



INNOVATING TOURISM THROUGH POP CULTURE

OUTPACE MANUAL

A GUIDE TO POP CULTURE TOURISM

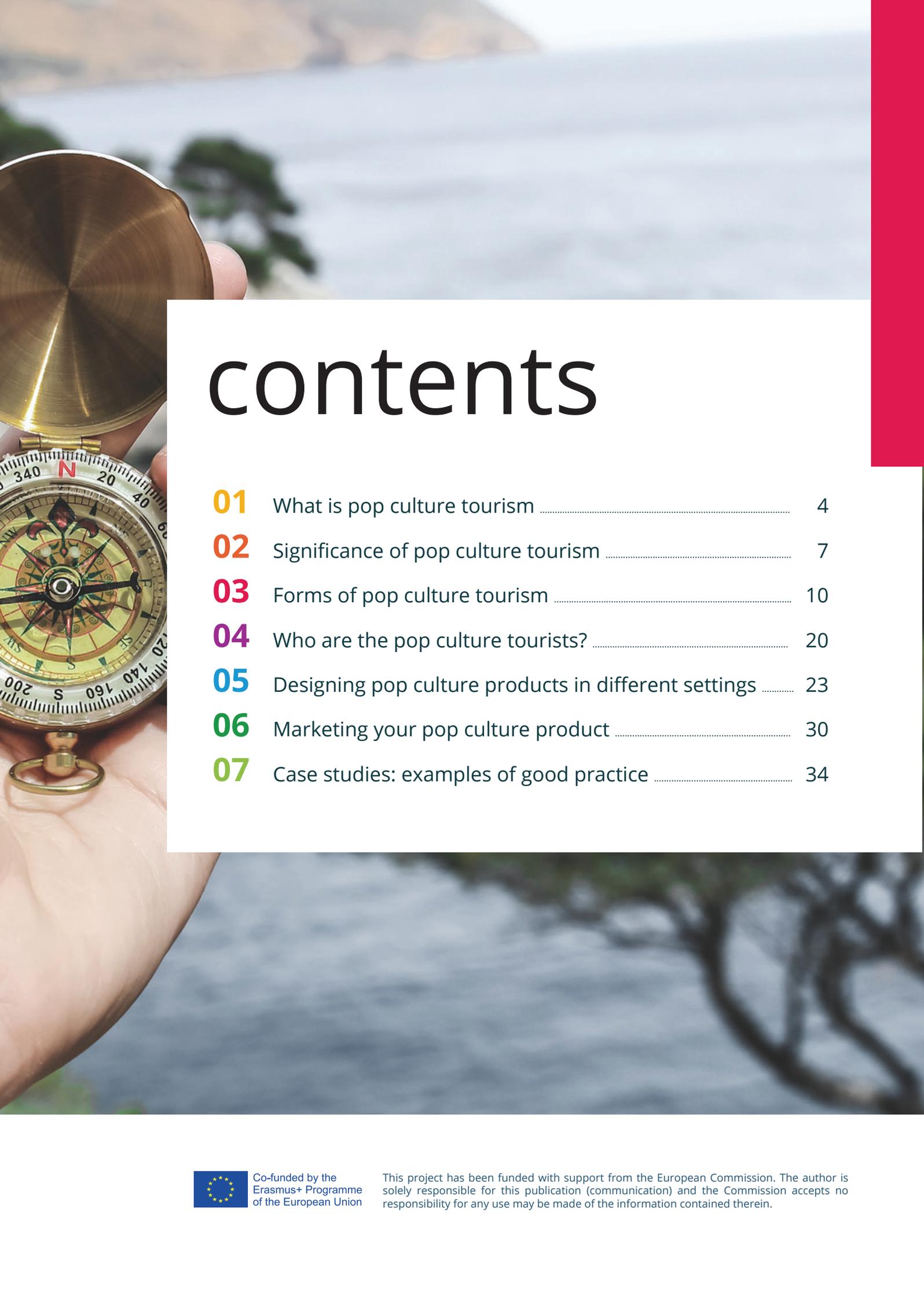


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explore this
**exciting new
phenomenon**
and look at ways
in which you can
exploit its
potential for your
own business,
organization
or region

www.popculturetourism.eu





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01

What is pop culture tourism?



WHAT IS POP CULTURE TOURISM?

UNWTO estimates that **47%** of all international arrivals are **cultural tourists**.

(UNWTO Synergies report 2018)

This Manual **explores Pop culture Tourism - an exciting new phenomenon** and looks at ways in which you can exploit its potential for your own business, organization or region.

Pop culture tourism is a subset of cultural tourism which accounts for almost half of all international tourism trips according to the United Nations World Tourism Organization.



CULTURAL TOURISM IS:

“

tourism that focusses on cultural attractions, activities and practices as major motivating factors for travel

(Smith et al 2010:30).

This refers to tourist trips taken to enjoy various aspects of a country's culture whether that be architecture, art, museums, historic buildings, performing arts and more. Cultural tourism includes trips dedicated to attending arts festivals or opera tours, for example, but can also include visiting a museum or castle whilst on a family holiday

POP CULTURE IS DESCRIBED AS:



a culture liked by many, something other than fine culture, situated in the context of mass production and consumption, culture by the people for the people, accessible and commercial

(Lexhagen, Larson, Lundberg 2013: 134).

This refers to tourist trips taken to enjoy various aspects of a country's culture whether that be architecture, art, museums, historic buildings, performing arts and more.

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This refers to tourist trips taken to enjoy various aspects of a country's culture whether that be architecture, art, museums, historic buildings, performing arts and more. Cultural tourism includes trips dedicated to attending arts festivals or opera tours, for example, but can also include visiting a museum or castle whilst on a family holiday.

You can read more about cultural tourism here in the UNWTO Tourism and Culture Synergies report (2018) which highlights the symbiotic relationship between tourism and culture and emphasizes the major role that cultural tourism plays within contemporary global tourism:

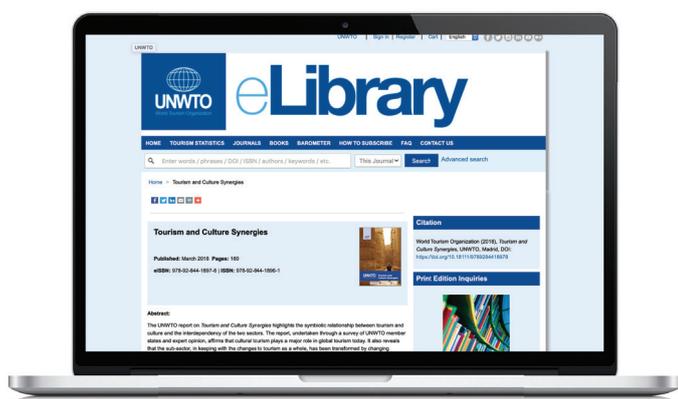
Cultural tourism provides an important draw for many countries and regions who may lack the traditional sun, sea and sand attractions and visitors from many parts of the world are highly motivated to visit destinations with a strong culture and heritage offering.

You can read a report by Visit Britain (2014) on Leveraging Britain's Culture and Heritage below. This report shows how a national tourist board can encourage individual businesses to make more of cultural and heritage themes:



Within the wider cultural tourism sector, we find pop culture tourism where the focus is not on the high art forms of opera and classical music, traditional heritage or archaeology but instead focuses on more contemporary forms of culture.

