



SOUTH AFRICAN TOURISM

Q4, FY 2024/5 | Jan. – Mar.

Set-Jetting Trend Report

Film Inspired Tourism

SET-JETTING
TRAVEL IN
SOUTH AFRICA





OUR RESEARCH **APPROACH.**

This report examines how films drive the rise of set-jetting, where tourists visit filming locations, and highlights opportunities for the tourism industry to capitalise on this trend. It emphasises the need to meet the growing demand for immersive travel experiences inspired by film.

Desktop research was used to identify current digital trends in tourism. The process followed a three-fold matrix to identify recent trends. The matrix assesses the popularity, activity, and freshness of each trend. Freshness relates to the relative newness of an article; Activity – the number of people interacting with an article, including social media postings; and Popularity – the scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

The selection of key trends was based on a relative score of 4 and above, with a high relative freshness.

Source: Trend Hunter



SOUTH AFRICAN TOURISM

Report Summary

The rise of streaming services like Netflix, Amazon Prime, and Disney+ has sparked a surge in "set-jetting", with tourists visiting locations featured in their favorite films and TV shows. This trend is driven by the strong emotional connection fans have with on-screen worlds, transforming filming locations into must-visit destinations. Streaming platforms play a key role in popularising set-jetting. Set-jetting offers the tourism industry new revenue opportunities, especially by aligning marketing with popular films, offering immersive experiences, and ensuring sustainability. To meet growing demand, tourism providers must innovate and stay ahead of changing expectations.

Set-jetting is reshaping tourism, offering destinations the chance to benefit from a blend of pop culture and immersive travel. To stay relevant, the industry must adapt and deliver authentic, engaging experiences for film enthusiasts.



CONSUMER INSIGHTS.





1. Immersive and Themed Experiences

TREND

Tourists are seeking out immersive, film-themed experiences, with many destinations offering guided tours and interactive activities based on popular movies.

INSIGHT

There is a growing demand for guided tours that delve into behind-the-scenes stories and offer fans a chance to relive their favorite scenes. Additionally, locations are enhancing the visitor experience by offering film-inspired activities such as reenactments or themed events. These experiences allow tourists to connect more deeply with the films they love.

2. Sustainable Tourism and Preservation Efforts

TREND

As set-jetting grows, there is an increased focus on sustainable tourism practices to mitigate the impact of increased visitor numbers on filming locations.

INSIGHT

Destinations that are popular with film tourists, such as New Zealand and Iceland, are prioritising conservation efforts to preserve the natural beauty of locations that have become global landmarks. This trend reflects the balance between promoting tourism and ensuring the long-term preservation of these unique environments.



3. Nostalgic Set-Jetting

TREND

There is a rising trend of visiting locations featured in classic films, driven by nostalgia and cultural significance.

INSIGHT

Locations from older, iconic films like Casablanca and Gone with the Wind continue to attract tourists who wish to connect with cinematic history. This trend highlights the enduring appeal of classic films and the deep emotional ties viewers have with these time-honored stories.

4. Seasonality and Timing in Set-Jetting

TREND

Film-inspired travel is increasingly influenced by the seasons depicted in the films, with tourists timing their visits to match the aesthetic or mood seen on screen.

INSIGHT

Some destinations, such as Vermont (featured in Beetlejuice) or the Amalfi Coast (featured in Under the Tuscan Sun), see spikes in visitors during specific seasons that replicate the atmosphere in the films. This seasonal demand allows film tourists to experience the location in a way that mirrors their favorite cinematic moments.



5. Expanding Reach of Lesser-Known Destinations

TREND

Set-jetting is no longer confined to Hollywood; lesser-known destinations are experiencing increased attention due to their association with films.

INSIGHT

Smaller or previously overlooked locations, such as the Scottish Highlands (featured in *Outlander*) or rural towns in New Zealand (featured in *The Lord of the Rings*), are now receiving global recognition, helping to diversify the typical set-jetting hotspots. This trend highlights how film tourism is democratizing travel and bringing attention to hidden gems.

6. Film Festivals as Set-Jetting Catalysts

TREND

Film festivals such as Cannes, Venice, and Sundance are becoming key drivers of set-jetting, with tourists attending festivals and then exploring the locations featured in films.

