SCREEN YORKSHIRE

Screen Tourism Toolkit for Businesses

West Yorkshire & Beyond

A practical guide for hospitality, retail, tourism, and attraction businesses looking to capitalise on screen tourism opportunities - from location filming through to long-tail legacy.



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Screen Tourism Toolkit for Businesses West Yorkshire & Beyond

Part 1
Foundations

1. Screen Tourism Factsheet

This factsheet gives you a concise, plain-English grounding in screen tourism — what it is, why it matters, and what it means for businesses in West Yorkshire.

What Is Screen Tourism?

Screen tourism — sometimes called film tourism or set-jetting, describes the behaviour of visitors who travel to, or choose to visit, a location because it has been featured in a film, television programme, streaming series, or factual production. It covers a wide spectrum of content:

- Film (cinema releases, both UK and international)
- High-End Television (HETV) — drama series with significant production budgets
- Streaming originals (Netflix, Prime Video, Disney+, Apple TV+, and others)
- Factual and documentary content (travel shows, food programmes, heritage documentaries)

Exposure vs Engagement: Understanding the Difference

Not all screen appearances deliver the same result. It helps to distinguish between two types of screen impact:

Exposure	Engagement
A production films nearby but the location is never named or shown prominently.	A location is named, featured prominently, or becomes part of the story.
Your brand, premises, or area appears briefly as backdrop.	Characters visit a named business or real landmark.
A production is set in a fictionalised version of your area.	The production's marketing references the real location.
Viewers see familiar streets but do not know to seek them out.	Fan communities actively share and seek out filming locations.

Why It Matters for SMEs

Screen tourism is not just for major visitor attractions. Small and medium-sized businesses are often among the biggest beneficiaries because they are embedded in the real places that productions film in.

- A production that films on your street creates an immediate community story.
- A series broadcast nationally creates a sustained visitor motivation.
- A streaming hit can generate international visitors for years after broadcast.
- Even modest productions create social media moments that drive local footfall.

Key insight: Visit Britain research found that 54% of UK adults had visited or wanted to visit a location featured in a film or TV show. Screen tourism is no longer a niche behaviour — it is mainstream visitor motivation.

West Yorkshire Context

West Yorkshire has an established and growing profile as a filming destination. The region offers a remarkable variety of locations — from Victorian mill towns and moorland landscapes to vibrant city centres — that appeal to a wide range of productions.

- West Yorkshire has been a major beneficiary of the Yorkshire Content Fund, which has helped attract and support productions filmed in the region, including Bradford-set feature film Ali & Ava, BBC crime drama Virdee, and Channel 4's Ackley Bridge. These productions have generated local employment, supported regional businesses and showcased West Yorkshire locations to national and international audiences.
- The region's UNESCO City of Film and recent UK City of Culture 2025 status (Bradford 2025) has significantly elevated its profile with production companies.
- Screen Yorkshire's film office actively supports inward investment from UK and international companies.
- Established major studio infrastructure in the region, including VFX and post-production, signals long-term production growth.

Regional Production Momentum

The UK screen sector is one of the fastest-growing creative industries. West Yorkshire is strategically positioned to capture an increasing share of this activity because:

1. Strong infrastructure: established crew base, experienced location teams, and growing studio capacity.
2. Competitive locations: diverse architecture, accessible landscapes, and affordable operational costs compared to London.
3. Public sector support: local authorities and Screen Yorkshire actively facilitate and promote filming.
4. Talent ecosystem: Screen Yorkshire, multiple universities and creative training programme are building a regional pipeline.

Visitor Economy Alignment

Screen tourism does not exist in isolation — it amplifies existing visitor economy assets. A business that already offers quality food, a distinctive atmosphere, or a well-told heritage story is better placed to convert screen-motivated visitors into repeat customers.

The key principle: screen tourism creates the motivation to visit. Your product, welcome, and experience determine whether that visit becomes a recommendation, a review, and a return visit.

2. Glossary & FAQs

A plain-English guide to the terms you are likely to encounter when working with productions or promoting screen tourism.

Screen Yorkshire is the regional screen agency covering the whole of Yorkshire and Humber, and is the first point of contact for productions coming into the region. Through its Yorkshire Content Fund it invests in productions, and through its Film Office it supports them with locations, crew and studio space. Screen Yorkshire then works closely with local district film offices and tourism teams to coordinate filming permits and permissions on the ground, so businesses don't need to know who else to approach. Screen Yorkshire handles that coordination working with local film office teams once things are underway.

