

«QUANTI CIELI, QUANTI MARI CHE M'ASPETTANO». FILM-
INDUCED TOURISM AND TERRITORIAL PROMOTION

«QUANTI CIELI, QUANTI MARI CHE
M'ASPETTANO». CINETURISMO E PROMOZIONE
TERRITORIALE

Luisa Cutzu – Università di Sassari / InnTerr

Bertinoro, 19-21 giugno 2024

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Nespresso

The Little Mermaid fuels 216% increase in searches for filming location Sardinia as fans look to dive into the world of Princess Ariel as part of a new 'set-jetting' trend

- Film buffs are jetting off in search of their favourite set locations, easyJet said
- The White Lotus and House of the Dragon are also igniting wanderlust
- READ MORE: [TikToker reveals 'the things in the U.S that make no sense to a Brit'](#)

By LAURA SHARMAN
PUBLISHED: 16:50 BST, 2 June 2023 | UPDATED: 17:49 BST, 2 June 2023

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There has been a huge spike in holiday searches for Sardinia after fans of [The Little Mermaid](#) discovered the Disney box office hit was filmed on location on the island.

Following the release in May of the [live-action remake of the iconic 1989 cartoon](#) there was a 216 per cent increase in searches to the Mediterranean destination on the [easyJet Holidays](#) website.

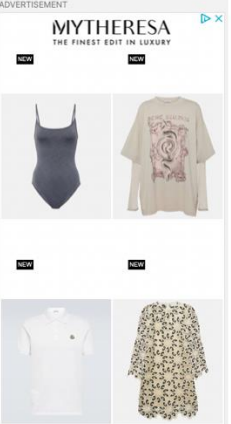
Fans are 'flooding online' to book their own watery adventure on the Italian island where [Halle Bailey](#), who plays Ariel, was filmed on the shore alongside Jonah Hauer-King, who plays Prince Eric, easyJet Holidays said.

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EXCLUSIVE

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The film follows the adventures of the mermaid princess Ariel who is fascinated with the human world and makes a deal with a treacherous sea witch to trade her voice for a life above the water.

The surge in searches for Sardinia is part of a new 'set-jetting trend' where film buffs take to the skies in search of 'destinations providing TV escapism', easyJet Holidays said.



The Little Mermaid fans are 'flooding online' to book their own adventure in Sardinia where the 2023 Disney remake was filmed on location

+1 [View gallery](#)

The surge in searches for Sardinia, above, is part of a new 'set-jetting trend', says easyJet Holidays

Its findings point to a 'significant year-on-year increase' in the new trend, which is being driven by 'the prevalence of international settings in popular TV shows and movies'.

The travel site revealed that the second season of Emmy-winning drama The White Lotus resulted in a tourism spike of 198 per cent to Sicily, 'as wanderlusters seek to holiday like wealthy but miserable romantic Tanya McQuoid-Hunt and her put-upon assistant, Portia'.

The premiere season of House of the Dragon, meanwhile, inspired die hard 'Thronies', said easyJet Holidays, 'to flock to the Spanish city of Granada, which has seen a 132 per cent increase in searches'.

Similarly, a statement said, Paris is seeing 'unwavering interest year on year as hopeful romantics yearn for their own Emily in Paris experience'. Searches for trips there have rocketed by 143 per cent.

EasyJet Holidays added that 'everyone's favourite murder-mystery of 2022, Glass Onion, has influenced a 122 per cent increase in searches to the Greek islands', while coming-of-age drama Aftersun has triggered a reported 162 per cent increase in searches for the destination where it was shot - Turkey.

This revelation has inspired a new genre of package holidays for fans wanting to bring TV and film fantasies to life.

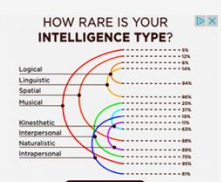
EasyJet Holidays has crafted a 'Jetflix fix' for 'keen telly-travellers' to immerse themselves in their favourite on-screen

POPULAR SET-JETTING DESTINATIONS IN EUROPE

Online searches are surging for the following hotspots:

- **Sardinia, Italy:** The Little Mermaid has fuelled a 216 per cent increase in holiday searches.
- **Sicily, Italy:** The White Lotus is behind a 198 per cent increase in searches.
- **Turkey:** Aftersun has led to a 162 per cent increase in search interest.
- **Paris, France:** Emily in Paris has encouraged a 143 per cent increase.
- **Granada, Spain:** House of The Dragon has inspired a 132 per cent increase.
- **Greece:** Glass Onion has led to a 122 per cent increase in searches.

