist Profile: WHERE DO TOURIST MAINLY SPEND THEIR MONEY ON?** *

*Tick all that apply.*

- [ ] tourist attractions
- [ ] shopping
- [ ] gastronomy
- [ ] don't know
- [ ] Other: ____________________________

**OPTIONAL ADDITIONAL INFORMATION**

on the impact of TV series on tourism

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________________________________________________________________________
________________________________________________________________________
Appendix 2: survey directed to companies offering TV series related products

1. *The following answers are related to which TV series / destination?*

2. *Name of your company*

3. *Your company’s main activity*

4. *What does your company offer related to the TV series?*

5. 1. *Have you noticed an increase in customers/clients/guests from the initial seasons of the TV series until today?*
   Mark only one oval.
   - yes
   - no
   - don’t know

6. 1a. *If answered “yes”, please indicate the estimated percentage*
   Mark only one oval.
   - 1-20%
   - 21-40%
   - 41-60%
   - 61-80%
   - 81-100%

7. 2. *Is your company making more profit since the launch of the TV series?*
   Mark only one oval.
8. In case the TV series already have finished: is there a decrease in customers/clients/guests notable since its end?
   Mark only one oval.
   ○ yes
   ○ no
   ○ don't know

9. Which media are used to promote your company/product/service? *
   Tick all that apply.
   ○ print media: newspapers, magazines, etc.
   ○ electronic media: radio, tv, etc.
   ○ digital media: internet, social networks, etc.
   ○ outdoor media: banners, adds, etc.
   ○ not applicable
   ○ Other: ________________________________

10. What is the target market your company focusses on?

11. Did your company emerge as a result of the TV series? *
    Mark only one oval.
    ○ yes
    ○ no
    ○ don't know

12. If answered "yes" in number 6, what did you do before the launch of the TV series to make a living?

13. If answered "no" in number 6, what was/is the company dedicated to (before the TV series)?

14. Does your company only offers services/products related to the TV series? *
    Mark only one oval.
15. **10. If answered "no" in number 9, what else does the company offer?**

16. **11. What is the busiest period for your company, peak season?**
   *Mark only one oval.*
   - [ ] January-February-March
   - [ ] April-May-June
   - [ ] July-August-September
   - [ ] October-November-December
   - [ ] Don't know

17. **12. The importance of the TV series to visit the destination:**
   *Profile of the tourist/guest/client/customer*
   *Mark only one oval.*
   - [ ] The TV series is the only reason to visit the destination
   - [ ] The TV series is the main reason, but there is also interest towards other touristic attractions
   - [ ] The TV series is just as important as other touristic attractions
   - [ ] The TV series is secondary, the main motif is the destination in itself
   - [ ] Don't know

18. **13. The most common profile:**
   *Profile of the tourist/guest/client/customer*
   *Mark only one oval.*
   - [ ] TV series fanatics, they know every little detail about the series
   - [ ] People interested in the TV series, but more superficial
   - [ ] People little interested in the TV series, but they just go with the flow
   - [ ] Don't know

   *Profile of the tourist/guest/client/customer*
   *Tick all that apply.*
   - [ ] Europe
   - [ ] North America
   - [ ] South America
   - [ ] Oceania
   - [ ] Asia

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20. **15.Age (most common)** *
   profile of the tourist/guest/client/customer
   *Tick all that apply.*
   - [ ] 18-24 y.o.
   - [ ] 25-34 y.o.
   - [ ] 35-49 y.o.
   - [ ] 50-64 y.o.
   - [ ] 65-74 y.o.
   - [ ] 75+ y.o.
   - [ ] don't know

21. **16. Most visitors travel:** *
   profile of the tourist/guest/client/customer
   *Tick all that apply.*
   - [ ] alone
   - [ ] in group
   - [ ] couples
   - [ ] families
   - [ ] don't know