INSIGHT

Film festivals not only showcase new films but also draw attention to the destinations where these films were shot. Many tourists extend their trip to visit filming locations after attending the festival, contributing to the overall tourism economy.



SPECIFIC EXAMPLES.

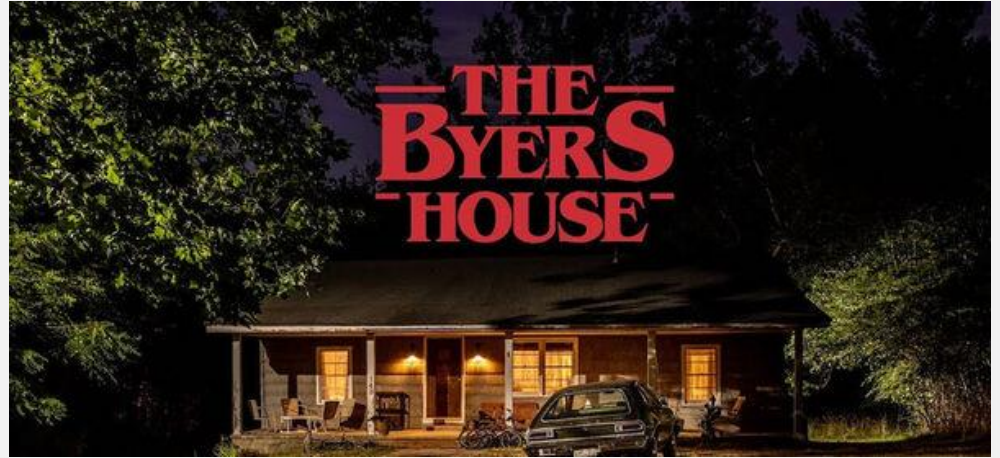


Sci-Fi Series-Inspired Rentable Homes

The Stranger Things Byers House is an Airbnb in Georgia

The iconic Byers Home is more than fiction as it is now an Airbnb destination located in Fayetteville, Georgia. Netflix's Stranger Things has a cult following and the fan base will be excited to hear that they can experience the home for themselves.

Arrived Homes, a company based in Seattle has spent half a million dollars renovating the home to welcome guests. Fans are met by intricate detail including the Christmas lights alphabet wall, a space to play Dungeons and Dragons, and the rock-themed bedroom.



New Zealand - The Lord of the Rings /The Hobbit

Date: Filming took place from 1999 to 2003 for The Lord of the Rings, and 2011 to 2014 for The Hobbit.

Locations: Matamata (Hobbiton), Tongariro National Park (Mount Doom), Wellington (Weta Workshop).



<https://www.hobbitontours.com>

Croatia - Game of Thrones

Date: Game of Thrones was filmed from 2011 to 2019.

Locations: Dubrovnik (King's Landing), Diocletian's Palace in Split, and the Fortress of Klis.



6 must visit Game of Thrones locations in Dubrovnik

A go-to guide to the city's top filming sites.

 By Tim Johnson • 20 Jun 2024 • 5 minutes read



https://www.tripadvisor.co.za/Articles-luTedB1Uns7o-6_must_visit_game_of_thrones_locations_in_dubrovnik.html

Italy - Under the Tuscan Sun / The Talented Mr. Ripley

Date: Under the Tuscan Sun was filmed in 2003, and The Talented Mr. Ripley was filmed in 1999.

Locations: Tuscany, Florence, Rome, and the Amalfi Coast.

Link: Under the Tuscan Sun Locations



Where was Under the Tuscan sun filmed?