Key Industry Terms

Term	Definition
HETV	High-End Television. Scripted drama productions with a minimum budget threshold (currently £1m per hour in the UK), making them eligible for HETV tax relief. These tend to be the productions with the greatest screen tourism impact due to their production quality, audience reach, and press coverage.
Location and Tech Recce	Short for 'reconnaissance.' A site visit by the production's location manager or scout to assess whether a potential filming location meets technical, logistical, and creative requirements. Being recce'd does not guarantee filming — but it is the essential first step.
Unit Base	The area — typically a car park, field, or road closure — where the production's vehicles, catering, crew facilities, and equipment are based during a shoot. Often separate from the actual filming location. Having space for a unit base can be a decisive factor in whether a production chooses your area.
Greenlight	The formal decision by a broadcaster or streaming platform to commission a production to proceed to filming. Confirms budget, cast, schedule, and locations. A production that has been 'greenlit' has passed the point of cancellation risk.
NDA	Non-Disclosure Agreement. A legal contract preventing parties from sharing information about a production before its authorised release. You may be asked to sign one if you host filming or receive advance information about a production.
OTT	Over-The-Top. Streaming services that deliver content directly to viewers via the internet, bypassing traditional broadcast infrastructure. Netflix, Amazon Prime Video, Disney+, and Apple TV+ are all OTT platforms.
Strike	The process at the end of a shoot where the production removes all equipment, vehicles, and temporary structures from a location. 'Strike' is the opposite of 'dress.' Confirm strike timelines in your agreement.
Call Sheet	The daily schedule document distributed to cast and crew, detailing timings, locations, scenes being filmed, and required personnel.
Broadcast Window	The period immediately surrounding a production's air date or release date. This, and the release date are the peak moment for press coverage, social media activity, and audience awareness, and the most commercially important window for screen tourism marketing.

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Term	Definition
Release Date	The day the film or TV show is air, broadcast or premiered in cinemas. A time of peak interest. This date can vary across territories, i.e.. A release date in the UK may be different in US
Talent	Industry terminology for on-screen performers (actors, presenters).
LVEP	Local Visitor Economy Partnership
DMO	Destination Marketing Organisation
IP	Intellectual Property. The legal rights protecting creative works — including characters, titles, logos, and distinctive visual elements. Using IP without a licence can expose your business to legal action.
Location Fee	A payment made by a production to a business or landowner in exchange for access to film on their premises. Always negotiate through a written agreement.
Production	The process of making a film or TV project, from filming through to final delivery.
Pre-production	The planning stage before filming begins, including casting, locations, and scheduling.
Principal Photography	The main filming period when the project is shot.
Post-production	Editing, sound, and visual effects work after filming is complete.
Development	The early stage where ideas are created and scripts are written.
Slate	A collection of projects a company is developing or producing.
Commissioning	When a broadcaster or platform agrees to fund and produce a project.
Location Shooting	Filming that takes place outside of a studio in real-world locations.
Location Manager	Responsible for finding and managing filming locations.
Crew	The team working on a production (camera, sound, lighting, etc.).
Local Crew	Crew members hired from the region where filming takes place.
Production Spend	Money spent by productions in a region (hotels, catering, transport, etc.).
Inward Investment	When productions bring external funding into a region.
Production Services	Local businesses that support filming (catering, transport, hire, etc.).
Screen Agency	An organisation that supports and attracts film and TV production in a region.
BFI (British Film Institute)	The UK's lead organisation for film funding and development.
Tax Relief	Financial incentives that encourage filming in the UK or specific regions.
Co-production	A project funded and produced by multiple companies.

Term	Definition
Screen Tourism	Travel inspired by film and TV locations.
Destination Marketing	Promoting a location to attract visitors.
Screen-Friendly Destination	A location that is prepared for and supportive of filming.
Location Branding	How a place is represented on screen and influences perception.
Film Trail / Location Trail	A route allowing visitors to explore filming locations.
Set-jetting	Travelling specifically to visit filming locations.
Legacy Impact	Long-term benefits of production (tourism, jobs, reputation).
Stakeholder	Anyone with an interest in the screen industries (e.g. councils, businesses).
Partnership Working	Collaboration between organisations to support activity.
Engagement	Involving people or organisations in projects or decision-making.
Consultation	Gathering feedback to inform plans or strategies.
Ecosystem	The network of people and organisations in the screen industries.
Pipeline	Pathways into and progression within the industry.
Entry-Level Roles	First roles that help people gain industry experience.
Upskilling	Training to develop new or advanced skills.
Bootcamps	Short, intensive training programmes for industry roles.
Freelancer	A self-employed individual working on a project basis.
Distributor/Sales Company	A company responsible for selling and distributing a film or TV project to audiences and buyers. A distributor releases the project in cinemas, on television, streaming platforms or home entertainment, while a sales company typically secures distribution deals in different territories around the world.
EPK	A collection of promotional materials for a film or television project, including images, trailers, cast and crew information, interviews and production notes, used for marketing and publicity purposes.
BFC	The British Film Commission is the national agency responsible for promoting and supporting film and high-end television production in the UK.
Production Stills	A high-quality photograph taken during filming or on set that captures scenes, cast members or behind-the-scenes moments from a production. Production stills are used for publicity, press coverage, marketing materials, festival submissions and promotional campaigns.
Poster Art	Official promotional artwork created to market a film or television production.

