

Falkirk and West Lothian in focus

A campaign will use locations used on the big and small screen to showcase Falkirk and West Lothian as a visitor destination with the help of VisitScotland.

Film on Forth, a collaboration between Visit Falkirk and Visit West Lothian, will create a suite of digital itineraries, maps and videos highlighting the full range of filming locations across the area.

The project aims to bring more visitors to Falkirk and West Lothian where they will stay longer and spend more, representing a major benefit to the local economy.

The national tourism organisation is supporting the initiative with a £15,000 VisitScotland Growth Fund award. This award provides support to national, regional and sectoral tourism groups across Scotland to help them deliver partnership marketing campaigns.

Screen tourism is huge in Scotland, with almost one in five visitors saying they were inspired to travel here after seeing the country's stunning landscapes and heritage on the screen.

Both Falkirk and West Lothian have an increasing number of sites that have been used by production companies for major TV series and films including World War Z, Outlaw King, Trainspotting 2 and Outlander.

While attractions such as Linlithgow Palace and Blackness Castle have already seen huge rises in visitor numbers as a result of the 'Outlander Effect' the campaign aims to direct

visitors from across the UK to more of the locations in the area as well as other nearby visitor experiences. It is hoped this will lead to visitors spending more time and money in the area, ensuring more businesses enjoy the benefits of Screen Tourism.

The area is also home to Scotland's oldest cinema, the Hippodrome in Bo'ness. The campaign plans to work with local independent cinemas like the Hippodrome to promote the itineraries, maps and videos.

A Screen Tourism event will also take place where local businesses and groups can learn how to promote their on-screen connections and how they can engage with production companies to improve their visibility as potential filming locations. It is hoped this will create a legacy for the project and ensure Falkirk and West Lothian will continue to reap the benefits brought by Screen Tourism.