

'Yellowstone' series generates \$730M in spending for state

Paramount's "Yellowstone" series has sparked the interest of a worldwide audience, bringing an estimated 2.1 million visitors and \$730 million in spending to Montana in 2021, according to a new University of Montana study.

Conducted by UM's Bureau of Business and Economic Research and UM's Institute for Tourism and Recreation Research, the study found that the TV show has been a significant factor in marketing Montana. It is filmed in Darby, Hamilton, Missoula and the Bitterroot Valley.

A 2022 study conducted by BBER found "Yellowstone" contributed significantly to the state's economy, but when the more recent study was extended to include the impact of visitor spending, these effects changed dramatically, according to Patrick Barkey, director of BBER.

"Extending our previous analysis to include the impacts of tourism spending was eye-opening," Barkey said.

The study found that the combination of visitor spending and film production spending resulted in:

- \$730.1 million in spending to the state's economy.
- \$44.5 million in state tax revenues directed in whole or in part to the general fund.
- 1 million visitors to Montana in 2021 whose decision to visit was the result of the show.

— www.umt.edu



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Hikers enjoy the Yorkshire Dales National Park.

Hit series helps promote Yorkshire Dales

Successfully luring visitors to your destination is easier when there is attractive product, and even more so when that product is featured in a popular international TV series.

Case in point: The Yorkshire Dales and "All Creatures Great and Small," a co-production of PBS in the United States and Playground Entertainment for Channel 5 in Britain.

(Admittedly, not a lot of destinations can hope to have the same synergy.)

The Yorkshire Dales National Park Authority's National Park 2022 survey

sought information about visitor motivations to visit the area.

Over three-quarters of respondents said they felt natural beauty, scenery and views were special qualities of the Yorkshire Dales National Park. They also recognized the friendliness of Dales people, its pubs, and food.

A separate survey conducted during the summer by the park authority looked in depth at five "honey pot" sites (Grassington, Malham, Hawes, Reeth and Aysgarth Falls).

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Milwaukee is getting its own TV show

Beer, brats and cheese.

Ask some non-Milwaukeeans, and these might be the only things they know about the "Cream City."

But a new television show is hoping to change that and draw more visitors to the state's largest city.

"Good Things Brewing" is made by the city's tourism bureau Visit Milwaukee through a partnership with locally based production

company Plum Media. Starting Feb. 18, the show will be broadcast in 12 Midwest television markets with subsequent episodes airing Feb. 25, March 4 and March 11.

David Caruso — a lifelong Milwaukee resident — is the host of the show. Caruso, an events planner, hosted a Facebook Live show during the start of the COVID-19 pandemic featuring

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Hit TV series 'All Creatures' helps promote Dales tourism

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The location-specific survey also asked what had encouraged people to visit these locations.

The TV series "All Creatures Great and Small" was frequently mentioned as a reason to visit Grassington, and Malham's iconic 'limestone scenery' was named, alongside it being a place most recommended by friends and family to meet.

The main survey also reveals how more people came to the national park last year to enjoy a walk and to socialize, suggesting that reconnecting with family and friends while enjoying the landscape

and scenery has been important for visitors, post-pandemic.

A record 96% of those surveyed by independent researchers Information by Design said they were very satisfied with their visit to the Yorkshire Dales National Park, representing a continued year-on-year increase in the proportion of visitors very satisfied with their visit over the past 20 years.

Recommendation levels were also high, with 94% of respondents very likely to recommend the National Park to friends and family, a high score in comparison with many national brands, and higher than the 91% scored in the 2017 survey.

During the pandemic, Aysgarth Falls proved a popular destination for first time visitors to the Dales.

Two years on, Aysgarth Falls continues to attract just over a third (36%) of first-time visitors, much more than any other site, with Malham 26% and Reeth 11%.

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– richmondshiretoday.co.uk

Milwaukee gets TV series

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conversations with city residents. "I realized that there was something more to that platform, but it needed to be shared with a much wider audience and done in a much more exciting way," Caruso said.

Caruso approached Visit Milwaukee with the idea of expanding his Facebook Live events into a television show. He said the tourism bureau was on from the start. Then Caruso and Visit Milwaukee approached Plum Media to help with production.

In each episode, Caruso talks to two different Milwaukee residents who show him their favorite spots and locations in the city. During the program, Caruso explores food halls, food trucks, art galleries, coffee shops, restaurants, museums and parks.

Each episode ends with the two residents sharing their experiences of living in the city with each other.

"It doesn't get more authentic than someone who lives here, just talking about their lived experience," said Claire Koenig, communications director for Visit Milwaukee.



Photo / Good Things Brewing

David Caruso speaks with DJ Shawna.

During each episode, Visit Milwaukee will air a 30-second commercial that showcases the city. It was funded with a \$75,000 grant from the Wisconsin Economic Development Corporation.

Koenig said Visit Milwaukee carefully selected where the show would be broadcast. Viewers can see the show on network affiliates in Milwaukee; Green Bay; Madison; La Crosse; Eau Claire; Wausau; Minneapolis; Rochester, Minnesota; Chicago; Rockford, Illinois; South Bend, Indiana; Cedar Rapids, Iowa; and Quad Cities, Iowa.

"We are putting the show in markets where there is some familiarity with Milwaukee and then others where we want there to be more familiarity," she said.

– wpr.org

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**Claire Koenig,
Visit Milwaukee**