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Frequently Asked Questions

Will I know when something has been filmed near me?

Not always, and not immediately. Productions sometimes film under working titles to avoid attention, and NDAs may prevent confirmation of details. Register with your local screen office and build a relationship with your local authority's economic development or tourism team, who may receive advance notice.

Can I promote my business as a filming location?

In general, yes — provided you are referring to your own premises and are not claiming any official association with the production. You can state that a production filmed in your area, or on your premises, without breaching IP. What you cannot do is use the production's title, logo, character names, or any copyrighted visual elements without a licence.

If you are interested in listing your business as a location, please contact:
www.screenyorkshire.co.uk/locations-database/

What if I am approached by a location scout?

Ask for written proposals covering: what will be filmed, which areas will be used, duration, crew numbers, payment, and restoration responsibilities. Seek advice from your LVEP or local screen office if you are unsure.

How long does screen tourism interest typically last?

This varies considerably. A single film can generate a short but intense spike around its release. A long-running television series can sustain visitor motivation for years. Streaming releases, which remain available globally and indefinitely, tend to generate the longest-lasting 'long tail' of visitor interest.

Do I need to spend money to benefit from screen tourism?

Not necessarily. Many of the most effective screen tourism activities cost little or nothing — updating your Google listing, training staff to share location stories, or being prepared to answer visitor enquiries knowledgeably. Investment becomes relevant when designing new products or running paid marketing campaigns.



3. Step-by-Step Engagement Guide

Screen tourism opportunity unfolds across a series of stages — and the actions that are relevant, and the risks you need to manage, are different at each stage.

Overview: The Five Stages

Stage	When	Focus
Stage 1: Pre- Production	Before filming begins, often months in advance	Building relationships with production teams responding to location scouts, supporting filming enquiries, permissions and preparing for potential screen tourism opportunities.
Stage 2: During Filming	Production is actively filming in your area	Relationship-building, operational readiness, NDA compliance
Stage 3: Pre-Broadcast	Filming complete, broadcast/ release date known	Preparation, product development, online presence update
Stage 4: Broadcast Window	Production airs, streams, or releases	Active marketing, press engagement, visitor conversion
Stage 5: Long-Tail Legacy	Post-broadcast, production remains available to stream	Permanent product integration, itinerary building, ongoing measurement

Stage 1:
Pre-Production - Practical Actions

- Respond promptly to location scouts and production enquiries.
- Provide accurate information about your location, facilities, accessibility and operating hours.
- Be clear about any restrictions, operational requirements or sensitive periods that may affect filming.
- Consider how your location, business or destination could feature in future visitor experiences.
- Establish a point of contact within your organisation for all production-related enquiries.
- Build relationships with location managers, production teams and your local Screen Office or Film Office.
- Keep a record of key contacts, filming dates and agreed arrangements.
- Discuss opportunities for future screen tourism activity, where appropriate.
- Explore whether approved production stills, EPK materials or behind-the-scenes content may be available after release.
- Clarify publicity permissions early — understand who owns production images and what approvals may be required before using them in tourism marketing.
- Brief internal teams on the potential opportunities and operational impacts associated with filming.
- If filming proceeds, begin thinking ahead to how the production could be incorporated into future marketing, visitor experiences or tourism products.

Stage 2:

During Filming - Practical Actions

- Introduce yourself to the location manager or unit manager on set — a polite, brief introduction is appropriate.
- Offer practical support (extra parking, crew catering referrals, access flexibility) — this builds goodwill.
- Keep a record: note dates, which areas were used, and any publicly visible elements.
- Do not photograph cast or share production details on social media if you are under NDA or have been asked not to.
- Alert your team: brief staff on what is happening and how to respond to customer questions.
- If approached by press, redirect to the production's PR team — do not speculate about the production.
- Where appropriate, discuss future access to approved production stills, EPK materials or behind-the-scenes content that may support future screen tourism activity.
- Clarify who owns publicity assets and what permissions may be required for future use in tourism marketing.

