



THE TOURISM BUSINESS

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MAJOR UK FILM-TOURISM CONFERENCE ANNOUNCED TO RUN IN BRITISH TOURISM WEEK

The UK's first-ever conference on film tourism has been announced today, and will run on the 15th and 16th March next year at BAFTA in London's Piccadilly.

Entitled "The London International Film Tourism Conference", the event will showcase international best practice in this growing sector, and is aimed at tourism operators, destination and attraction marketing managers, tourism consultants and academics. It will run towards the end of British Tourism Week, a series of inter-related events between 12th and 18th March, designed to promote British tourism, and backed by patron HRH Prince Charles, the Prince of Wales.

The Conference is being organised by up-and-coming tourism event consultancy, *The Tourism Business*, whose Managing Director, Martin Evans, launched the National Hotel Marketing Conference in 2004, and the National Attractions Marketing Conference in 2005. Both are now established industry events.

The London International Film Tourism Conference will be Europe's largest film tourism conference, and is expected to attract expert speakers from around the world on film tourism marketing, destination branding, visitor management and film tourism licensing. Organiser Martin Evans already has the support of VisitBritain, the Tourism Society, UKinbound and tourism media sponsor Travel GBI, and the conference launch comes at the end of one of the most important years ever for film tourism, with movies like "The Da Vinci Code" and the new Bond film "Casino Royale" having galvanised the tourism industry into action.

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Speakers for the conference will be announced after Christmas, and a website - www.screentourism.com has been set up for tourism industry practitioners to register interest in the event.

- Ends -

More information, photographs or interviews on the London International Film Tourism Conference, or film tourism generally, from:

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Supporting organisations -The London International Film Tourism Conference

The Tourism Society

The leading membership organisation of over 1,200 tourism professionals across all sectors of the visitor economy, which regularly holds meetings and events relating to all aspects of UK, inbound and outbound tourism

Travel GBI

UK and Ireland's only domestic travel trade and tourism newspaper. Official media sponsor for the National Hotel Marketing Conference (since 2004) and the National Attractions Marketing Conference.

UKinbound

The umbrella body which promotes the interests of incoming tour operators and handling agents who work to attract visitors to the UK from all over the world.

VisitBritain

The official tourist board for Britain, with overseas offices in nearly 30 countries worldwide, VisitBritain and its sister organisation EnjoyEngland promote the country and its tourism infrastructure both in the domestic market and overseas.