Recently, the definition of cultural tourism has widened to include many other more everyday cultural activities that are increasingly attracting visitors in larger numbers. This is what we are

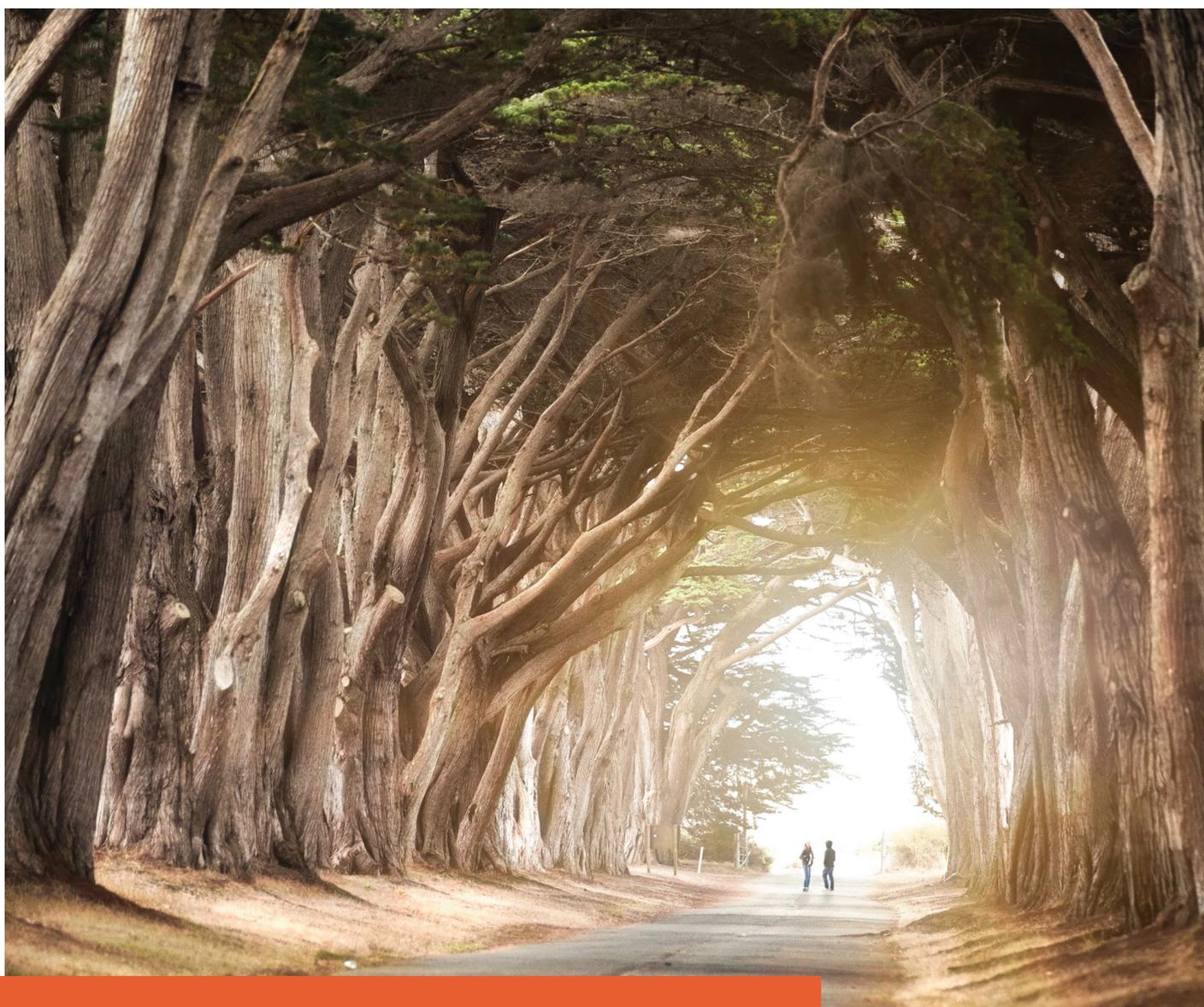


We therefore define pop culture tourism as:

travel motivated by **pop culture phenomena** such as **books, films and music**

02

Significance of pop culture tourism

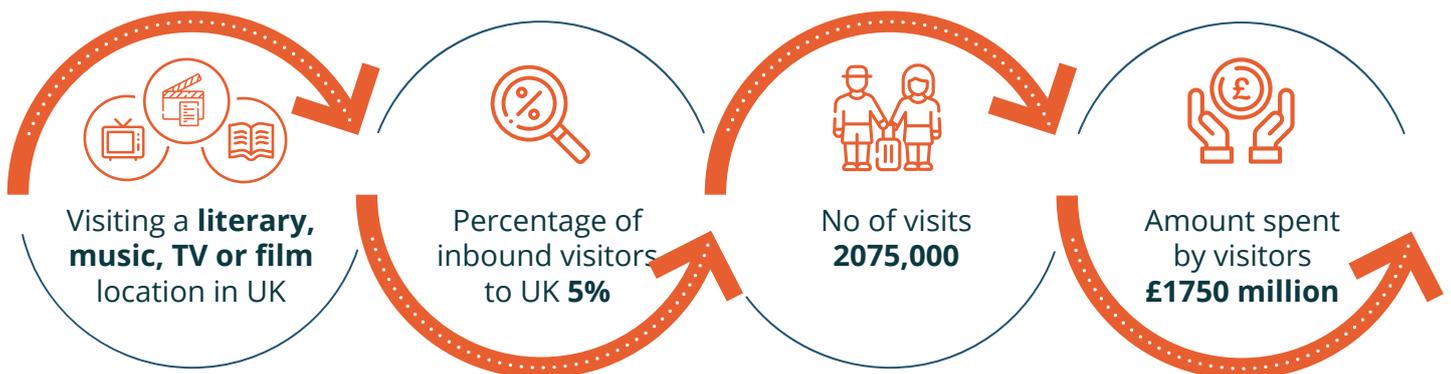


SIGNIFICANCE OF POP CULTURE TOURISM

Pop culture tourism is growing in popularity and many countries, regions and destinations are focusing on developing this sector to reflect the strong associations they may have with these themes.

Individual businesses also play an important role in developing and extending pop culture tourism.

Pop culture themes are strong in the **UK with 5% of all international visitors** making pop culture themed trips:



(Activities in Britain's nations and regions Foresight – issue 165 VisitBritain Research Jan 2019)

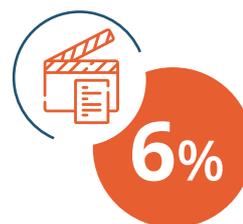
Enjoying **different forms of pop culture** can motivate visitors to travel to a particular country or region. A recent visitor survey shows the number of visitors who were motivated to **visit Scotland** through their prior pop culture consumption:

What motivated you to visit Scotland?