Stage 3:

Pre-Broadcast - Practical Actions

- Monitor the production's official social media accounts and press releases for release date announcements.
- Begin planning your marketing activity — draft posts, identify key messages, design any new products or offers.
- Update your online presence: refresh Google Business Profile, website, and social media bios.
- Contact your LVEP to register your business as screen-tourism-ready.
- Identify relevant journalists, bloggers, and influencers who cover the production's genre.
- Consider a 'coming soon' post if the production's marketing is already public and you are not under NDA.
- Request access to approved production stills, EPK materials and publicity assets if these have not already been secured.
- Confirm permissions, usage rights and any approval processes required before using production imagery, logos, trailers or other promotional materials.



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Stage 4:

Broadcast Window - Practical Actions

- Execute your planned marketing on the day of or immediately after the broadcast/release.
- Use relevant hashtags and tag the production's official accounts (see Do's & Don'ts Guide for detail).
- Respond quickly to all social media comments and enquiries — speed matters during a trending moment.
- Contact travel journalists with a short press release or pitch about your screen tourism offer.
- If relevant, run a time-limited promotion or experience tied to the broadcast window.
- Monitor your booking channels, website traffic, and footfall for spikes — record what you observe.

Stage 5:

Long-Tail Legacy - Practical Actions

- Make your screen tourism offer a permanent part of your business identity — not a one-off campaign.
- Update walking trail or itinerary content to include your business.
- Develop interpretation materials (a 'filmed nearby' card, a location story on your menu, or a display panel).
- Continue engaging with fan communities online — these are your most motivated potential visitors.
- Share your story with your LVEP and contribute to any regional screen tourism itineraries or campaigns.
- Measure and record your screen tourism performance over time (see Monitoring & Measuring Impact Guide).

4. Film-Readiness Checklists

Use these checklists to assess how prepared your business is to host a production or capitalise on screen tourism opportunity. These are self-assessment tools — use gaps as an action list.

Checklist A: Image Standards

	Item	Notes
☐	Your premises exterior is clean, well-maintained, and visually appealing	
☐	Signage is up-to-date and professionally presented	
☐	Interior or outdoor seating areas are uncluttered and photogenic	*Would you share a photo of this?*
☐	You have high-quality photography of your premises and offer	*At least 10 images, well-lit*
☐	Photography is available in high resolution for press and partnership use	*Min. 2MB per image*
☐	You have identified your most visually distinctive feature	
☐	Staff appearance and presentation meets your quality standards	

Checklist B: Access & Parking

	Item	Notes
☐	Your address is correct on Google Maps and Apple Maps	*Check both platforms*
☐	Parking options within reasonable distance are clearly communicated on your website	
☐	You have considered accessibility for visitors with mobility needs	*Step-free access, accessible toilets*
☐	Opening hours are accurate on all online platforms	*Google, TripAdvisor, your website*
☐	You are signed up to relevant visitor maps or itinerary tools	
☐	Public transport connections are mentioned on your website or social media	

Checklist C: Point of Contact

	Item	Notes
☐	You have identified a named individual to act as your screen tourism lead	*Owner, manager, or marketing lead*
☐	This person's contact details are accessible to relevant tourism and screen bodies	
☐	Your business is registered with your LVEP and local tourism team	
☐	You are aware of your local screen office and how to contact them	*Screen Yorkshire*
☐	You have a process for responding to media or production enquiries within 24 hours	

Checklist D: Community Considerations

	Item	Notes
☐	You understand your neighbours' concerns about increased visitor numbers	
☐	You have communicated with neighbouring businesses about your screen tourism plans	
☐	You have considered the impact of any marketing activity on residential streets	
☐	You are aware of any local authority permissions required for outdoor signage or events	
☐	You are prepared to manage queues or high footfall periods safely	

Checklist E: Basic Operational Readiness

	Item	Notes
☐	Your team knows about the production connection and can talk about it naturally	
☐	You can handle an unexpected surge in visitors without compromising quality	*What would you do if you were twice as busy?*
☐	Your booking or reservation system is functioning and up-to-date	
☐	You have reviewed your insurance to confirm it covers increased visitor activity	
☐	You have considered data collection to capture visitor origin and referral source	*See Monitoring Guide*

5. Hosting Productions Guide

Hosting a production on your premises is one of the most direct ways to create a screen tourism connection. It requires careful preparation, clear agreements, and a realistic understanding of what the experience involves.