22. **17.Why do people choose for this destination** *
   profile of the tourist/guest/client/customer
   *Tick all that apply.*
   - [ ] culture
   - [ ] gastronomy
   - [ ] shopping
   - [ ] art-historical heritage
   - [ ] nice atmosphere
   - [ ] interesting city, many attractions
   - [ ] beautiful nature
   - [ ] the TV series
   - [ ] don't know
   - [ ] Other: ____________________________

23. **18.Where do visitors get their information about the destination?** *
   profile of the tourist/guest/client/customer
   *Tick all that apply.*
Appendix 3: survey directed to accommodation companies

*Required

1. The following answers are related to which TV series and destination? *
2. **What kind of accommodation do you offer?** *Mark only one oval.*
   - hotel
   - hostel
   - bed and breakfast
   - resort
   - apartments
   - bungalows
   - guest house
   - camping
   - Other: __________________________

3. **Have you noticed an increase in guests from the initial seasons of the TV series until today?** *Mark only one oval.*
   - yes
   - no
   - don't know

4. **If answered “yes” on the previous question, please indicate the estimated percentage** *Mark only one oval.*
   - 1-20%
   - 21-40%
   - 41-60%
   - 61-80%
   - 81-100%
5. 4. Is your company making more profit since the launch of the TV series? *  
   Mark only one oval.
   ○ yes  
   ○ no  
   ○ don't know

6. 5. In case the TV series already have finished: is there a decrease in guests notable since its end?  
   Mark only one oval.
   ○ yes  
   ○ no  
   ○ don't know

7. 6. Which media are used to promote your company? *  
   Tick all that apply.
   ○ print media: newspapers, magazines, etc.
   ○ electronic media: radio, tv, etc.
   ○ digital media: internet, social networks, etc.
   ○ outdoor media: banners, adds, etc.
   ○ Other: ____________________________________________

8. 7. Is the TV series used in promotional campaigns for your company? *  
   Mark only one oval.
   ○ yes  
   ○ no  
   ○ don't know

9. 8. What is the target market your company focusses on?  

      ........................................................................................................

10. 9a. Did your company emerge as a result of the TV series? *  
      Mark only one oval.
      ○ yes  
      ○ no  
      ○ don't know

11. 9b. If answered "yes" on the previous question, what did you do before the launch of the TV series to make a living?  

      ........................................................................................................
12. 10. What is the busiest period for your company, peak season? *
Mark only one oval.

☐ January-February-March
☐ April-May-June
☐ July-August-September
☐ October-November-December
☐ Don't know

13. 11. Most guests are coming from: *
Tick all that apply.

☐ Europe
☐ North America
☐ South America
☐ Oceania
☐ Asia
☐ Africa
☐ Don't know

14. 12. Guests' most common age group: *
Tick all that apply.

☐ 18-24 y.o.
☐ 25-34 y.o.
☐ 35-49 y.o.
☐ 50-64 y.o.
☐ 65-74 y.o.
☐ 75+ y.o.
☐ Don't know

15. 13. Most guests travel: *
Tick all that apply.

☐ Alone
☐ In group
☐ Couples
☐ Families
☐ Don't know

16. 14. Most used means of transport to get to the destination? *
Tick all that apply.

☐ Plane
17. 15. Length of stay: *
   Tick all that apply.
   - 1 night
   - a few nights
   - a week
   - more than a week
   - don't know
   - Other: ____________________________

18. 16. Why do people choose for this destination? *
   Tick all that apply.
   - culture
   - gastronomy
   - shopping
   - art-historical heritage
   - nice atmosphere
   - interesting city, many attractions
   - beautiful nature
   - the TV series
   - don't know
   - Other: ____________________________

19. 17. Where do visitors get their information about the destination? *
   Tick all that apply.
   - online
   - friends & family
   - tour operator
   - travel guide
   - tv & radio
   - print media
   - don't know

20. 18. Where do tourists mainly spend their money on? *
Tick all that apply.

☐ tourist attractions
☐ shopping
☐ gastronomy
☐ don’t know
☐ Other: ..................................................