

1 in 5 visit for our movie sets!

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SCOTLAND'S economy has raked in up to £1BILLION... thanks to a roaring trade in 'set-jetting'.

Latest tourism figures reveal one in five overseas visitors to Scotland travel here after being inspired by images on screen. Movies like Braveheart, The Da Vinci Code and TV hits including Balamory and Monarch Of The Glen have showcased our scenery and encouraged tourists to flock here.

And the visitors spend around £30million-a-year while they are here — employing up to 8,000 people.

Ghost story The Awakening, with Brit stars Dominic West and Rebecca Hall, is the latest big budget film heading here.

The production is expected to spend upwards of £500,000 during the month-long shoot in East Lothian and Berwickshire.

Elsewhere, Bollywood flick Mausam is filming in Edinburgh and rom-com The Decoy Bride, starring David Tennant and Alice Eve is shooting around the country.

Scottish Screen — now Creative Scotland — lured 31 projects here in 2009 alone, including nine big budget films.

The firm's locations manager Belle Doyle, said: "It's like a postcard for Scotland. You simply can't buy that kind of exposure. It's our job to persuade people to use Scotland as a location. Meanwhile, a VisitScotland spokeswoman added: "Our locations are a wonderful means of advertising Scotland and attracting visitors from across the globe."

GEORGINA REID looks at some of the movies and TV shows which sparked the set-jetting trend...



MOVIE EXTRAS ... the success of films like Braveheart have boosted Scotland's tourism

BRAVEHEART AND ROB ROY

£30m tourism boost

BRAVEHEART had a massive effect on tourism in Scotland. The 1995 epic about William Wallace, starring Mel Gibson, was released six months after Liam Neeson's Rob Roy blockbuster.

In the following year, visitors to Stirling's Wallace Monument shot up from 40,000 to one million, with an annual turnover of £1million. The combined tourist income from Braveheart and Rob Roy was £15million in 1996 alone.

Historic tours of both films are still big business.

BALAMORY

£5m a year tourism boost

SMASH hit Cbeebies kids' show Balamory had a dramatic effect on the island of Tobermory, population under 1,000.mpu

It started filming in 2002. A year later visitor numbers to Tobermory rose by 40 per cent, bringing 160,000 extra visitors to the island.

Oban's Tourist Information Centre topped 700,000 enquiries making it the busiest in Scotland.

VisitScotland estimated the series contributed £5million a year to the tourist economy of Mull and the Western islands.

HARRY POTTER

10 visitors a day to Nicholsons Cafe

NICHOLSONS Cafe, where JK Rowling wrote the first Harry Potter book back in 1990, still gets as many as 10 visitors a day asking to see where she sat.

It became a Chinese buffet restaurant but last year it re-opened as the Spoon Cafe Bistro and is still a Mecca for budding writers worldwide.

There is now a Book Seven themed tour package for fans, including the cafe, the Balmoral hotel where Rowling finished the final book, the real life Diagon Alley and a trip on the Jacobite Steam Train which runs over the dramatic Glenfinnan Viaduct to re-trace Harry's journey to wizard school aboard the Hogwarts Express.

THE DA VINCI CODE

72 per cent increase in visitors to Rosslyn Chapel

THE Tom Hanks movie turned the spotlight on Rosslyn Chapel, Midlothian.

Visitor numbers increased by 72 per cent following the release of Dan Brown book in 2003.

In 2006 — after the film came out — visitor numbers reached a staggering 175,000.

VisitScotland teamed up with London and Paris tourist chiefs to promote a three-centre package holiday.

<http://www.thesun.co.uk/sol/homepage/news/scottishnews/3040674/1-in-5-tourists-visit-Scotland-to-see-movie-locations.html>