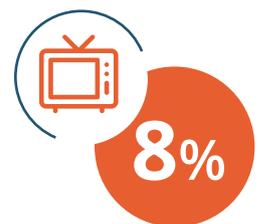
A BOOK



A FILM

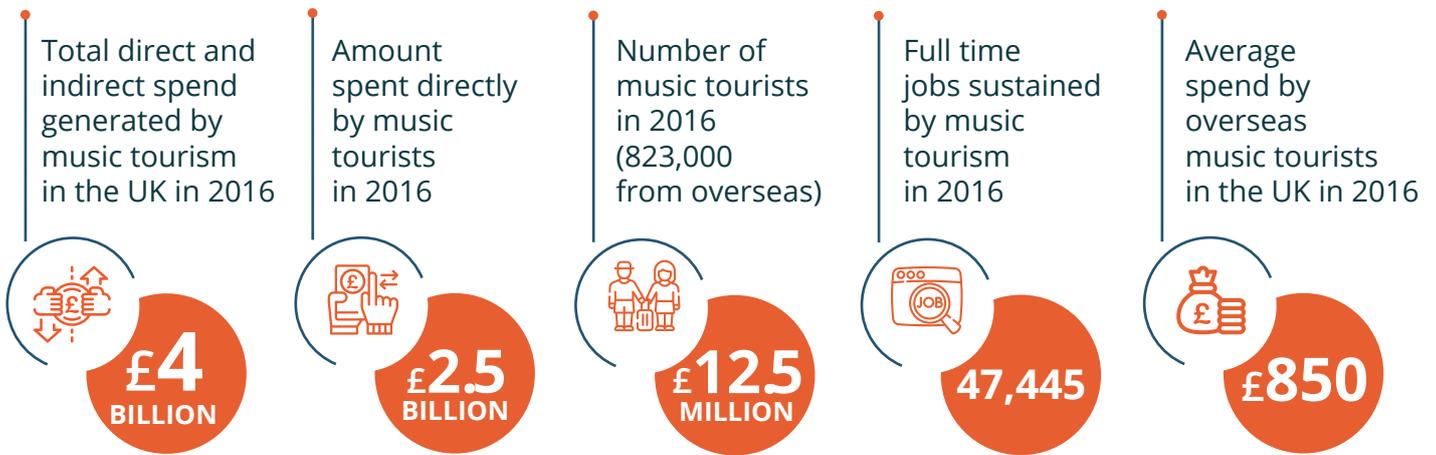


A TV PROGRAMME



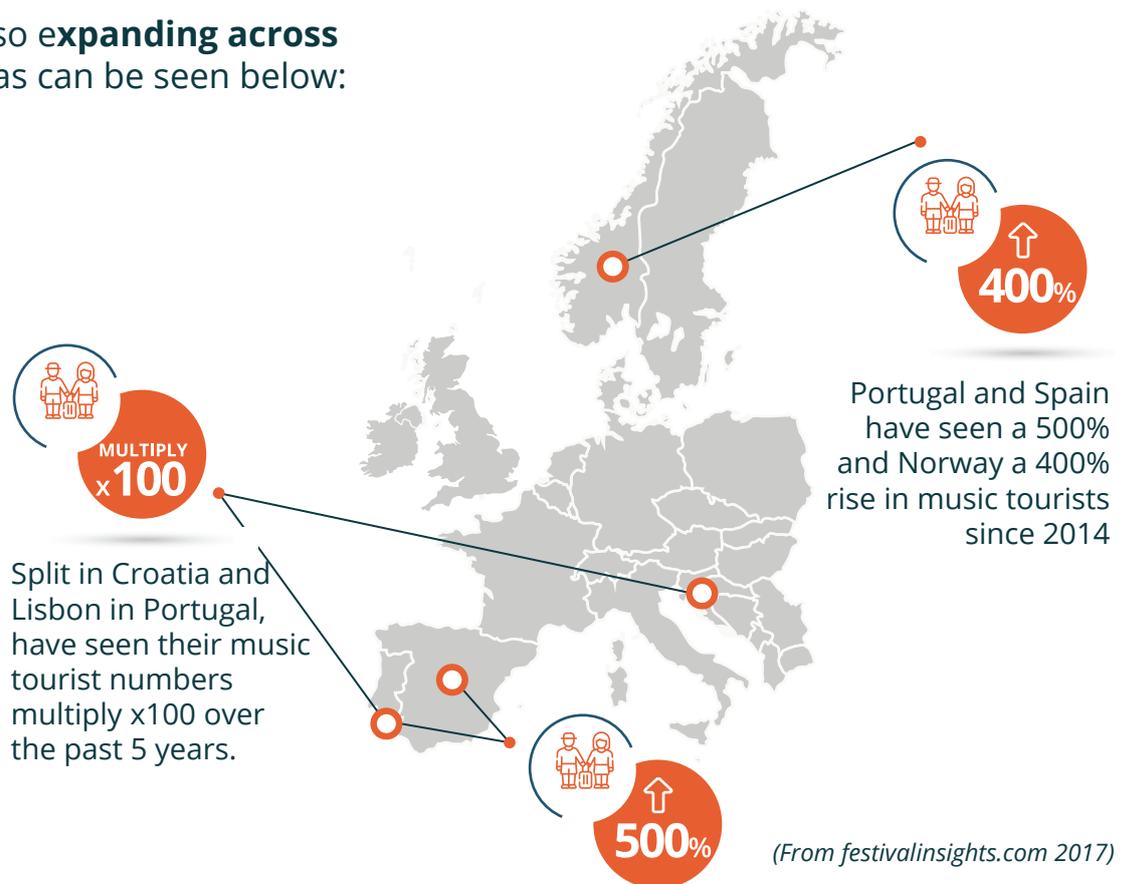
Visit Scotland visitor survey 2016

In particular, **music tourism has grown in recent years** with festivals, music events and music themed tours attracting large numbers of visitors. A recent report on the impact of **music tourists in the UK** showed:



(Wish You Were Here 2017 report)

Music tourism is also **expanding across the rest of Europe** as can be seen below:



You can read more about film and TV tourism in Scotland - [Click here to view](#)

The full UK music tourism report Wish You Were Here 2017 - [Click here to view](#)

The Festivals Insight report - [Click here to view](#)

03

Forms of pop culture tourism



FORMS OF POP CULTURE TOURISM

As we saw on the previous page, TV and film themes, literature and popular music are major attractors for tourist trips and can have a significant and positive impact on destinations.

In the following pages we introduce you to the three main forms of popculture tourism: film and TV tourism, literary tourism and music tourism

FILM AND TV TOURISM



This form of tourism describes visits (whether they be holidays, weekends or day trips) made to explore places associated with **films and television programmes**. This might involve **visits to film locations and film studios/sets**. It also includes sites associated with film and TV celebrities.

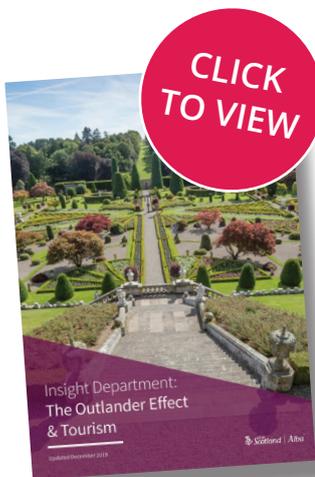
Long-running film franchises and television series (such as the **Harry Potter, Lord of the Rings or Downton Abbey series**) will have a much stronger impact than more short-lived productions. Period dramas with sumptuous settings and costumes also draw large numbers of film and TV tourists. However, research shows that fantasy and cult shows, with darker themes (such as the TV series **Twilight Saga** and **Twin Peaks**) are also very popular with media tourists.

ON LOCATION FILM/TV TOURISM

This describes **visits to places that are attractive to tourists** because they have been depicted in various media with which visitors are familiar or of which they may be fans. Examples of this kind of tourism include:

Game of Thrones locations

Visits to locations made famous by the very popular long-running TV series Game of Thrones. Fans visit many diverse locations in Iceland, **Malta, Spain, Croatia and Italy**. In **Northern Ireland**, the home of GOT, tours include helicopter trips and sea safaris and a studio tour is planned for later in 2020. There are many companies offering GOT products – one example is seen below.



Outlander locations

Scotland has seen similar rises in film tourists keen to explore locations from the popular time-travel series Outlander. The Outlander franchise is a series of novels and short stories by author Diana Gabaldon. First published in 1991, the stories feature elements of historical fiction, romance, adventure, fantasy and time travel. The stories were adapted for television by Sony Pictures in 2014 and film production was based within Scotland. Locations are distributed throughout Scotland resulting in a wide variety of products. Visit Scotland produced this report on the Outlander Effect and Tourism (2019) which gives a detailed account of Outlander film tourism markets, products and impacts:

Sound of Music tourism in Salzburg

Films and Television programmes do not have to be new to attract visitors – the ever-popular Rodgers Hammerstein musical The Sound of Music (released 1965) has been bringing visitors to **Salzburg in Austria** to explore film locations for decades. Film fans take coach tours and guided walks through the city and wider environs as the example below shows



FILM AND TV STUDIO/SET TOURS

This type of tourism refers to **visits made to places which reflect the popularity of the media** theme in general. Such locations include **film studios and TV sets**.

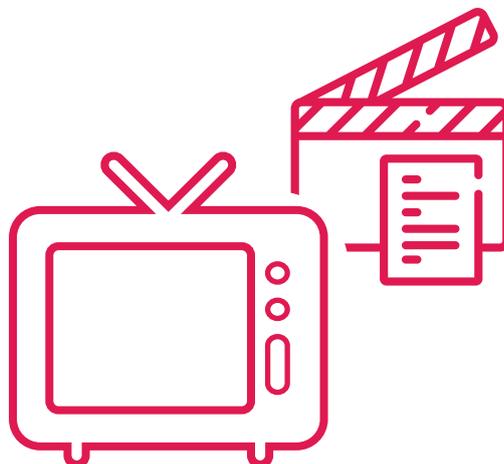
Harry Potter studio tour

The **Harry Potter** series of books by J.K. Rowling and the subsequent 8 films have created much touristic interest amongst fans since the late 1990s. The Harry Potter studio attraction in **Leavesden, Hertfordshire (UK)**, is situated beside the working film studios where all eight Harry Potter films were made. The Studio Tour included soundstages, original sets, animatronic creatures, props costumes and special effects.



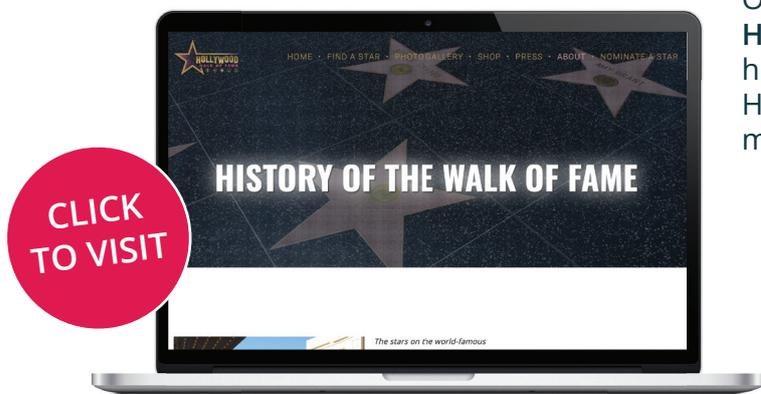
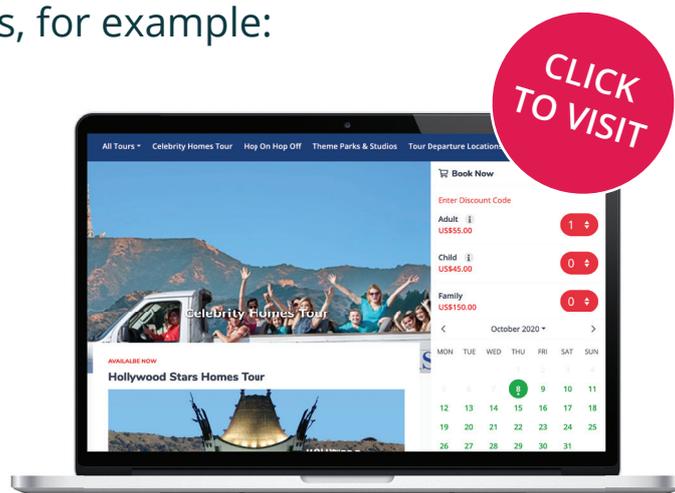
Coronation Street Tour

The UK's longest running television series, Coronation Street has been broadcast since 1960 and unsurprisingly has many committed and life-long fans. The studio tour of the set of the famous soap opera is a very popular visitor attraction in **Manchester**.