Source: EasyJet Holidays



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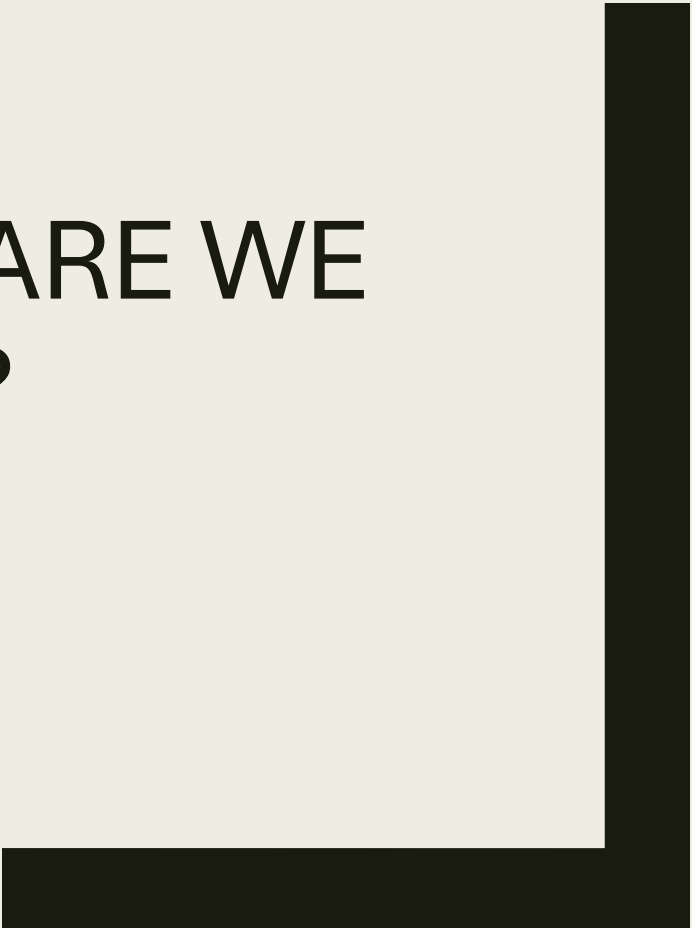
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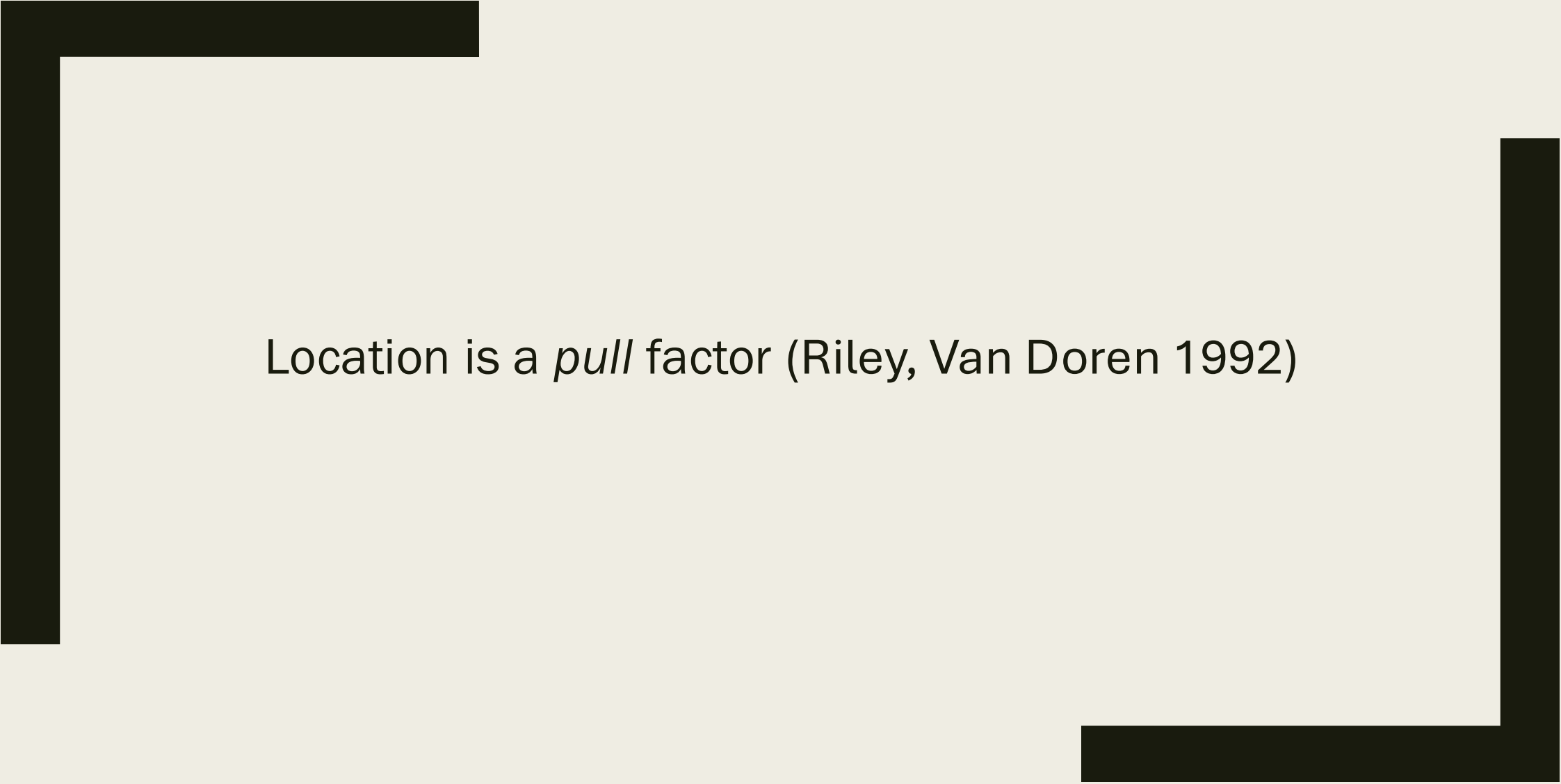
EXCLUSIVE As Virgin