What to Expect on Set

What You Will Experience	What the Production Provides
Large volumes of equipment, vehicles, and crew	A dedicated contact (location manager) to liaise with you
Strict time management — delays are expensive	Crew breaks and catering provided by the production
Multiple departments working simultaneously	A clear 'wrap' time when filming ends
Noise Management	On set production location marshals to manage public access, pedestrian flow and communicate about filming.
Periods of intense activity followed by quiet waiting	Agreed filming hours, specified in your contract



Contracts & Non-Negotiables

Always have a written agreement before any production accesses your premises. Verbal agreements are not sufficient. Your agreement should cover at minimum:

1. Access dates and hours — including set-up (dress) and strike days, not just filming days.
2. Areas to be used — be specific about which parts of your premises are included and excluded.
3. Crew numbers — maximum headcount at any time.
4. Location fee — amount, payment timing, and VAT treatment.
5. Restoration obligations — what the production is responsible for repairing or replacing.
6. Insurance — confirm the production carries appropriate liability insurance.
7. Confidentiality — what you can and cannot say publicly, and when.
8. Right to use footage — if you want to use any behind-the-scenes content, get it in writing.

Important: Do not sign anything without reading it fully. If you are unsure about any clause, ask your LVEP for guidance or seek independent legal advice. Productions may use standard-form agreements — these are negotiable.

Managing Disruption

- Communicate early with your regular customers: a short social media post acknowledging that filming is happening (if not under NDA) can turn potential frustration into excitement.
- Plan for access restrictions: some areas of your premises may be unavailable during filming.
- Inform neighbours: a brief, courteous conversation with adjacent businesses or residents reduces complaints.
- Have a contingency plan: what happens if filming overruns?
- Keep a log: note any disruption, damage, or issues as they arise so you can raise them promptly.

Building Relationships

- Be a good host: provide a clean, welcoming point of contact. Small gestures are remembered.
- Stay in touch: after filming ends, a brief follow-up message to the location manager is appropriate.
- Ask for feedback: a production that had a positive experience may return or recommend you.
- Register with Screen Yorkshire's location library: this makes your premises visible to future productions.

Publicity Timing

You CAN	You CANNOT
Confirm filming has taken place (once NDA period has passed)	Share plot details, cast information, or anything covered by your NDA
State that a production filmed in your area without naming it (if under NDA)	Post paparazzi-style cast photographs
Share behind-the-scenes content you have taken yourself (if permitted)	Use the production's title, logo, or character names without a licence
Promote your location once the production is publicly announced	Claim an official association with the production unless you have one

6. Do's & Don'ts Guide

Clear, practical guardrails for businesses engaging with screen tourism marketing.

Image Usage

DO	DON'T
Share photographs of your own premises, products, and team.	Use production stills, promotional images, or poster art without written permission.
Use your own high-quality photography to promote a screen tourism connection.	Share photographs that clearly show identifiable cast members without their consent.
Reshare official production photography if it has been made publicly available for media use.	Use screenshots from the production in your marketing.
Use images of local landscapes, streetscapes, and publicly visible locations.	Imply that official production photography was taken for your business.

Character & Production References

DO	DON'T
Reference the production by its publicly known title once officially announced.	Name or use character names, actor names, or fictional business names without a licence.
Note that a character 'visits' your type of business in general terms.	Reproduce dialogue, costumes, or other copyrighted creative elements.
Use general, descriptive language to connect your business to the on-screen world.	Imply that characters or actors personally endorse or recommend your business.
Share your genuine enthusiasm for the production as a local business.	Create merchandise featuring production characters, logos, or trademarks.

'Official' Language

NEVER use the words 'official,' 'authorised,' 'licensed,' or 'exclusive' in connection with a production unless you have a written licence from the rights holder. This applies to all marketing: signage, social media, menus, leaflets, websites, and press releases. Using this language without a licence is a misrepresentation and can result in legal action.

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Hashtags

DO	DON'T
Use the production's official hashtag in relevant, genuine posts.	Use hashtags to flood social media with irrelevant content.
Create your own local or business hashtag to build a consistent presence.	Use a hashtag to imply a connection you do not have.
Use location hashtags (#WestYorkshire, #Bradford, #Leeds) to reach regional audiences.	Tag cast members' personal accounts without good reason.
Tag the production's official accounts in posts where they might genuinely share your content.	Use deceptive hashtags to game discovery algorithms.