FILM AND TV CELEBRITY-BASED ATTRACTIONS

This form of tourism describes visits made to places linked with the lives and careers of film and TV celebrities. Popular examples of this type of attraction are the Homes of the Stars tours in LA, California (US), which take curious visitors past the luxurious homes of Hollywood film stars and other celebrities, for example:



Other celebrity-based attractions include the **Hollywood Walk of Fame** - pavements dedicated to honouring Hollywood stars located on both sides of Hollywood Boulevard and Vine Street in LA. This is a major draw for film fans to Hollywood.

For more information on developing film and TV tourism in specific locations please see this report from Visit Enland (2015) on Film Tourism: What is it, and how can you maximise the benefits?

<https://www.filmresearch.org/pdf/315.pdf>

LITERARY TOURISM

Stories matter

Literary tourism refers to tourist trips to places associated with the **life of a favourite author** such as a **writer's house, birthplace or grave**. It also relates to locations and settings of the fictional action described in works of literature. Additionally, book festivals, events and bookshops also attract literary visitors to particular locations around the world.

Sites linked to writers' lives

These types of site are considered to offer the most immediate of literary tourism experiences and fans appreciate the immediacy of exploring a favourite author's home to gain a feeling for their everyday lives and literary inspirations. Writers' homes as visitor attractions can be found all over the world – for example the former **Kenyan home of author Karen Blixen from 1917-1931 is open to the public**. It was here that she wrote her autobiography on which the very **popular film Out of Africa (1985)** was based:

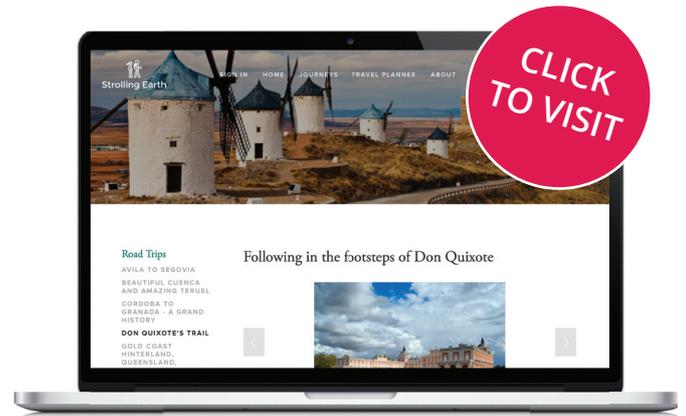
The Paris apartment of author **Victor Hugo** is a draw for fans of the classic works **The Hunchback of Notre Dame** and **Les Miserables** – here they can see his study, personal objects and even the bed in which he died.

Other sites such as **monuments, memorial and burial places** also provide a focus for visitation as can be seen in the very popular **Poet's Corner in Westminster Abbey, London, (UK)**, which attracts many literary tourists each year.



Fictional settings/locations

As well as touring places associated with authors' lives, visitors also wish to immerse themselves in locations which evoke the romance or mystery or excitement of their favourite novels. There are many examples of these sorts of experiences available for literary tourists, for example a long-distance tour in the footsteps of Cervantes' Don Quixote in Castilla-La Mancha, Spain.



Similarly, visitors enjoy seeing a city through the eyes of a favourite author. Charles Dickens' fans in London can take one of a number of tours to see the settings of his famous novels (for example the London-based *Oliver Twist*, *David Copperfield*, *Bleak House* and *A Christmas Carol*), some of the streets having changed little since the nineteenth century. An example of one such tour is below:

Cities of Literature and Book Towns

Visitors interested in literature are also attracted to towns and cities which have a strong literary reputation. This may be because of connections with authors and literary movements or because they are the home of literary festivals and bookshops.

The UNESCO Cities of Literature network

This is a group of 28 cities which have been designated by UNESCO as being cities with strong literary associations. They represent 6 continents and 23 countries. The network brings together over 1250 libraries, 130 literary festivals and over 1200 bookshops. Amongst the literary sites and artefacts to visit are the world's oldest book, the world's tallest monument to a writer and the world's first Master of Fine Arts Creative Writing programme. Cities of Literature include Edinburgh, Melbourne, Baghdad, Seattle, Dublin and Reykjavik.



BOOK TOWNS

These are destinations that are attractive because of the opportunities they offer the visitor for browsing bookshops in an attractive setting. A book town is:

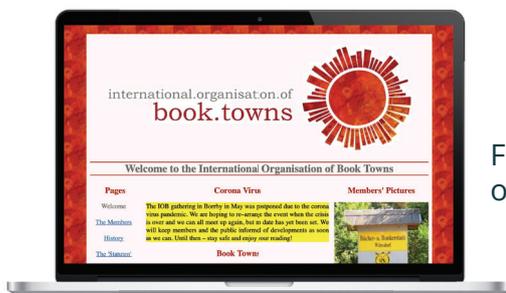


“

tourism that focusses on a small rural town or village in which second-hand and antiquarian bookshops are concentrated. Most Book Towns have developed in villages of historic interest or of scenic beauty...The book town offers an exemplary model of sustainable rural development and tourism. It is one of the most successful new tourism developments and it is being followed in many countries around the world'

(International Organization of Book Towns).

One of the most popular of these book towns is Wigtown in South West Scotland which was designated as Scotland's National Book Town in 1998. Literary events, many bookshops, restaurants, cafes and artists' studios plus a nearby distillery provide a range of attractions for literary tourists.



For more information on creating a Book Town, please see the website of the International Organization of Book Towns

