

Be 'Brave' and open your doors to film makers

How can you make your establishment attractive to budding film makers and attract more visitors?

With the emergence of internet marketing and social media, traditional marketing rules have changed. Hotels can now communicate with their guests through multiple online channels, many of which are inexpensive or free. There is a growing popularity in the number of hotels which have established videos encouraging visitors to choose their venue over the rest. These normally consist of short video clips involving events at the hotel, guest interviews and on site facilities. It can also be extremely beneficial for establishments and destinations to feature in films and television shows, as this can showcase the area and ultimately draw visitors. According to VisitScotland, recent figures suggest that 25% of visitors to Scotland are inspired to do so after seeing Scotland on film and TV. So what can you do to make your establishment a perfect location for filming purposes?

TayScreen, the screen commission for Fife and Tayside, reporting to the Councils of Angus, Dundee, Fife and Perth & Kinross, provides information to those wishing to be involved in the filming industry. The office was established in 2002 and promotes Fife and Tayside for all kinds of screen production – advertising, film and TV. The company believes that screen productions bring benefits such as location fees, spending on regional services, and promotion of the region for business and tourism.

Julie Craik, Project Manager at TayScreen says it can also be beneficial to your hotel if it were to be used as a location spot. She says, "If you are interested in your hotel also being used as a location on screen, there are a variety of benefits to this, including location fees, free promotion resulting from finished projects, and film tourism.

"My top tips in securing your hotel as a location would be to first find your nearest regional screen agency. TayScreen is a member of the Scottish Locations Network with Creative Scotland, the national creative industries organization for Scotland and there are screen office contacts for all the regions of Scotland. Also I would highly suggest listing the hotel as the TayScreen online directory includes locations and film crew friendly accommodation. Those interested can list their hotel on our webpage or we can include it in our 'offline' database. Lastly I would say to make sure the property is adequately displayed online, with full details and photographs. This will make it a lot easier for productions to access the

information they need and making short online videos are always worth considering.”

If you are chosen as a location for filming, there are a few important steps to ensure the end result is beneficial.

- Preparation is key, and film makers will often want to visit the hotel before the day of filming to scope out areas for filming and identify which rooms will be used in the feature.
- Also any scripting, interviews and availability will be organised well in advance to ensure no delays on filming day, so it's worth identifying key people who will need to be available for these.
- It's often preferred to get all filming to be done in a day so it is important to get everything right.
- The main thing to keep in mind is what might catch the interest of the person watching the video. How can the filmmaker put across the key elements of the subject visually, capturing the imagination of the audience while sticking to traditional rules?
- The crew will need to be aware of guests checking in and out of the hotel, any maids who may be cleaning and the lobbies which will be full of staff and visitors. It's worth having any cleaning or preparation works finished by the time the crew is on site or out of the locations which will be used and working in different areas, so they don't stray into any of the shots. No one should be filmed without their knowledge.

For further advice on how to make your venue film crew friendly or to find out how to attract film crews to your establishment contact Tay Screen at www.tayscreen.com or call (0)1382 432483