IP Awareness: A Quick Guide

A production's IP includes: the production title and variants, character names and likenesses, logos, fonts, and graphic design elements, dialogue and script extracts, music from the production's soundtrack, and promotional artwork and official photography. Using any of these in your marketing without a written licence from the rights holder is an infringement, regardless of your intent. If in doubt, do not use it — contact your LVEP for guidance.

Part 3
Product Development

7. Screen Tourism Product Development Guide

Screen tourism creates visitor motivation — but motivation alone does not generate revenue. This guide helps you design, test, and refine screen-inspired products and experiences that convert motivated visitors into paying customers and repeat advocates.

What Makes a Production 'Convertible'?

Before investing significant time or money in screen-inspired product development, assess whether a production has the characteristics that drive visitor conversion.

	Item	Notes
☐	The production is set (or partially set) in a real, named, or recognisable location	
☐	The production features locations that are visitable — not entirely studio-built or digitally created	
☐	The production has or is likely to have a substantial and engaged audience	*Consider: broadcast network, streaming platform, genre, critical reception*
☐	The production's audience demographic overlaps with your typical customer profile	
☐	The production creates positive associations with the locations it features	*Negative portrayals can deter as well as attract*
☐	Fan communities exist or are emerging around the production	*Social media groups, fan sites, location tourism interest*

Identifying Your Audience Segments

Audience Type	Characteristics	What They Want
The Dedicated Fan	High engagement, will travel specifically for screen tourism. Active in fan communities. May research locations in detail before visiting.	Authenticity, detail, 'being there' experiences, photography opportunities, informed stories.
The Curious Viewer	Enjoyed the production, interested in the location, but screen tourism is not the primary motivation for travel. Likely to have other reasons for being in the area.	Easy-to-engage stories, light-touch references, quality experience, Instagram moments.
The Cultural Tourist	Attracted by the area's broader cultural profile, of which screen activity is one element. May not have seen the production but is aware of it.	Rich local storytelling, connection to heritage and place, quality food and retail.

Designing Simple, Viable Screen-Inspired Offers

1. Start with what you already have. Your premises, your story, and your existing product range are your raw materials. Screen tourism is most powerful when it amplifies something real.
2. Connect to a specific story point. Vague 'film location' claims are less compelling than specific connections. If a scene was filmed outside your building, that is a story.
3. Keep it scalable. A screen-inspired dish on your menu costs nothing to trial. A full themed experience costs significant time and money. Test the simpler version first.
4. Make it photographable. Screen tourism visitors want to document and share their experience. Design your offer with this in mind.
5. Tell the story clearly. A small card on each table, a line on your menu, or a panel near the entrance can communicate your screen connection without overwhelming your existing brand.





Testing Demand Before Scaling

- Add a reference to your screen connection on your social media for two weeks and measure engagement.
- Ask three or four customers whether they are aware of the production — gauge interest directly.
- Run a simple 'filmed nearby' promotion for a weekend and measure whether it drives additional footfall.
- Monitor your website traffic for spikes around the broadcast window without making any changes.

Product Viability Checklist

	Item	Notes
☐	There is a clear, specific screen connection I can reference	
☐	My target customer has seen or is likely to see the production	
☐	I can deliver the product or experience without significant new investment	
☐	The offer enhances rather than replaces my core product	
☐	I have tested interest before committing to full development	
☐	I have checked IP implications with my LVEP or legal adviser	
☐	I have a clear way to measure whether it is working	

8. Creating Screen-Inspired Experiences

Sector-specific practical ideas for creating screen-inspired experiences that are commercially viable, legally safe, and genuinely compelling for visitors.

Cafés & Food Businesses

Themed Menus & Naming

- Name a dish or drink after a location, a season, or a mood associated with the production — not after a character or trademarked element.
- For example: a 'Moorland Morning' breakfast, a 'Dark Mill' espresso, or a 'Golden Valley' tart.
- Add a short descriptive note to your menu explaining the local screen connection.
- Create a 'production crew favourite' if a specific item was popular with crew during filming.
- Consider a limited 'broadcast special' tied to the release window.

Example: A cafe in a village that hosted period drama filming offered a 'Victorian Tea' menu during the broadcast window. They added a framed photograph of the crew in the window and a handwritten note explaining the connection. Result: 40% uplift in Saturday footfall during the 6-week broadcast window. No IP licence required.

