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TAYSCREEN

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GUIDE

# PROMOTING

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## YOUR ACCOMODATION

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### FOR FILM & TV PRODUCTION

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[WWW.TAYSCREEN.COM](http://WWW.TAYSCREEN.COM)

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SCREEN OFFICE FOR  
COUNCILS OF ANGUS, DUNDEE, FIFE, PERTSHIRE

This is a guide on how to promote your accommodation to attract production crews for film, television, commercials and other media productions such as advertising stills and music promos.

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- Who is TayScreen and what do we do?
- What is the screen production market?
- How do I promote my accommodation as ‘film-crew friendly’?
- What does “film-crew friendly” mean?

## Who is FifeScreen+TayScreen and what do we do?

The office was established in 2002 and promotes Fife and Tayside (Angus, Dundee and Perth & Kinross) for all kinds of screen production – advertising, film and TV. Since then the region has hosted more than a dozen films and many advertising and TV projects each year. Screen productions brings benefits such as location fees, spending on regional services and crew and promotion of the region for business and tourism.

## What is the screen production market?

This covers all kinds of content production and may be distributed through many platforms such as cinema, TV, web and print media. Productions range from those with just a few crew to those with 50 to 200 people working at the same time. In addition to directors, producers, designers and actors, there will be many crew performing different functions. They are generally looking for affordable hotel accommodation within an hour of filming locations and that can host large groups. To cover the full team, they may use a group of providers.

Crews may be coming from within the UK or from overseas.

## Why would I want to promote my accommodation as film crew friendly?

**Block booking** – even small crews can take up extensive accommodation. Crews range from just a few people to over 200. Projects range from a day to several months. Please see the guide on location fees below.

**Promotion** of the business – production can be an opportunity to get valuable promotion both through its distribution and by owners linking to the project through web and other promotion. A photo of a well-known film or TV star or film crew at accommodation can be very helpful. You may need to get clearance before using images.

**Interest** in production – some people find the experience of working with a production crew interesting and enjoy this interaction.

**Screen tourism** – at least 40% of destination decisions are driven by the places people see on screen. Although accommodation is not featured on screen, regional production and filming locations can be used to promote your accommodation and for themed tours and experiences. Please see our Quick Guide to Screen Tourism.

## How do I promote my accommodation as ‘film-crew friendly’?

### ■ Contact us

Get in touch to let us know about your accommodation. TayScreen serves the Council areas of Angus, Dundee, Fife and Perth & Kinross in Scotland.

We promote the region and individual locations to the global advertising, film and TV sectors and currently deals with around **40 enquiries a month**.

Our website directory includes locations and film crew friendly accommodation. You can list on our website or we can include you in our offline database.

All entries in our web Directory are searchable within search engines such as Google.

Our website is [www.tayscreen.com](http://www.tayscreen.com)

We can include:

- Your accommodation in our online database.
- Photographs of your accommodation in our online image bank
- Photographs of your accommodation in portfolios of images send to projects.

#### **Contact:**

**Julie Craik**

**+44 (0)1382 432483**

**+44 (0)7951 380403**

**info@tayscreen.com**

**www.tayscreen.com**

#### **Creative Scotland Locations and the Scottish Locations Network**

TayScreen is also a member of the Scottish Locations Network with Scottish Screen, the national screen agency for Scotland. You can send details of your accommodation to Creative Scotland Locations but they generally forward these to the relevant local screen agency.

Enquiries received by Creative Scotland are forwarded to members of the Scottish Locations Network for response. We receive between 4 and 8 enquiries a month this way.

## ■ Use web and social media

Create a website for your accommodation or include information on any of your existing websites.

Make sure you take identities your preferred social media such as Facebook, Twitter and Instagram and use these to promote your accommodation to film crews. Make sure you add regular updates. You do need to make time for this but it is time well spent.

You may wish to include a page or section on your site aimed at film crews and include language that will be picked up by search engines such as “film crew”, “TV crew” and “film and TV production”. Include photographs.

After projects have left can be a good time to add information on projects hosted and it's always worth asking if you can take a few photographs of crew staying with you.

For inspiration take a look at how other accommodation providers promote themselves for this market.

Consider advertising your location using the services offered by search engines such as Google and social networks such as Facebook.

## ■ Contact Production and Location Managers

Get the names of production and location managers from screen industry directories and consider contacting them about your property – but don't put them off by overdoing it!

Directories include the following with a UK focus.

[www.theknowledgeonline.com](http://www.theknowledgeonline.com)

[www.kftv.com](http://www.kftv.com)

[www.filmbang.com](http://www.filmbang.com) (Scotland only)

You may find that some sources are subscription based.

## What does “film-crew friendly” mean?

Production crews can be demanding clients. It is best to be prepared for this if you are interested in hosting crews. They are governed by the weather in Scotland and by ever tightening budgets. This means that they tend to work long days and may require catering very early in the morning and late at night. Depending on the work schedule or changes to the schedule they may also require catering during the day or at short notice.

Like most group bookings, they will seek to negotiate the best deal. Some crews may be willing to have crew share rooms but others will require a room for each member of the crew. At the same time, they will always be interested in room rates that mean no single supplements.

Contact may be made by the screen office in advance or you may be contacted direct by a producer or production manager. It is probably best to refer all enquiries to the person who is responsible for marketing the hotel and who has authority to negotiate.

Film crews generally operate with early starts and potentially late finishes. In other words, they work 12 to 18 hour days, six days a week. So there is a level of expectation and a preference for accommodation providers that are willing to be 'film-crew friendly'. In many ways this is similar to serving the particular needs of interest groups such as those here for golf or outdoor pursuits.

Whilst a number of projects will make their own catering arrangements, this means they may need to be able to eat early, late or both.

In summary, consider doing the following:

### **Booking**

- Offer discount on block bookings for single occupancy rooms and especially when needed for a long period
- Offer accommodation on 'room only' basis if catering is being arranged by the production
- Be willing to hold provisional bookings for longer than normal. Production managers are answerable to others on the project and have to respond to decisions being made at the last moment.

### **Rooms**

- Ensure rooms are comfortable and quiet. Film crews need their rest at the end of a long day.
- En-suite single occupancy rooms are preferred.

### **Service Flexibility**

- If possible, keep any bar areas open longer at night so that crews can relax and unwind.
- Provide room service outside normal restaurant hours to cover unsociable working hours
- Make sure check-in and check-out services are smooth and efficient and responsive to early and late working hours
- For international crews be aware of the need to respond to different cultures such as food or room requirements

### **Discretion**

- Be discreet if projects include high profile directors and artists

### **And finally.....thank you**

For thinking about listing your accommodation with us. If you have any questions, please don't hesitate to get in touch.

**Call Julie on 01382 432483**

**Or email: [info@tayscreen.com](mailto:info@tayscreen.com)**