

Development Funen and North Sea Screen Partners invite **tourism organisations, the tourism trade, politicians, officials and operators from cultural institutions to the conference on:**

# FILM TOURISM

## – A new path for Danish Tourism

Join the conference and hear about the possibilities of film tourism in Denmark as well as the experiences from the rest of the world.

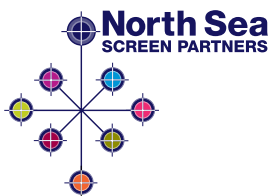
**Wednesday 4 May at 11 am to 5 pm.**  
**in the film studios in Fjellebroen close to Faaborg.**

In collaboration with a range of partners, the regional film foundation FilmFyn introduces film tourism to the Danish tourism industry.

Get a glimpse into the challenges and experiences and, not least, the multiple possibilities connected to the exploitation of Danish films towards both national and international tourists.



\*No participation fee – lunch included



**Film Fyn**

The Interreg IVB  
North Sea Region  
Programme



Investing in the future by working together  
for a sustainable and competitive region



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**Sign up here!**

## PROGRAM

### Kl. 10–11

**Arrival, registration and coffee**

### Kl. 11–11.15

**Welcome and introduction to the studios by**  
*Owner Thomas Kristensen*

### Kl. 11.15–12.15

**Film Tourism – a new future?**

- An introduction to film tourism including an overview of the experiences through a number of cases  
*Dr. Stefan Roesch, film tourism expert*

### Kl. 12.15–13.15

**Stocholm – in the footsteps of Lisbeth Salander**

- On the promotion of the film versions of the Millenium trilogy in France and a sneak peek into the engines of Sweden's film tourism success  
*Pierre Tolcini, Country Manager France, VisitSweden*

### Kl. 13.15–14.15

**Lunch**

### Kl. 14.15–15.00

**Turisten – hvem er han?**

- An insight into the behavior and demands of the modern tourist  
*Mads Bødker, tourism and IT scientist, cand.mag in Movie and Media Science, Ph.D in Human/Computer Interaction and cultural studies*

### Kl. 15.00–15.30

**Ystad – the native of Wallander**

- The story of a doubled tourism turnover for Ystad due to inspector Kurt Wallander – and of the creation of the film fund Film i Skåne  
*Thomas Lantz, regional politician, Skåne, and former mayor of Ystad.*

### Kl. 15.30

**Coffee and fruit**

### Kl. 15.45–16.15

**Film and business**

- Is the film and the tourism a good match?  
*Henrik Møller-Sørensen, ASA Film*

### Kl. 16.15–16.45

**Film tourism in Denmark**

**– starting from Southern Funen**

- On FilmFyn's initiatives, ideas and projects  
*Julie Lindegaard, head of development at FilmFyn*

### Kl. 16.45–17.00

**Closing of the conference**

*Lars Hermann,*  
*Managing Director at FilmFyn*



## Introduction of the speakers:



**Dr. Stefan Roesch**, [www.film-tourism.com](http://www.film-tourism.com)

Film tourism expert and consultant with Market Research Institute in Bavaria, Germany. In 2010, he published the book "The Experience of Film Locations Tourists". Stefan counsel film commissions and tourist organizations in the development and strengthening of the effects of film tourism, and he is a requested speaker throughout the world.



**Thomas Lantz**, [www.skane.se](http://www.skane.se)

Regional politician in Skåne, Sweden, and former mayor of Ystad, Sweden. He is also the co-initiator to the regional film fund Film in Skåne.



**Henrik Møller-Sørensen**, ASA Film, [www.asafilm.dk](http://www.asafilm.dk)

Managing Director and producer of the "Far til Fire" films. In the process of establishing a division of the company in Southern Funen.



**Mads Bødker**, [www.cbs.dk/caict](http://www.cbs.dk/caict)

Tourism and IT scientist, cand.mag in Film and Media Science, Ph.D in Human/Computer Interaction and cultural studies.



**Pierre Tolcini**, country manager France,

VisitSweden, [www.visitsweden.com](http://www.visitsweden.com) / [www.communityofsweden.com](http://www.communityofsweden.com)

Pierre has achieved great success in promoting Swedish films abroad.



**Julie Lindegaard**, [www.filmfyn.dk](http://www.filmfyn.dk)

Head of development at FilmFyn. Trained journalist and responsible for FilmFyn's activities within the EU project North Sea Screen Partners, communication as well as film tourism initiatives.



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