Visit the Tuscan spots Hollywood chose to shoot the popular film based on Frances Mayes' memoir

<https://www.visittuscany.com/en/ideas/under-the-tuscan-sun-locations/>

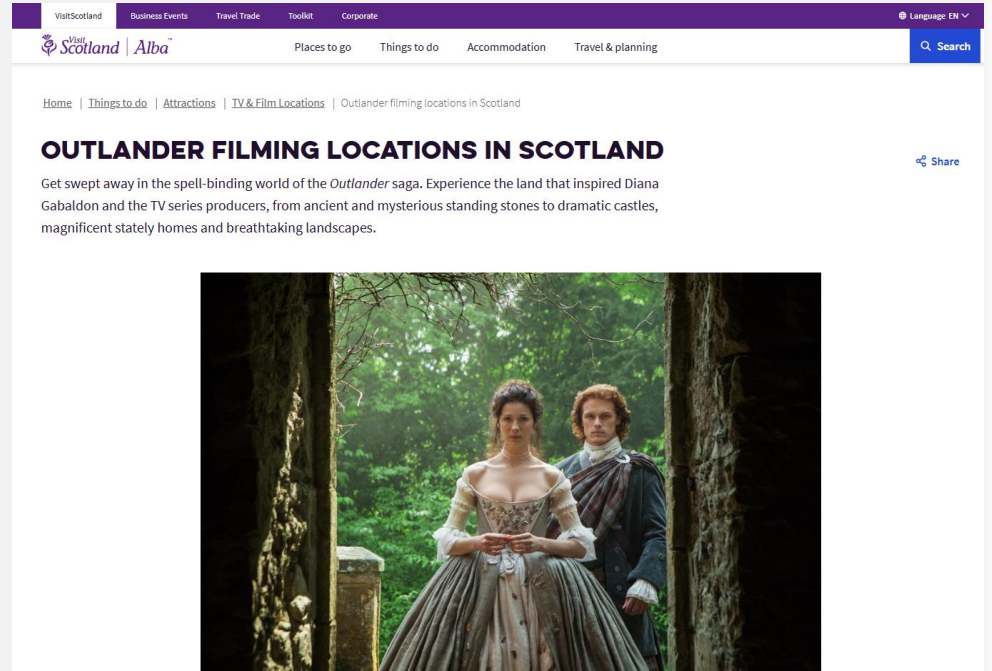
Plan your trip

- [Accommodation](#) >
- [Where to eat](#) >
- [Packages and stays](#) >
- [Experiences](#) >

Scotland - Outlander

Date: Outlander started filming in 2013 and is ongoing.

Locations: Doune Castle (Castle Leoch), the Isle of Skye, Culross, and the Scottish Highlands.



<https://www.visitscotland.com/things-to-do/attractions/tv-film/outlander>

Iceland - Game of Thrones

Date: Game of Thrones filmed in Iceland between 2011 and 2019.

Locations: Thingvellir National Park, Lake Myvatn, and Vatnajökull Glacier.



Guide to Iceland

Book your tours | Get a vacation | Rent a car | Search hotels | Find flights | Read info

Northern Lights | Ice Caving | Self Drive | Packages | Glacier Hiking | Sightseeing | Whale Watching | Hot Spring | Snorkelling

Best Game of Thrones Tours in Iceland — Largest Selection & Cheapest Prices Guaranteed

Explore the landscapes of Westeros with Iceland's largest selection of Game of Thrones tours. Visit iconic filming locations in Iceland from the popular television series.

Choose your perfect Icelandic experience | Select dates | Add travelers

Choose an experience | Starting date | Final date | 1 traveler | Search Now

Free cancellation | Best price guarantee | Largest selection of tours in Iceland | Most Popular Website about Iceland

Filters | Game of Thrones Tours | Refine the results by using the filters | Sort by: Popular

<https://guidetoiceland.is/book-trips-holiday/nature-tours/iceland-game-of-thrones-tours>

USA (Georgia) - Stranger Things

Date: Stranger Things began filming in 2016 and is ongoing.

Locations: Jackson, Georgia (Hawkins), and Atlanta (Starcourt Mall).



civitatis

Where are you travelling to? English US\$

The United States Georgia Atlanta

Stranger Things Tour

9.90 / 10 77 reviews Free cancellation Hotel pick up

Share **US\$ 155** See availability

We wanted to take our 12 year old Super Fan to check out some of the popular shooting locations...

Raymond

See more photos (34)

Description | Details | Cancellations | Reviews

Add to favorites

<https://www.civitatis.com/en/atlanta/stranger-things-tour/#:~:text=Travel%20to%20the%20world%20of,of%20filming%20locations%20in%20Atlanta.>

United Kingdom - Bridgerton

Date: Bridgerton started filming in 2020, with subsequent seasons.

