

# As seen on screen

Clients don't need to go far to see their favourite filming locations, finds Alice Barnes-Brown

**T**his year sees a new wave of high-profile movies and must-watch TV shows spotlighting glorious green fields, windswept shores and atmospheric urban spaces across the UK – and while they might inspire your next night at the cinema, they could also inspire your clients to book a British break to enjoy those as-seen-on-screen locations in real life.

The set-jetting trend – where travellers 'jet off' to places they've seen on TV or film – is growing. Two-thirds of respondents surveyed for Expedia's Unpack '25 trends report said their travels had been influenced by places they'd seen on screen, with just over a third saying TV and film was more influential than the previous year. VisitBritain, which focuses on attracting inbound tourism to our shores, even launched a global campaign, Starring Great Britain, to draw travellers from around the world to visit their favourite filming locations.

There's plenty for UK-based agents to highlight too, especially as many British breaks don't even require a flight.

## HOME IN ON HAMPSHIRE

Agents can capitalise on the release of the third *Downton Abbey* movie this September with a *Downton*-themed trip. Just Go Holidays' two-day *Downton Abbey* – Behind the Scenes Exclusive tour is centred around a visit to Highclere Castle, the stand-in for the Crawley family home.

With exclusive access to the Hampshire country house that day, clients can explore the building and grounds at their own ➤

Highclere Castle, the setting for *Downton Abbey*

PICTURE: Shutterstock/snapvision

# DESTINATIONS

## UK & IRELAND | SET-JETTING



**CLOCKWISE FROM LEFT:** Tower Bridge featured in *Bridget Jones*; Midhope Castle, an *Outlander* location; Bath's Roman Baths; *Bridgerton*, filmed in Bath

**PICTURES:** visitlondon.com/Antoine Buchet; Liam Daniel/Netflix; Shutterstock/Alexey Federenko; VisitScotland



pace, from the grand staircase Lady Mary descended on her wedding day to the bustling servants' quarters.

The tour also includes access to Highclere's spectacular Egyptian Exhibition, which details the crucial role played by former owner the fifth earl of Carnarvon in discovering Tutankhamun's tomb on his many travels to Egypt.

**Book it:** Just Go Holidays offers the one-night coach break from £219 per person, based on two sharing, including coach travel, accommodation, breakfast, dinner and visit to Highclere Castle, departing July 4. [justgoholidays.com/agents](http://justgoholidays.com/agents)

### LONDON BRIDGE(T)

*Bridget Jones: Mad About the Boy* is the UK's highest-grossing film of the year so far. Although the flick mostly depicts Jones's life north of the Thames, Renée Zellweger and co can still be seen frequenting her Southwark stomping grounds from previous films, including the rotund Globe Tavern and Tower Bridge.

Clients will get a bird's-eye view of these locations on Great Little Breaks' one-night London City Break. This trip wraps up an overnight stay with London Eye tickets and a river cruise. *Bridget Jones* fans will have time to explore the spots beloved by the kooky TV producer, such as nearby Borough Market. Should they have more to do in town, this package can be extended, giving time to hop up to the filming locations in Hampstead as well.

**Book it:** Great Little Breaks sells the one-night London City Break with London Eye trip from £286.60 per two people sharing. Includes accommodation with breakfast, London Eye tickets and a one-way river cruise. [greatlittlebreaks.com](http://greatlittlebreaks.com)

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### BRIDGERTON'S BATH

There are many reasons to visit Bath this year, with Jane Austen 250 celebrations and a new series of *Bridgerton* in the works. A Signature Collection tour from Shearings offers a good introduction. Clients can enjoy a guided tour of the Roman Baths before exploring independently – suggest *Bridgerton* fans take a trip to No 1 Royal Crescent to see the home of the gossipy Featheringtons.

The next couple of days provide a tour of Somerset landmarks, including Cheddar Gorge, Glastonbury and Wells, which has seen its fair share of filming too, from the latest series of *Wolf Hall* to cult classic *Hot Fuzz*.

**Book it:** Shearings sells the four-night Historic Bath, Royal Cotswolds and Somerset Highlights tour from £679 per person, based on two sharing. Includes half-board meals, excursions and coach travel, departing June 16. [shearings.com](http://shearings.com)

### HIGHLAND FLING

Scotland's scenery has been on the box a lot. *The Traitors*, filmed at Ardross Castle, had the nation talking, while Netflix's *One Day* had viewers pining for Edinburgh's student-filled streets. Another TV show suitable for Scottish set-jetting is time-travel romance *Outlander*, rumoured to be returning for a final season this year.

For clients visiting Edinburgh, UK specialist Rabbie's offers a day trip to some of *Outlander*'s regular haunts, including Midhope Castle and pretty Culross village.

**Book it:** Rabbie's sells the one-day *Outlander* Adventure from £173 for two people, based on an April departure. This includes transport along with tickets to visit Blackness and Doune castles. [rabbies.com](http://rabbies.com) ➤



# DESTINATIONS

## UK & IRELAND | SET-JETTING



**Book it:** HF Holidays' three-night South Downs Guided Walking Holiday is priced from £545 per person, based on two sharing, including full-board meals, one cream tea, guided walking and all ground transport. Based on a May 2 departure. [hfholidays.co.uk](http://hfholidays.co.uk)

### FUN AND GAME OF THRONES

Northern Ireland's compact size means clients can hit multiple *Game of Thrones* filming locations in a matter of hours, then be back in buzzing Belfast for dinner. A Giant's Causeway and Game of Thrones Filming Locations tour (commissionable via Attraction World) is an eight-hour extravaganza of George R R Martin's fantasy world. As well as visiting the Giant's Causeway, *Game of Thrones* fans will take in a plethora of locations: Dunluce Castle doubles as the home of the treacherous Greyjoy family, while the quiet harbour of Carnlough is Braavos, where Arya Stark escaped an assassination attempt. Most photogenic of all is the avenue of knotty beech trees called the Dark Hedges, used to recreate the ethereal King's Road.

**Book it:** Attraction World sells the one-day tour from £34 per adult and £29 per child, including transport and guide, but excluding castle admissions. [login.attractionworldportal.com](http://login.attractionworldportal.com) 



### WICKED SISTERS

The second part of the *Wicked* saga is coming out later this year. As Dorothy said, there's no place like home, and plenty of spectacular scenes from the first instalment were filmed in Britain. For instance, when glamorous Glinda arrives at Shiz University by boat, she is welcomed by huge white cliffs – British viewers may recognise them as the Seven Sisters in East Sussex's South Downs National Park.

HF Holidays sells a three-night hiking holiday that includes a day walking the undulating cliffs, with routes ranging from 6.5 to 10 miles.

**TOP:** The Seven Sisters cliffs, as seen in *Wicked* **ABOVE:** Dunluce Castle appeared in *Game of Thrones*

**PICTURES:** Shutterstock/Sven Hansche, Dmitry Pistrov

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For more information about Brightwater Holidays contact Claire Dutton – Trade Sales Manager: [clairedutton@specialistjourneys.com](mailto:clairedutton@specialistjourneys.com)

