



Why Forest Moon Days Makes Sense for Humboldt County

"Film tourism...is a specialized or niche form of tourism where visitors explore locations and destinations which have become popular due to their appearance in film and television series."
- Zimmermann, Stefan "Reisen in den Film, Filmtourismus in Nordafrika" researchgate.net. 10 September 2020

Why Return of the Jedi?

- An extremely popular movie can increase tourism to the film's location between 25%-300%
- \$70 billion company
- 62% (roughly 207, 225, 704 million people) of Americans are fans of Star Wars
- The age span of fans ranges from 4 – 70 years old
- Return of the Jedi is the #2 favorite movie in the series of all the Star Wars movies.

Why Our Region?

- Our redwoods are unique as **we were literally THE location for Endor**. No other location was used!
- When film tourists visit, we offer a greater travel experience: majestic redwoods, rocky coastline, Victorian architecture, wild rivers, and special features (i.e., Skywalk and Redwood Canopy Trail)

It's what the community wants...

A Facebook Poll of 400+ participants indicated a positive response from the local community (77% likely to attend; 81% supported government resources to host the event) and a strong sense of pride in the region we live in (89% willing to promote).

Other FAQ's about Film Tourism

- The appearance of a particular area in a film or television can have a huge effect on the number of visitors to an already existing place and create a new kind of tourism to the area and generate a boost for the local economy. **On average, a film can increase tourism and revenue by almost 31%.**
- It is a cause-and-effect relationship between destination images in films and decisions on choosing a travel site...films can help to increase awareness of historical sites, landscapes, and travel locations, creating interest in traveling to the areas described in films.
- The socio-cultural effect may be reflected in changes in the quality of life of the people affected (local residents, entrepreneurs), an increase in recreational opportunities for local residents...and the blossoming of public-private partnerships (PPPs).
- Film Tourism can trigger unique emotional reactions from visitors and also shape the values and lifestyles of those living there.
- Film tourism locations can be placed on the mental map of the consumer, as well as a possible destination on the visitor's bucket list (i.e., the Colosseum from the 2000 *Gladiator* film)

Economic Impacts

- The positive economic effect of movie-induced tourism can be seen in the purchases and expenses of visitors, and film tourists, which may generate direct revenue for people living in the settlement. Through the various taxes, central and local government budgets also benefit from these revenues. Additionally, the need to provide for movie-induced tourism induces an increase in the number of jobs, which reduces local unemployment. Neighborhoods get renewed as a result of tourism and the catalyst aspect of film tourism can have an important positive economic impact, which may lead to an improvement in the quality of life through economic growth.

Resources for Above Information:

Championtraveler.com Sept 10, 2020

ICSID.org

Inland Water Representation In Foreign Films Shot in Vietnam in Three Decades: Reflection on the Film Context and Film Tourism, Bui QL, RMIT University, Vietnam
Investopedia.com, Andrew Beattie

Movie Induced Tourism and Its Effects on Settlements, A Literature Study - Urbánne Treutz Ágnes Ph.D., Horváth Ádám Ph.D., Gyenge Balázs Ph.D., Szabó Zoltán Ph.D.