Locations: Bath (Royal Crescent, Assembly Rooms), London (Syon House).

A screenshot of the Visit Britain Shop website. The page is for the 'The Bridgerton Bath Walking Tour'. It features a large image of a man in a gold-embroidered jacket standing in front of a large building. The page includes a search bar, navigation menu, and a pricing section. The price is listed as £20.00. There are also buttons for 'Free cancellation' and 'Mobile ticket'.

visitbritain
The Official Shop of the British Tourist Board

Search for products or destinations ...

English (GBP) Help Login Basket

London transport tickets Travel and transport Experiences Theatre shows Special offers TV and film

Home > The Bridgerton Bath Walking Tour

The Bridgerton Bath Walking Tour

Discover all the secrets of the wonderful city of Bath in this tour designed for small groups.

Eligible with a Mastercard Gift Card

Subscriber offer

Free cancellation
Cancel up to 24 hours in advance to receive a full refund.

Mobile ticket
Receive an instant confirmation and download the eTicket on your mobile.

Select options for prices

Quantity
Select

From: £20.00

Once you have completed your booking, you will receive an instant order confirmation via email from

<https://www.visitbritainshop.com/world/en/bridgerton-bath-walking-tour>

Vermont - Beetlejuice

Date: Beetlejuice was filmed in 1988.

Locations: East Corinth (covered bridge), Vermont's rural landscapes.

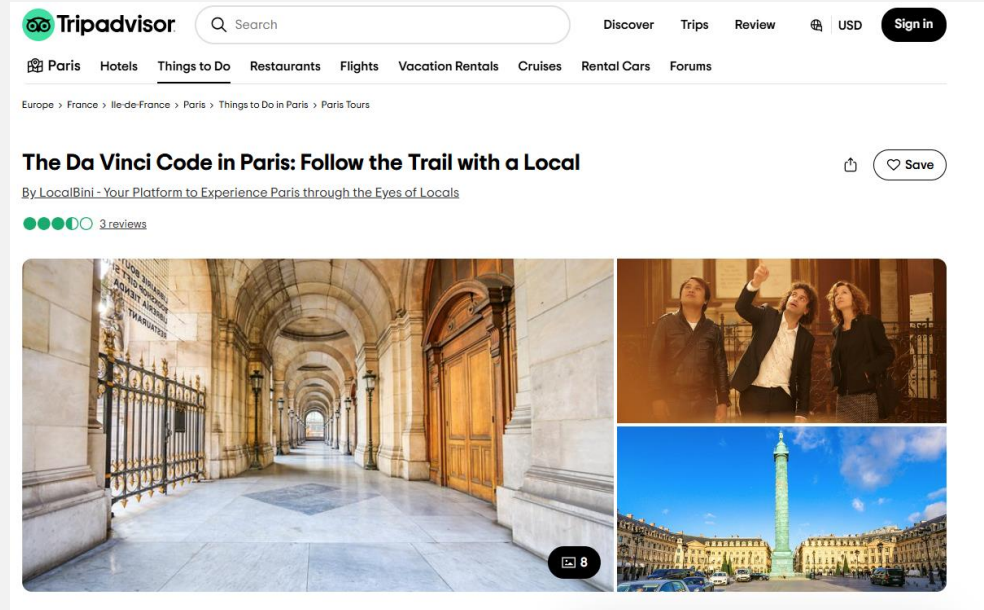


<https://www.cntraveler.com/story/where-was-beetlejuice-beetlejuice-filmed>

France - The Da Vinci Code

Date: *The Da Vinci Code* was filmed in **2005**.

Locations: The Louvre (Paris), Chapel of Saint-Hubert (Château de Villette).



