



GO TO PLACES

Bringing people together, helping places thrive

HERTS CAMERA ACTION: EXPERIENCE DEVELOPMENT



OVERVIEW

The project's screen tourism development programme and development of filming offer drew upon some of the key strengths, opportunities, and gaps of screen tourism for Hertfordshire, identified as part of a Screen Tourism Product Audit and Toolkit conducted in 2021 by Visit Herts and expert Seren Welch.

The Screen Tourism development project supported 10 businesses in Hertfordshire to develop and launch new experiential screen tourism products to attract visitors, extend the tourism season and drive overnight visitation.

The Herts, Camera, Action programme aimed to capitalise on the world-leading hub of film and TV studios located in South Hertfordshire to ensure that the wider community benefited from these assets. This project was part-funded by the UK Government through the UK Community Renewal Fund.

The project included three interconnected workstreams to kickstart innovation by supporting the creative industries' supply chain, investing in creative skills and knowledge exchange, and developing a series of brand-new screen tourism products to support the rebuild of Hertfordshire's visitor economy. This case study will focus on GTP's delivery of the Screen Tourism experience development program.

CHALLENGE

The Screen Tourism Development Programme aimed to support 10 businesses in Hertfordshire to develop and launch new experiential screen tourism products to:

- Create new revenue streams to support business resilience
- Attract new markets, increase length of stay and spend
- Increase visitor dispersal throughout the year, and to less visited areas
- Create a strong screen tourism USP for Hertfordshire



University of Hertfordshire **UH**



HM Government



Hertfordshire Local Enterprise Partnership

HERTFORDSHIRE GROWTH HUB



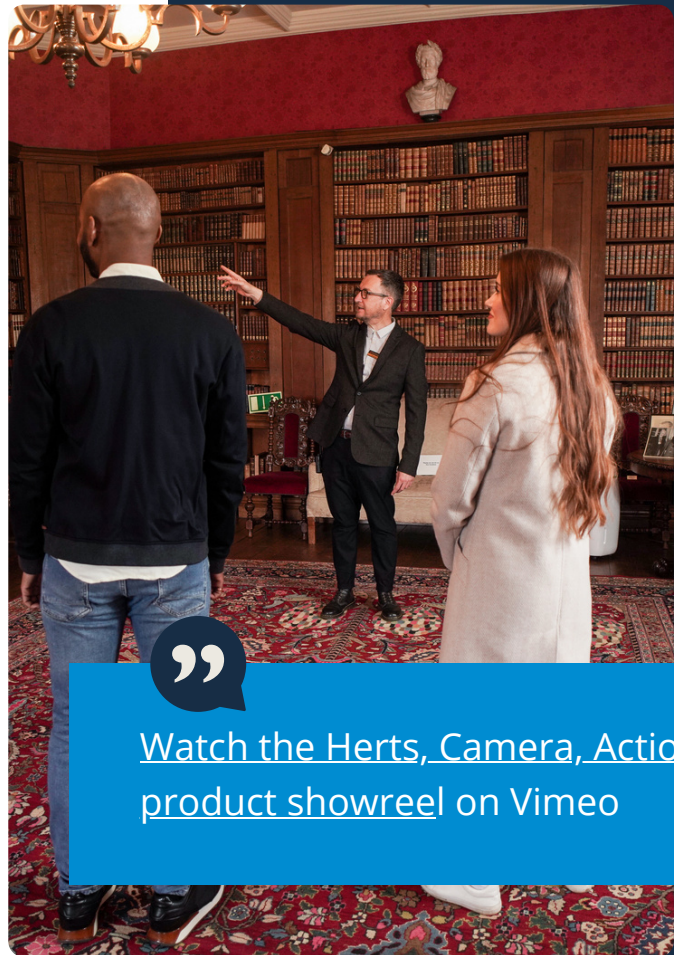
KEY STEPS

Successful businesses received a package of sector specific support to develop the product, ensure it's fit for the audience and launch it to market, including:

- Specialist 1:1 support from a screen tourism consultant and industry experts from the University of Hertfordshire.
- Funding to help develop the project - Successful businesses received a grant of up to £8,000 (with 20% match) to support the development of their screen tourism product.
- Content and strategy development - Content, imagery, video and digital asset creation alongside specialist consultancy from the University of Hertfordshire such as heritage and local history, branding, IP, digital tech.
- Product and market testing - Opportunity to test your new product with consumers and the travel trade.
- Campaign and distribution - Inclusion in screen tourism destination content, itineraries campaigns and PR Inclusion in travel trade distribution activity

OUTCOME

A focus on developing screen related tourism products and associated campaigns has increased awareness of Hertfordshire as a screen tourism destination. The businesses involved in the programme have diversified their offer attracting new audiences and making them more resilient resulting in safeguarded jobs and job creation being realised within the project or forecast within the next 12 months



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[Watch the Herts, Camera, Action product showreel on Vimeo](#)

RESULTS

17.5 FTE jobs created

18.5 FTE Jobs Safeguarded

8% increase in visitor footfall at participating businesses

100% of businesses were either satisfied or highly satisfied with the support received