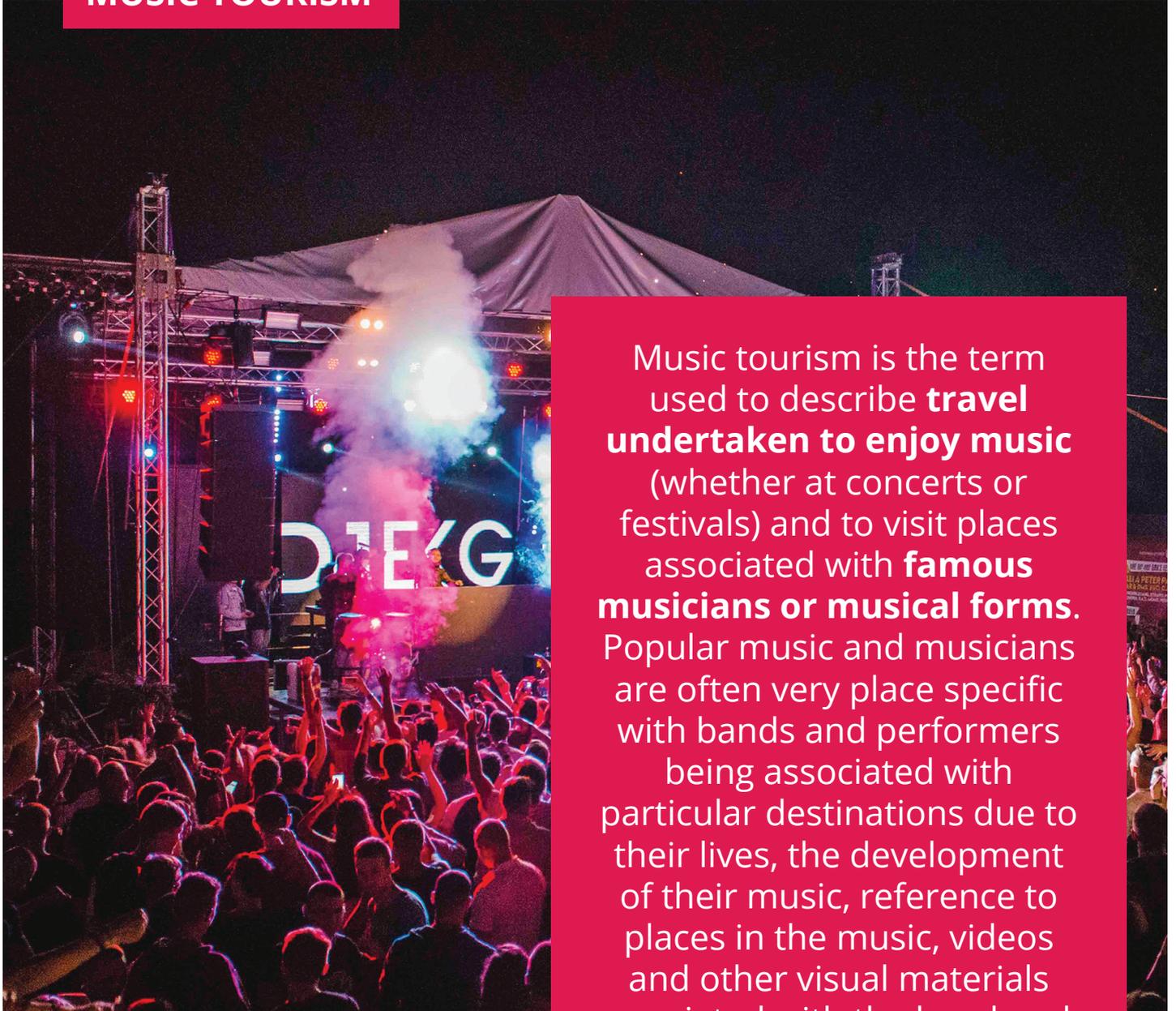
Literary events and festivals

Festivals of literature and literary events can be found across the world celebrating artists and their work providing an opportunity for visitors to meet authors, hear their work and participate in workshops and other related activities.

Examples of these include San Francisco's major book festival The Bay Area Book Festival:



MUSIC TOURISM



Music tourism is the term used to describe **travel undertaken to enjoy music** (whether at concerts or festivals) and to visit places associated with **famous musicians or musical forms**. Popular music and musicians are often very place specific with bands and performers being associated with particular destinations due to their lives, the development of their music, reference to places in the music, videos and other visual materials associated with the band such as images on album covers.

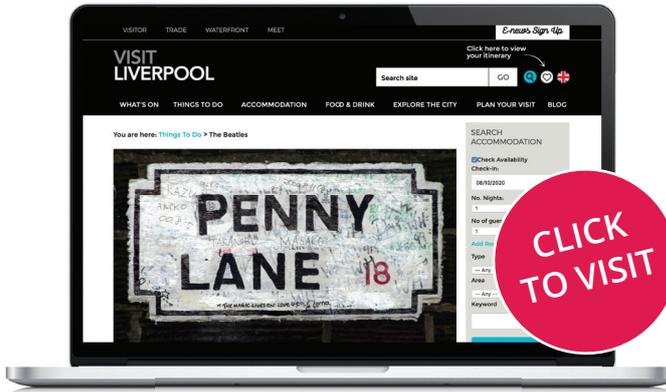
Festivals and events

This form of tourism can be lucrative (as we saw earlier) and music fans will travel far to attend their favourite festival and see particular musicians perform. Some traditional Mediterranean holiday destinations such as Malta are now developing their music tourism offering in tandem with their more mainstream holiday product.



Visits to popular music locations

There are many locations which are on the music tour map, even if they are not considered to be major tour destinations in their own right – for example both Liverpool and Hamburg are very important places for Beatles tours with walking tours and specific attractions developed to meet the needs of music tourists, for example in Hamb



and Beatles exhibitions, visits to the Cavern Club and even a themed hotel in Liverpool, the city most closely associated with the band:

Musicians' Homes

As with writers' homes, fans appreciate the immediacy of visiting the homes of favourite musicians to understand their everyday lives and their inspirations. Visitors can enter the homes of musicians such as the Bob Marley Museum in Kingston, Jamaica:

and, of course, Elvis Presley's famous home, Graceland in Memphis (US).

Burial sites and other monuments can provide a draw too, for example fans still gather at the grave Jim Morrison of The Doors in Pere Lachaise Cemetery in Paris (France) and at the Strawberry Fields memorial to John Lennon in Central Park, NY (US)



04

Who are the pop culture tourists?



WHO ARE THE POP CULTURE TOURISTS?

We saw above that visits for cultural reasons may make up nearly half of all international tourist trips. Clearly, therefore cultural tourists are an extremely large and very diverse group of visitors with a wide array of differing expectations, interests and levels of cultural engagement.

However the **cultural tourist** can be categorized into different typologies depending on their **cultural motivations and their behaviour whilst in the destination** as follows:



PURPOSEFUL

Purposeful cultural tourists see culture as their **main reason to travel**. They will be very knowledgeable about the various cultural forms which they are travelling to see, will have high expectations of their visit and tend to spend freely in the destination.



INTERESTED

Interested cultural tourists see culture as an **important component of their holiday** along with other features such as dining, shopping, socializing etc. They are also happy to spend money on cultural tourism products if they have been designed to be accessible to them.



CASUAL

Casual cultural tourists do have an interest in culture, but this **interest would not be strong enough to motivate them to visit a particular destination**. They would be more interested in cultural tourism products that have a strong reputation and are on themes that are generally well-known



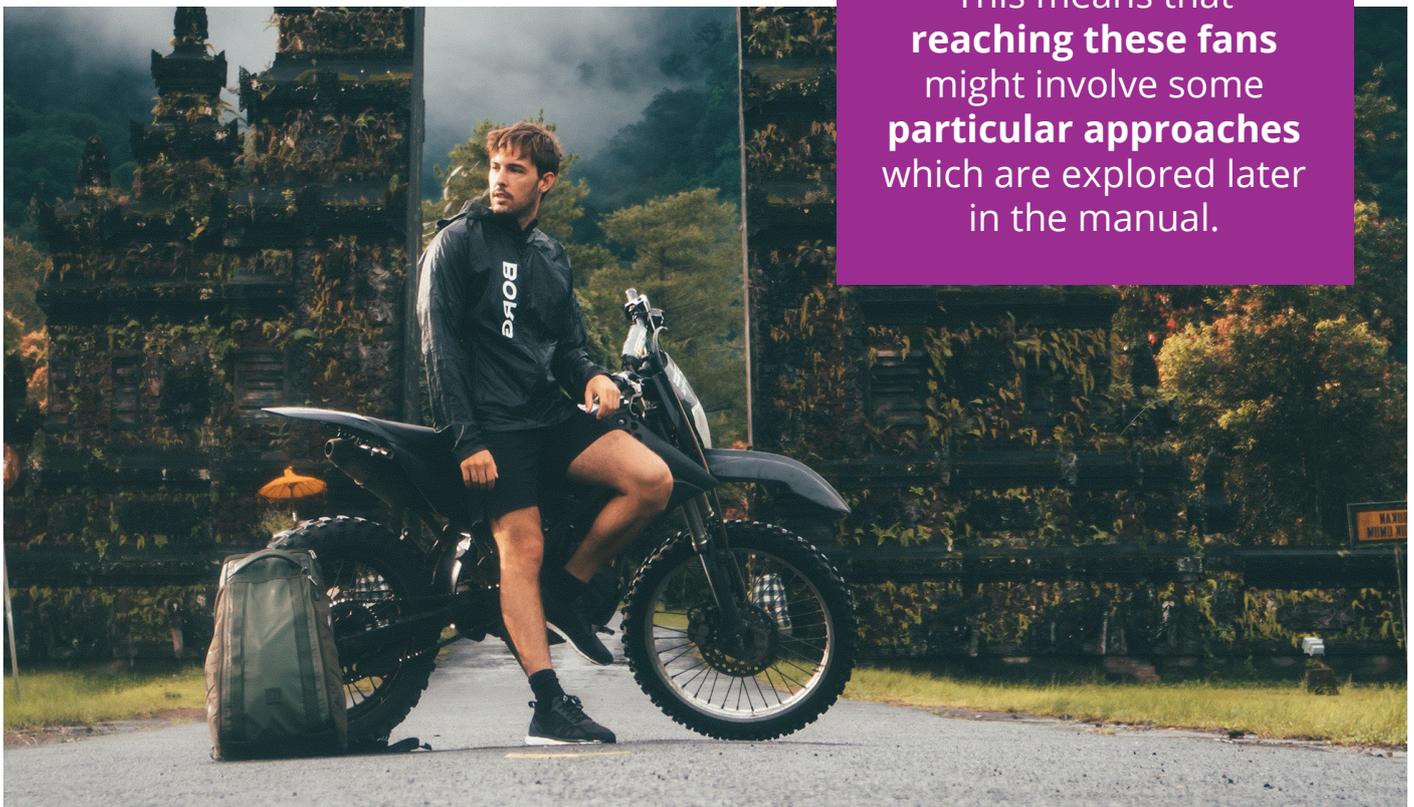
ACCIDENTAL

Accidental cultural tourists come upon cultural attractions **'by accident'** and usually only if they are packaged as part of a mainstream tour. They will not generally spend freely on cultural tourism products.