The screenshot shows a TripAdvisor page for a local tour in Paris. The page title is "The Da Vinci Code in Paris: Follow the Trail with a Local". It includes a search bar, navigation tabs for Paris, Hotels, Things to Do, Restaurants, Flights, Vacation Rentals, Cruises, Rental Cars, and Forums. The breadcrumb trail is "Europe > France > Ile-de-France > Paris > Things to Do in Paris > Paris Tours". The tour is by "LocalBini - Your Platform to Experience Paris through the Eyes of Locals" and has 3 reviews. The main image is a long, arched hallway with a stone floor and a black metal fence on the left. To the right of the main image are two smaller images: one showing three people (two men and one woman) standing in a room, and another showing the Eiffel Tower at night. A "Save" button is visible in the top right corner of the tour listing.

[https://www.tripadvisor.com/AttractionProductReview-q187147-d18834348-The Da Vinci Code in Paris Follow the Trail with a Local-Paris Ile de France.html](https://www.tripadvisor.com/AttractionProductReview-q187147-d18834348-The_Da_Vinci_Code_in_Paris_Follow_the_Trail_with_a_Local-Paris_Ile_de_France.html)

FOOD FOR THOUGHT.



How can tourism destinations effectively leverage the rise of streaming platforms to attract set-jetting travelers while ensuring sustainable tourism practices?

How can destinations create immersive and authentic film-inspired experiences that resonate with tourists, while staying true to local culture and traditions?

Strategic Actions.

South Africa can take these strategic actions to capitalise on the global set-jetting trend and boost tourism:

1. Identify and Promote Filming Locations

A comprehensive database of international films and series shot in South Africa should be created. This will require collaboration with film production associations such as the **National Film and Video Foundation (NFVF)** and the **South African Film Commission** to build an authoritative list of major productions.

2. Develop Official Film Location Tours

Establish curated **film-inspired travel experiences** that allow tourists to visit iconic movie and TV series locations. Guided tours should include behind-the-scenes insights, interactive storytelling, and immersive experiences that recreate famous scenes.

3. Create Themed Attractions and Experiences

South Africa can take inspiration from destinations like **Hobbiton in New Zealand** and create permanent film-themed attractions. Sets from major productions such as *District 9*, *Black Panther*, *One Piece* and *Shaka Zulu* should be preserved and transformed into immersive attractions.

4. Leverage Digital Marketing and Social Media

A global marketing campaign should be launched to position South Africa as a prime set-jetting destination. This can include:

- Creating **engaging video content** showcasing famous filming locations.
- Partnering with **travel influencers and vloggers** to promote set-jetting itineraries.
- Running **targeted ads** on streaming platforms and social media.



Strategic Actions.

5. Develop Partnerships with International Studios and Platforms

Formal agreements with **Netflix, Disney+, Amazon Prime, and HBO** can be pursued to promote South Africa as a **filming and travel destination**. This could include adding South African locations to official streaming service travel guides.

6. Integrate Set-Jetting with Film Festivals and Events

Hosting and expanding major film festivals such as **Durban International Film Festival** and **Johannesburg Film Festival** will draw global attention. These festivals should feature set-jetting experiences where attendees can visit famous film locations.

7. Encourage the Development of Film-Themed Accommodations

Hotels, lodges, and Airbnbs should be encouraged to incorporate **film-inspired themes**. Examples include:

- Offering rooms styled after famous South African film sets.
- Creating “stay-in-the-movie” experiences similar to the **Stranger Things Airbnb** in the U.S.

8. Expand Film Tourism to Rural and Undiscovered Locations

Beyond cities, **rural and remote locations** that have served as film backdrops should be highlighted. This could attract tourists to lesser-known parts of South Africa, similar to how Scotland has benefited from *Outlander* set-jetting.



Strategic Actions.

9. Develop Sustainable Film Tourism Initiatives

South Africa should implement eco-friendly practices to protect filming locations, ensuring that tourism does not damage the environment. Learning from **Iceland and New Zealand**, set-jetting experiences should include **conservation messaging** and promote **low-impact tourism**.

10. Create Incentives for More Films to be Shot in South Africa

Strengthening film production incentives and promoting South Africa as an attractive location for major international studios will **expand future set-jetting opportunities**. By bringing in **high-profile productions**, South Africa can create **new iconic film destinations** that will drive future tourism growth.

For more information contact:

Vongani Sambo

vongani@southafrica.net

Neesha Pillay

neesha@southafrica.net

CONTACT DETAILS.



SOUTH AFRICA