Accommodation

Location Storytelling & Themed Packages

- Create a 'Screen Story' welcome pack for guests: a short note about local filming history, a map of nearby locations, and recommendations for screen tourism activities in the area.
- Offer a 'Location Scouting' package: an extended checkout, a packed lunch, and a curated map of filming locations.
- Name a room or suite after a local filming location (a street name, a landscape feature, a period of filming history) — a subtle, permanent screen connection with no IP risk.
- Partner with a local walking tour operator to offer a guided screen locations tour as part of a package.
- Train front-of-house staff to share local screen tourism stories as part of the check-in welcome.

Attractions

Interpretation Panels & Guided Add-Ons

- Install a simple 'filmed here' interpretation panel near any publicly visible filming location on your site.
- Add a screen tourism section to your existing audio guide or self-guided tour materials.
- Create a dedicated 'screen tour' route through your site that connects filming locations with your existing interpretation.
- Offer a guided 'behind the scenes' add-on experience led by a member of staff who can share firsthand filming stories.
- Consider a temporary screen tourism exhibition in your visitor centre during the broadcast window.
- Enquire about borrowing/procuring production assets for pop-up or permanent exhibitions, e.g., costumes and props
- If your staff were extras, use this to enhance your visitor experience. Add their stories and experiences to visitor collateral, talks, and tours.

Tour Operators

Walking Trails & Self-Guided Itineraries

- Develop a self-guided walking trail that connects filming locations, local businesses, and places of interest. Keep it to under 2 hours for maximum accessibility.
- Create a downloadable map or smartphone-compatible route guide — these are shareable assets that can reach audiences globally.
- Partner with local businesses to create a 'Filmed Here' passport or stamp trail.
- Offer a guided group tour timed around broadcast windows when demand is highest.
- Design itineraries that combine screen locations with complementary experiences: heritage sites, independent shops, and local food producers.

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Cross-Sector Ideas

'Filmed Nearby' Bundles

A 'Filmed Nearby' bundle combines two or more local businesses' offers into a single screen tourism product. For example:

- Afternoon tea + guided location walk
- Accommodation + walking trail map + discount at a local attraction
- Meal + behind-the-scenes story card + self-guided audio tour

Seasonal Tie-Ins

Many productions have natural seasonal connections — a winter drama, a summer festival story, an autumn landscape. Aligning your screen tourism offer with the relevant season extends its promotional life and connects it to existing seasonal marketing campaigns.

Experience Layering: Heritage + Screen Story

West Yorkshire has an exceptionally rich heritage — industrial, literary, cultural, and architectural. The most compelling screen tourism experiences weave the screen story into a broader sense of place. A visitor who comes for a television drama and leaves having discovered the Brontës, the textile heritage, or the urban regeneration story is a visitor who will return and recommend.

Look for the connections between the on-screen world and your existing heritage interpretation. The film or series that chose your location did so for a reason — that reason is almost always connected to the real story of your place.



Part 4
Marketing & Measurement

9. Broadcast Window Marketing Guide

The broadcast window — the period immediately surrounding a production's release — is the highest-intensity marketing opportunity in the screen tourism calendar.

Marketing Timing

Timing	Actions
4 weeks before release	Prepare your content, update your online presence, brief your team, finalise any product offers.
1 week before release	Publish teaser content on social media. Contact relevant journalists with your press pitch. Activate any pre-release promotions.
Broadcast day	Publish your main social media content. Monitor and respond to all mentions and comments. Launch any release-window-specific promotions.
Weeks 2–4	Sustain social media activity. Respond to press coverage. Engage with fan community content. Monitor footfall and bookings.
Month 2 onwards	Shift to long-tail marketing: update website, maintain evergreen content, feed into destination itineraries.

Social Media Alignment

Platform Selection

- Instagram: ideal for visual content, location photography, and Reels. Strongest with 18–45 demographic.
- Facebook: strongest reach with 35+ demographic. Good for local community engagement and event promotion.
- TikTok: essential for reaching under-35 audiences. Short-form video of locations can go viral.
- X (formerly Twitter): useful for real-time engagement during broadcast, particularly for drama and live-event TV.

Content Ideas

- 'Spot the location' posts: share a still from your premises alongside an on-screen image (where IP permits).
- 'Behind the scenes' content from your own perspective during filming (if not under NDA).
- Staff perspectives: a short video of a team member sharing their experience of the production filming nearby.
- Visitor stories: reshare visitor content that references your screen tourism connection (with permission).
- 'Did you know?' posts: short facts about the production's local connections.
- Run competitions, or giveaways. Consider themed prizes, location experiences, guided tours, overnight stays or locally sourced products linked to the production

Capitalising on Press Coverage

When a major production releases, local press, regional magazines, and national travel media look for local angle stories. A well-prepared business can position itself as the go-to voice for the local screen tourism perspective.

