

Matkailu osana elämystaloutta

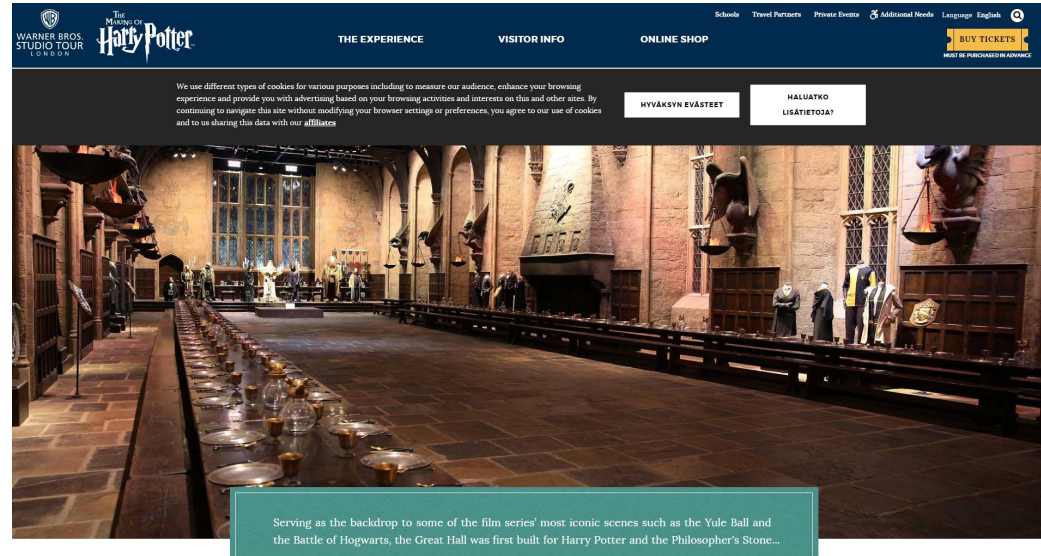
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Harry Potter (feature film franchise, 2001-2011)

Key insights

CONTEXT, THE AUDIENCE & SOCIAL MEDIA

As a successful film franchise, **Harry Potter** has undoubtedly raised the profile of London and also brought many people to the city – or the studios in Hertfordshire – either partially or primarily because of the production. The Harry Potter audience is also very sociable online and perfectly demonstrates the manner in which fans recommend, direct and promote locations to one another through social media.

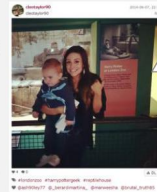
ILLUSTRATIVE COMMENTARY

"We visited the King's Cross Station on our trip to England in November 2005. This train station is a beautiful historic building on the outside with very modern facilities on the inside. You can go to platform 9 3/4, located within the station. The personnel were quite happy to assist us with directions. The platform is set up with a shopping cart halfway through the wall, to recreate the scene in a Harry Potter Movie. A great photo opportunity for Harry Potter fans. It's easy to find, and the inside environment is very friendly and comfortable."



Jacejudith
Millenium Bridge
(We went to this bridge because it's the one that fell down in Harry Potter.)

"Leadenhall Market was used to represent the area of London near The Leaky Cauldron and Diagon Alley in the film Harry Potter and the Philosopher's Stone."



"Where Harry Potter was filmed!! #londonzoo #harrypottergeek #reptilehouse"



"The spiral staircase in the South-West tower featured in Harry Potter and the Prisoner of Azkaban (2004) as the stairs in Hogwart's where Harry finds a crystal ball and returns it to Prof. Trelawney."



London

Production overview

PRODUCTION	LPV	GENDER	AGE	COUNTRIES	REASON FOR LOCATION VISIT
<i>HARRY POTTER (2001-2011)</i>	€13.3M	65% FEMALE 35% MALE	16-24	50% UK 25% US 25% Other	43% PRODUCTION 38% BY CHANCE 19% OTHER
<i>NOTTING HILL (1999)</i>	€24.9M	77% FEMALE 23% MALE	25-35	31% UK 12% US 10% Brazil 47% Other	55% PRODUCTION 45% OTHER
<i>SHERLOCK (2010-present)</i>	€13.7M	70% FEMALE 30% MALE	16-35	45% UK 55% Other	56% PRODUCTION 42% OTHER 2% BY CHANCE