FILM-INDUCED TOURISM

(Beeton 2006, di Cesare e Rech 2007, Nicosia 2012, Lavarone 2016, Lolli 2022)



FILM LOCATION: WHAT ARE WE
TALKING ABOUT?

The slide features two large, thick black L-shaped brackets. One is positioned on the left side, with its vertical leg extending from the bottom and its horizontal leg extending to the right. The other is on the right side, with its vertical leg extending from the top and its horizontal leg extending to the left. These brackets frame the central text.

Location is a *pull* factor (Riley, Van Doren 1992)

«The motivation to visit somewhere seen in a movie (whether real or imagined) is likely to have an effect in ways which traditional advertising cannot. With the medium of film, the person is not being cajoled into choosing the destination, rather they are making their own decision on the basis of the influence various aspects of the movie has had upon them».

(Bolan, Boy, Bell 2011)

The places pictured in an audiovisual product can be different:

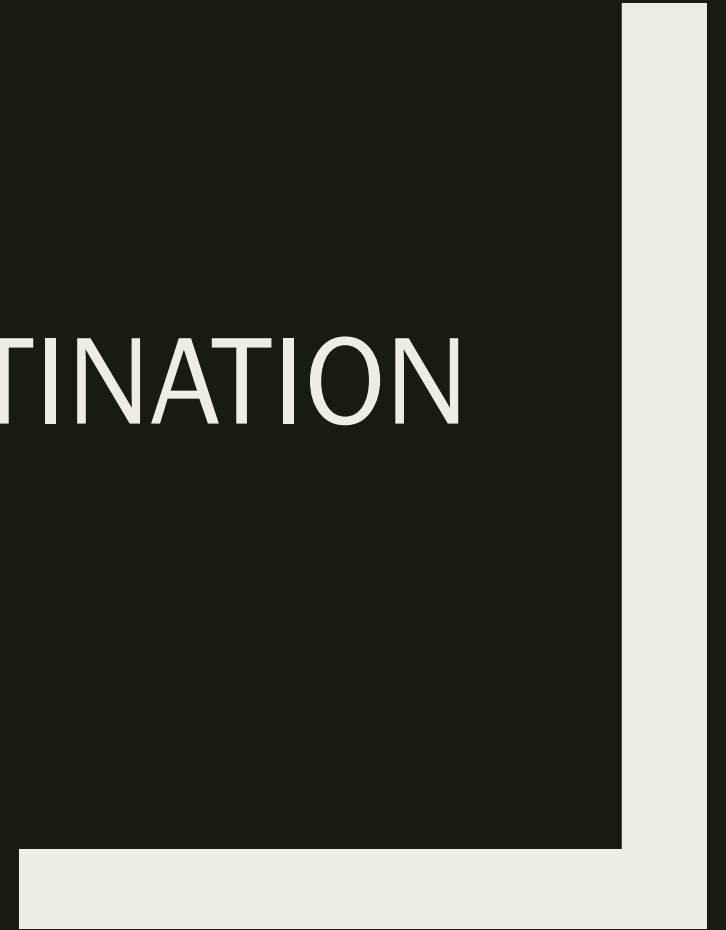
- *Real*: when the setting and the represented place coincide;
- *Fictitious*: when the setting is different and does not match the represented place;
- *Fantastic*: when the setting is totally artifactual and the reality of the place is not recognizable.