Popculture tourists are of course **visitors motivated by cultural activities** and may fit into any of the above categories. However, one of the key aspects of the popculture visitor is that they are often **fans of the books, authors, films, TV programmes, musicians** being explored through tourism.

This means that like the **purposeful cultural tourist**, they will be:

- very well-informed about their particular pop culture form
- highly motivated to visit
- happy to spend freely on experiences and products
- looking for a high quality of experience and will be interested in opportunities for interaction
- may be members of fan clubs and societies
- will be likely to be frequent users of online and social media platforms



This means that **reaching these fans** might involve some **particular approaches** which are explored later in the manual.

05

Designing pop
culture products
in different settings

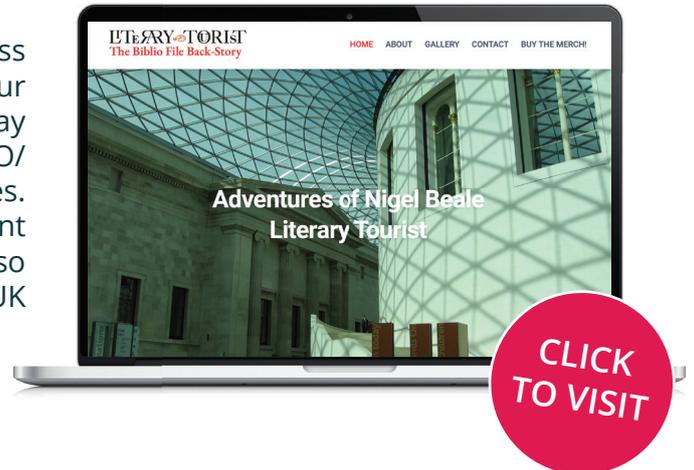


DESIGNING POP CULTURE TOURISM PRODUCTS IN DIFFERENT SETTINGS

The brief overview of film/tv, literary and music tourism forms provided above has introduced a number of examples of different types of popculture tourism products. **In this section we will look at each of these types of products in more detail**, exploring how each can be developed in **different settings and for different themes**.

RESEARCHING THEMES

No matter what the nature of your tourism-related business or organization may be, the first step is to research your local area to uncover any pop culture themes that you may be able to use to attract visitors. Contact your local DMO/ tourist board who will be aware of local popculture themes. Your local council may have a film location department who assists production teams with filming and it may also be worth contacting your national film council – in the UK this is the **British Council (Film)**



Film studios and programme makers will also promote their production in advance so keeping an eye on their webpages is a good idea. For other forms of pop culture, reading the blogs of well-informed experts in the field is a great way of finding out if there are potential pop culture themes that you can develop in your area.



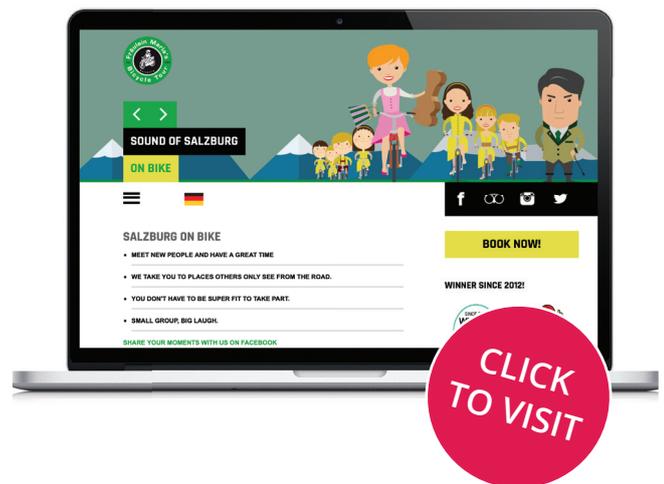
GUIDED TOURS

One of the most **popular ways of developing a pop culture product is to create a tour** which takes visitors around a number of related sites once a number of key popculture related locations have been identified (these may be urban or rural locations, monuments, viewpoints, houses, shops, venues, buildings).

Along with the actual toured sites themselves of course There are also a number of other key issues to consider when developing tours – namely, mode of transport, the guide and the nature of the offered experience.

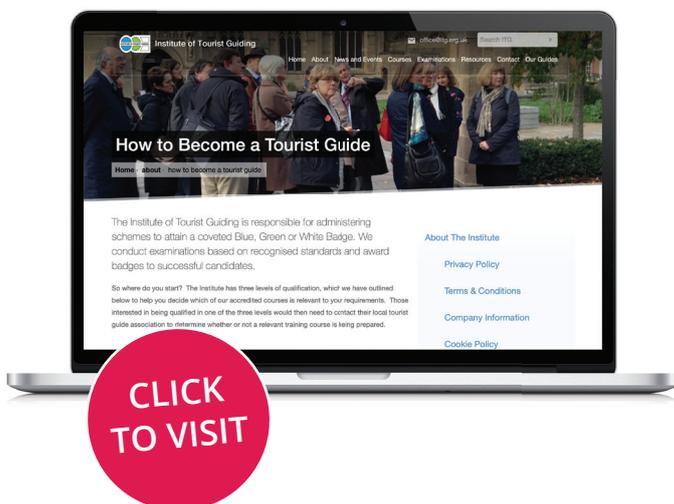
Transport

The mode of transport is key to a successful tour. Tours are usually conducted on foot and by coach, minibus or off-road vehicle over longer distances and rougher terrains. Other modes of transport can be used - for example we've already seen above example of helicopter and sea-safari tours of film/tv locations. It's important to match the transport closely to the needs (and potential age) of your visitors and it is also possible to theme the transport – for example in the **cycle tours of Salzburg which mirror the cycling tours taken by Fräulein Maria and the Vonn Trapp children in The Sound of Music**. As far as possible, make the transport part of the experience and if not then as efficient and unobtrusive as possible.



The guide

The most important asset in any guided tour is the guide who must be a good communicator, comfortable with different groups of people and most importantly, be an expert in their popculture field. Visitors who will join a guided tour will have varying levels of knowledge and engagement interest (and some will have minimal interest and be simply accompanying a partner). Any popculture tour guide will almost certainly have expert fans in their groups from time to time which may be challenging. They will be looking for added value, new facts, new locations but may also wish to demonstrate their knowledge to the wider group. This may need careful handling by the Guide. Official tour guide training is available, for example in the UK via the Institute of Tour Guiding.

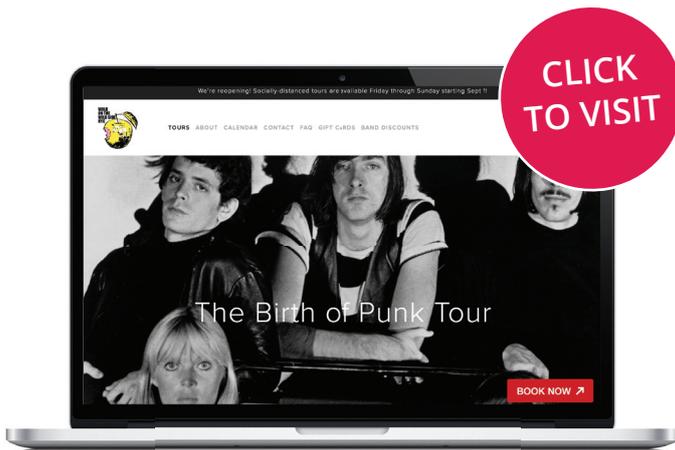


The experience

The tour experience may simply be a guide telling stories and imparting information about sites and locations. However, depending on the nature of the tour, the experience may be enhanced with other features. One popular enhancement is for the guide to be dressed in costume and may even be in character, for example in the **Housemaid's Tour of Charles Dickens House in London**, guests are welcomed at the door by the Maid who is in Victorian costume and remains in character throughout the tour interacting with the visitors and expressing surprise at contemporary dress and manners thus enhancing the 'time-travel' aspect of the tour **Dickens Museum**.