Writing a Basic Press Pitch

1. A clear headline: 'How [Your Business Name] is Welcoming [Production] Fans to West Yorkshire'
2. Two or three sentences explaining your connection to the production.
3. Two or three sentences explaining your screen tourism offer.
4. A quote from yourself as the business owner.
5. Two or three high-quality photographs.
6. Your contact details.

Keep it to one page. Journalists receive many pitches — concision is respected.

Influencer Opportunities

- Identify creators whose audience matches your target visitor profile — not just those with the largest following.
- A micro-influencer (5,000–50,000 followers) with a highly engaged niche audience will often deliver better results than a macro-influencer with a broad, less relevant following.
- Offer a genuine experience in exchange for coverage — most creators prefer authentic experiences to transactional arrangements.
- Be clear about what you are offering and what (if anything) you expect in return. A simple written agreement or email confirmation is good practice.
- Give them creative freedom — the best influencer content does not look like advertising.

Keep your LVEP up to date with your plans, share content, ideas and explore ways to working together to develop new experiences, and amplify what you're screen tourism activity.



10. Monitoring & Measuring Impact Guide

You cannot improve what you do not measure. This guide gives you light-touch, practical tools for tracking the impact of your screen tourism activity — without needing specialist software or a marketing team.

Why Measurement Matters

1. It tells you whether your activity is working, so you can do more of what is effective.
2. It gives you evidence to share with your LVEP, tourism partners, and funders — helping to build the case for further support.
3. It builds your understanding of your visitors, which makes your future marketing more effective.

Asking Visitors How They Heard About You

The single most valuable piece of information you can collect is how a visitor came to choose you.

- Train staff to ask one question at point of sale or check-in: 'Can I ask how you heard about us today?'
- Keep a tally sheet behind the counter with categories: Screen Tourism / Social Media / Recommendation / Walked Past / Returning Visitor / Other.
- Review the tally weekly. Note any changes around broadcast windows.
- If you use a booking system, add 'How did you hear about us?' as an optional field.

Tracking Booking Spikes

- Record your weekly footfall, covers, or bookings in a simple spreadsheet for at least eight weeks before a broadcast window.
- Continue recording during and after the broadcast window.
- Compare the two periods. A visible spike in the broadcast window weeks is your baseline evidence.
- Note any other factors that might explain a change (local events, school holidays, weather).

Monitoring Social Mentions

- Search your business name and your location's name on Instagram, TikTok, and X regularly during the broadcast window.
- Set up a Google Alert for your business name and any relevant location terms.
- Note the volume of mentions and the sentiment (positive, neutral, negative) week by week.
- Save or screenshot high-quality visitor posts that mention your business — valuable assets for future marketing (with permission).

Feeding Insight Back to Your LVEP

Your Local Visitor Economy Partnership is trying to build a picture of screen tourism's impact across the region. Your individual data contributes to that picture. After each broadcast window, share a brief summary with your LVEP contact:

- Estimated footfall or booking uplift during the window
- Volume of screen tourism enquiries received
- Any press coverage or influencer mentions generated
- Visitor origin data if available (postcode, country of origin)
- Any new products or offers you tested and their results

Your LVEP cannot advocate for screen tourism investment without evidence of impact. Your data — even if it feels small — is part of the evidence base that drives future support for the region's screen tourism sector.

Next Steps

You now have everything you need to start your screen tourism journey. Here are your first ten actions:

- ☐ **1.** Complete the Film-Readiness Checklists in Section 4.
- ☐ **2.** Register with your LVEP and local tourism team.
- ☐ **3.** Update your Google Business Profile to reference your area's screen credentials.
- ☐ **4.** Identify your nearest production connection.
- ☐ **5.** Design one simple screen-inspired product or offer.
- ☐ **6.** Plan your broadcast window marketing using the timing framework in Section 9.
- ☐ **7.** Set up a simple footfall tracking system.
- ☐ **8.** Connect with Screen Yorkshire (screenyorkshire.co.uk).
- ☐ **9.** Join regional screen tourism networks through your LVEP.
- ☐ **10.** Share your story — your experience helps build the case for the whole region.

For further support, contact your Local Visitor Economy Partnership (LVEP) **explorewestyorkshire.com** or visit Screen Yorkshire at **screenyorkshire.co.uk**



SCREEN YORKSHIRE



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West Yorkshire Combined Authority | Tracy Brabin Mayor of West Yorkshire