(Lolli 2022)

«**Icon Films** the ones that develop a global image of a country or region, either by showing its most representative cultural features or by renewing the pre-existent traditional or topical glance. In the same way, **Pastiche Films** are those movies that use cultural identity rites with negligence or falsely in a way that distorts referential reality, even though it reinforces stereotypes. Finally, **Tourist Poster Films** interlace their plots with the monumental beauties and landscapes of a certain place combined with the experiences and situations of daily life that tourists usually meet throughout their trips: hotels, restaurants, airports, museums, markets, etc».

(Mestre, del Rey & Stanishevski 2010)

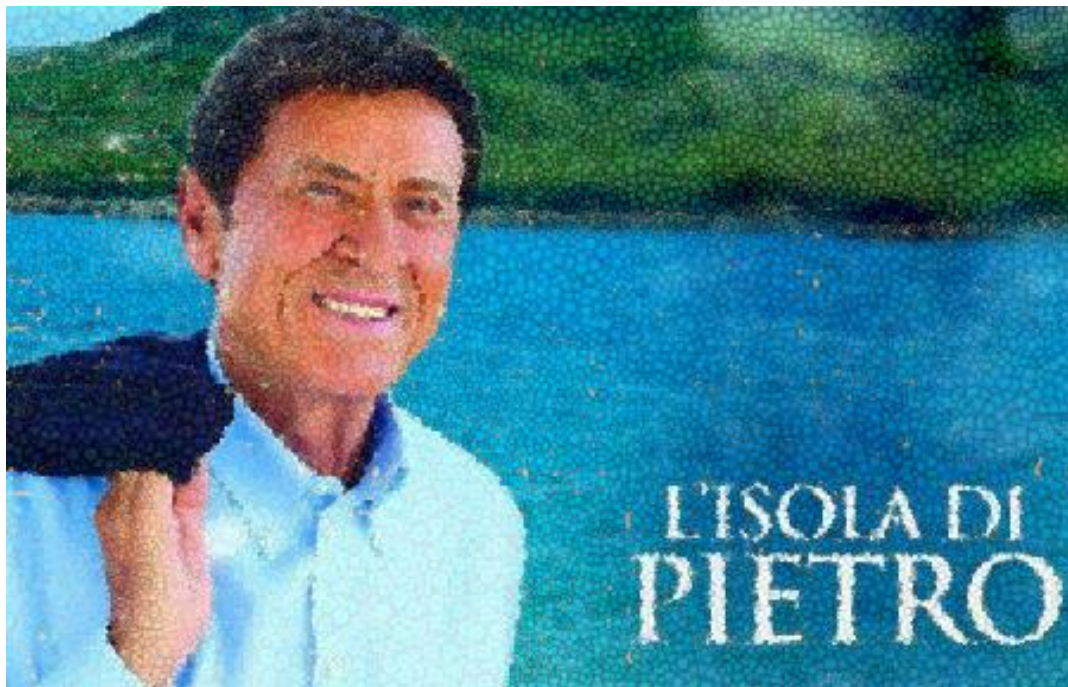
FROM LOCATION TO DESTINATION





L'impatto della visione della fiction «L'isola di Pietro» sulla promozione turistica della Sardegna

Indagine quantitativa ad hoc a cura di ERGO RESEARCH
9 novembre 2018



SARDINIA DREAMING. L'impatto della visione di serie tv e film e nella scelta della vacanza. Da *L'isola di Pietro* a *La vita che volevamo*: il caso della destinazione SARDEGNA.