Visitors themselves may also dress up to take a tour which is a **common feature of fans on Game of Thrones or Lord of the Rings Tours**. The tour may incorporate music, readings or even theatrical aspects (this approach is fairly common on ghost tours where actors are employed to jump out and scare visitors at key points in the story telling!)



The **Birth of Punk tour in New York City (US)** introduces visitors to the homes, venues, recording studios and iconic locations related to the 1970s punk movement in the city. The website offers a Spotify playlist of relevant bands that visitors can download to contextualize the tour.



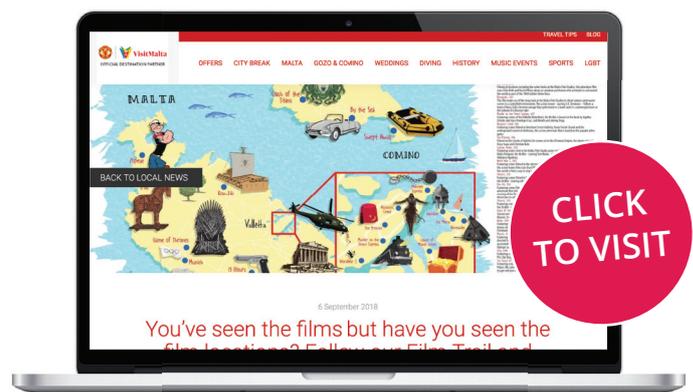
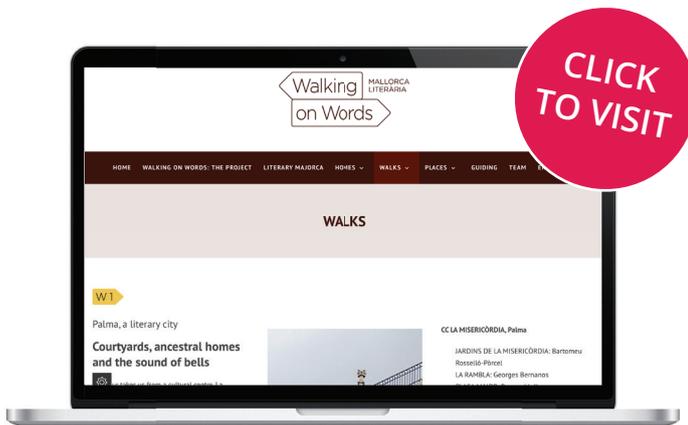
TRAILS

Whilst tours are generally led by a guide, a trail is characterized by being self-guided. Like a tour, a trail brings together a selection of related sites, creating a themed journey for the visitor to follow themselves with the aid of various types of interpretive materials and media. Trails vary in scope and size from short, site-specific walks, to city or regional trails and even encompass the international themed routes created by the EU (weblink). They all share the same focus however of telling a story through the city or landscape. As there is usually no guide to explain the narrative the quality of the interpretation and the coherence and strength of the pop culture theme are really important.

Therefore, trails which follow the life of famous authors and musicians by bringing together key sites in the evolution of their lives and creative careers make satisfying experiences for fans. (e.g. the **Jane Austen trial in Hampshire, UK** provides a detailed journey through many sites associated with Austen's life



Similarly themed trails can give a more generic overview of the pop culture credentials of a destination for example the range of **literary themed routes** which have recently been developed in Mallorca and the recently launched **Malta film trail** which explores a range of film locations on the island.



Interpretation

The most common means of creating and interpreting a route is via a **map-based leaflet** with the trail route indicated along with the various points of interest with associated information on these. These are often distributed in hard-copy format via visitor information centre, hotels, libraries and as PDFs available through websites. The amount of information that can be conveyed in this format is limited but links can be provided for further research. The benefit of this simple format is the ease of use in the field. Often the map format is augmented by information panels situated at key points on the trail.



Increasingly, **interactive maps** have been developed online – in this format, the route of the trail is provided with clickable links to interpretive material and additional visitor information such as accommodation, restaurants, shops and transport links.

These have led the way for **trail apps** to be developed for download onto mobile devices. These apps use GPS technology to provide information on sites in the visitor's location and can offer additional content such as archive images and films, augmented reality such as 3D models and aural history. They can also interact with QR codes in interpretive panels along the route. Apps can also offer interactive activities such as quizzes where visitors can be rewarded for their learning along the trail. A good example of such an app is the Maritime Mile Heritage trail in the seaside resort of Minehead in Somerset (UK).

Audio trails



Audio trails are a simpler interpretive technique which can nonetheless be very effective as they focusses on **storytelling and other audio content**. These can be delivered via a downloadable app or hired to visitors using an MP3/portable media player and headphones – this is the approach often used in galleries and historic buildings to give additional interpretive information, often in different languages. You can take very different approaches to the interpretation with audio trails for example you can dramatize events using actors and music or simply use local people or guides to give directions around a route delivering interesting pop culture insights en route.

Managing and monitoring trails

Trails need to be developed in partnerships with all relevant stakeholders. This is required in order to identify and develop the theme, produce the interpretation and launch the product but also to monitor the ongoing use of trail and continue to maintain and update any infrastructure used such as maps and information panels.

POP CULTURE EVENTS AND IMMERSIVE EXPERIENCES

Although tours and trails are popular and effective ways to interpret a popculture theme, **visitors are also looking for even more interactive and engaging experiences.** Once you have identified your pop culture theme it might be possible to develop an event or experience around it.

Some tours include such experiences as part of their more standard product for example a tour of locations associated with the Twilight TV series in Montepulciano, Italy ends with 'an aperitif with a vampire' in association with the theme.

CLICK TO VISIT



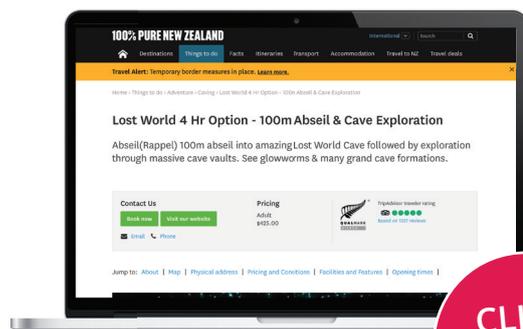
CLICK TO VISIT

Similarly, there are Game of Thrones themed tour products which include activities such as axe-throwing and archery whilst full-blown banquets are also held. These events include costumes for guests, live music and even specially produced wine and ale.

Bloomsday in Dublin, Ireland is a good example of an interactive literary event held annually to celebrate the literary heritage of the city but specifically to commemorate James Joyce's most famous work Ulysses (1922) which charts a day in the Dublin life of Leopold Bloom (16 June 1904). This literary event includes readings, performances and visiting the places and establishments referenced in the book. Dressing up as literary characters is very popular with Leopold Bloom's straw boater being a common items of menswear.



CLICK TO VISIT



CLICK TO VISIT

Other more extreme examples of popculture experiences which will not be available to all but may fire your imagination include abseiling trips into 'The Lost Cave' (Waitomo Cave, NZ) from the Lord of the Rings trilogy. This is a good example of a partnership between adventure tourism providers and popculture themes.

06

Marketing your pop culture product



MARKETING YOUR POP CULTURE PRODUCT

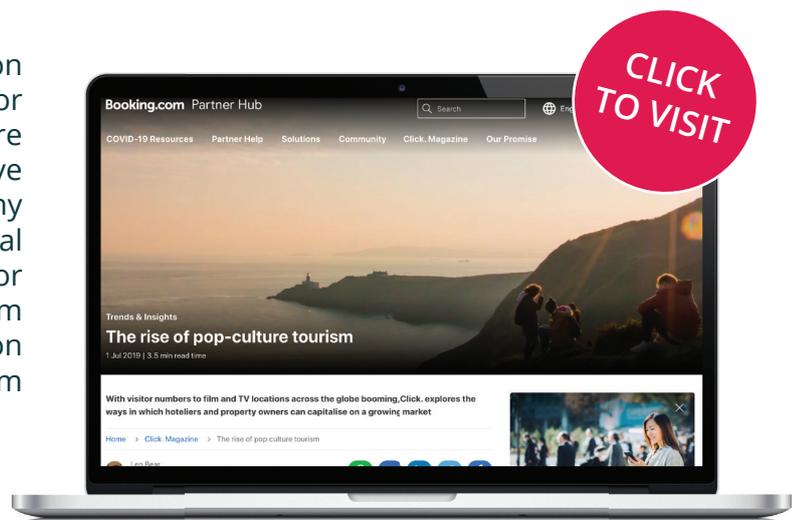
Once you have developed your popculture tourism product you will want to reach out through the most appropriate channels to let your potential visitors know about you and what you have to offer. The following sections provide a guide to digital marketing approaches that are easy and effective.

WEBSITE

Your website will undoubtedly be one of your **key communication tools** so **make sure that it conveys accurate and detailed information about your business, services and products.** Invest in good web design to make sure that your web pages are user-friendly and attractively designed. Location maps, clear directions, recommendations for parking, schedules of events, booking information and clear contact details are also essential components. Make sure that there are very obvious links to your social media pages too.

One of the simplest ways to attract pop culture tourists to your business is to **ensure that you have images and information on pop culture locations** in your area even if you don't have a specific popculture tourism product yourself. Accommodation providers in regions with a strong literary, film or music heritage should include these settings and links within their websites to ensure that they appear in the searches of fans looking for services.

Apply to your local film council or Destination Management Organization to see if any film or TV images of productions filmed in your area are available to use of your website – they may have negotiated with the film production company for permissions to use these for promotional purposes. The following article written for partners of the hotel booking site Booking.com gives advice to hotels and other accommodation providers on exploiting popculture tourism themes:



SOCIAL MEDIA

Social media platforms are another **powerful tool in marketing your popculture tourism product** as your potential visitors will undoubtedly be using these. It's important to choose the most appropriate platform for your organization and your potential visitors.

The main social media channels are presented below with some hints to assist your selection and use of the best channel for marketing your popculture product. It is important to be consistent in your posting of content whichever channel you choose so do bear in mind the amount of time you have available for this.



Facebook

Globally, the most popular social media platform is Facebook with 2.45 billion monthly active users and generally, a young age demographic of around 25-34. Facebook is good for sharing visual content such as images and video and you should use it to both deliver your own messages and share any interesting content that's relevant to your business and your popculture theme. It's usually recommended that you post once a day and share a post every other day. Tagging businesses and organizations relevant to you will also widen your exposure.



Instagram

Another highly visual platform is Instagram which now has 1 billion monthly active users, the majority of which are millennials (individual born between 1981 and 1996). Users respond well to high quality images and commentary should interpret and tell stories around visual content. Use hashtags – a # before a relevant keyword or phrase to categorize your posts and help them show up more easily in a search. Try to share 1 or 2 posts a day.



Twitter

Twitter has 330 million monthly active users and resembles a microblogging site as users are restricted to 140 characters to convey their messages. The content that you post and retweet must be relevant to your business to be effective. Aim to tweet more than once a day and be consistent.



Blogs

The word blog originates from the phrase “weblog”. A blog is an online space where someone logs or writes about personal experience, activities, and opinions but they can also be effectively used to market your popculture business. There are over 500 million blogs on the internet, the majority of which have been created by millennials. Unlike other social media platforms, blogs offer much more space to provide background contextual information and commentary on the products that you offer and users' experience of them. Most blog posts are around 400 words in length and bloggers generally post weekly/fortnightly so don't start a blog unless you feel you can maintain this. For an excellent example of powerful social media marketing have a look at the Instagram account and blogs of Rabbie's Tours, a Scottish-based tour company which offers pop culture tours amongst other themes.



For general guidance, the **Visit Britain's Digital Marketing Toolkit** offers more advice on developing these various marketing approaches.

AFFINITY MARKETING

Affinity marketing (sometimes referred to as partnership marketing) focuses on **developing strategic partnerships between complementary businesses and organizations.**

A mutually beneficial marketing strategy can then be adopted. In any visitor destinations, tourism businesses will often be highly integrated and dependent on each other and so affinity marketing makes a lot of sense. For example, local tour operators work closely with hotels, restaurants and visitor attractions and all will be aligned to their local Destination Management Organization. Your local DMO can help you to identify potential partners for affinity marketing. The next step is to develop shared marketing plans – this might involve a shared social media presence, shared content and links through websites, discounts and vouchers and ultimately packaging, where you may combine your offerings into one product.

FAN CLUBS AND SPECIALIST PUBLICATIONS

Finally, as we discussed earlier in the manual, many of our purposeful popculture visitors (whether they be interested in film, literature or music) will be **fans**.

This means that they may belong to a wider fan community and can be reached effectively through these groups. If your pop culture product involves a theme for which there is a strong fan base, it's a very good idea to research fan clubs and associated social media, specialist publications and discussion forae, all of which can be used to find out more about your potential visitors and how to reach them.

Conclusion

The manual now continues with case studies of good practice from our partners.



07

Examples Of Good Practice: Case Studies From Partners



FILM AND TV TOURISM AT THE OLD ROYAL NAVAL COLLEGE, GREENWICH

The Old Royal Naval College (ORNC) site

The Old Royal Naval College site in Greenwich, London is a major visit attraction which regularly appears in the annual list of the top 20 most visited free attractions in England, produced by Visit England. The site is part of the **UNESCO World Heritage Site** and encompasses 500 years of history, being the **birthplace of Henry VIII and Elizabeth I**. Originally the Royal Hospital for Seamen, the site was built in the first half of the 18th century and was designed by Christopher Wren and a number of other distinguished architects. The highlights of the site are the Painted Hall and the Chapel and there is a Visitor Centre and restaurants on site. The buildings are also home to the University of Greenwich and Trinity Laban Conservatoire of Music and Dance.

Filming at the site

The buildings and grounds of the ORNC have been used in many films and television programmes going back as far as the romantic comedy **Indiscreet (1958)** starring Cary Grant and Ingrid Bergman, which has scenes filmed in the Painted Hall. The large domed and colonnaded buildings and extensive avenues and walkways mean that filmmakers can transform the site into London, Berlin or Paris and many different historical eras including fantasy, futuristic worlds. The site can be seen in films as varied as **Four Weddings and a Funeral (1994)**, **Pirates of the Caribbean: On Stranger Tides (2011)**, **The King's Speech (2011)**, **Les Misérables (2013)**, **Thor: The Dark World (2013)** and **The Muppets - again (2014)**. From 2016 onwards, the most expensive television series ever made, **Netflix's The Crown** has also been filmed onsite. In fact, so many films have been shot here that Empire magazine called the ORNC 'the most popular filming location in the world'. The site is owned and run by the Greenwich Foundation for the Old Royal Naval College.



Film and TV tourism at the ORNC

Since the release of a number of high profile films in the period 2011 onwards in which the ORNC site was clearly recognizable, visitor numbers have increased markedly (for example in the years 2011-2013 the site was in the top 10 most visited free attractions in England for the first time). In this period, many visitors to the site were keen to see specific film locations and view the architectural beauties but no specific media tourism product was available.

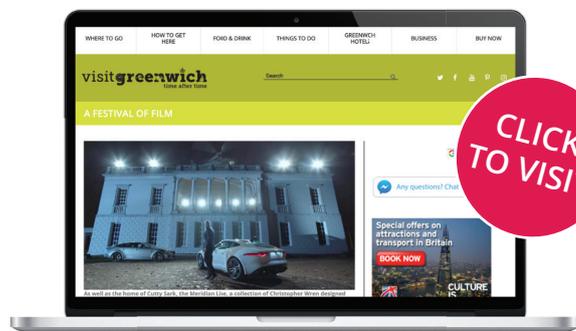
Developing the film and TV product

In recent years the site has been developing its film and TV product incrementally. Initially, site managers began to provide more detailed information about specific ORNC film locations through its website...



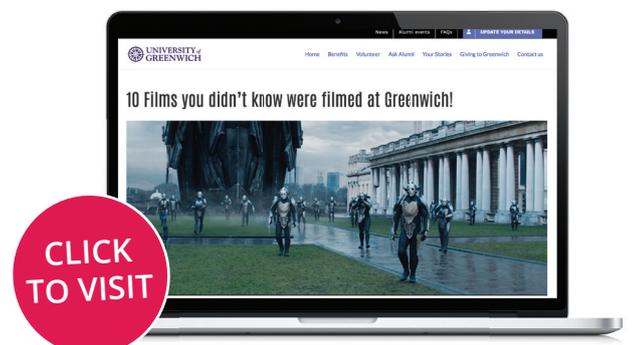
More targeted products then emerged, as follows:

- A downloadable map of the ORNC site was produced, providing details on the various films and television programmes filmed on site and indicating the specific locations of filmed scenes.
- Between Sept-October 2015 the very popular ORNC Goes to the Movies exhibition was held at the Visitor Centre showing stills from the films against real location images and original film posters
- Film location tours are now available on site. Tours last 60 minutes and the ticket price (£15/3) includes year-long entry into the Painted Hall and Victorian Skittle Alley. Tours run on the last weekend of each month



- The film tourism product at the ORNC is further promoted by the local Destination Management Organisation, **Visit Greenwich** who provides information on the film and TV locations through its webpages

Similarly, the **University of Greenwich** which occupies part of the site extends the product on its webpages



www.popculturetourism.eu

