

# Thame Workshop

## Screen Tourism & Visit Midsomer

Sarah Osborne

Tourism Angles Ltd 22/06/2016





# Screen Tourism

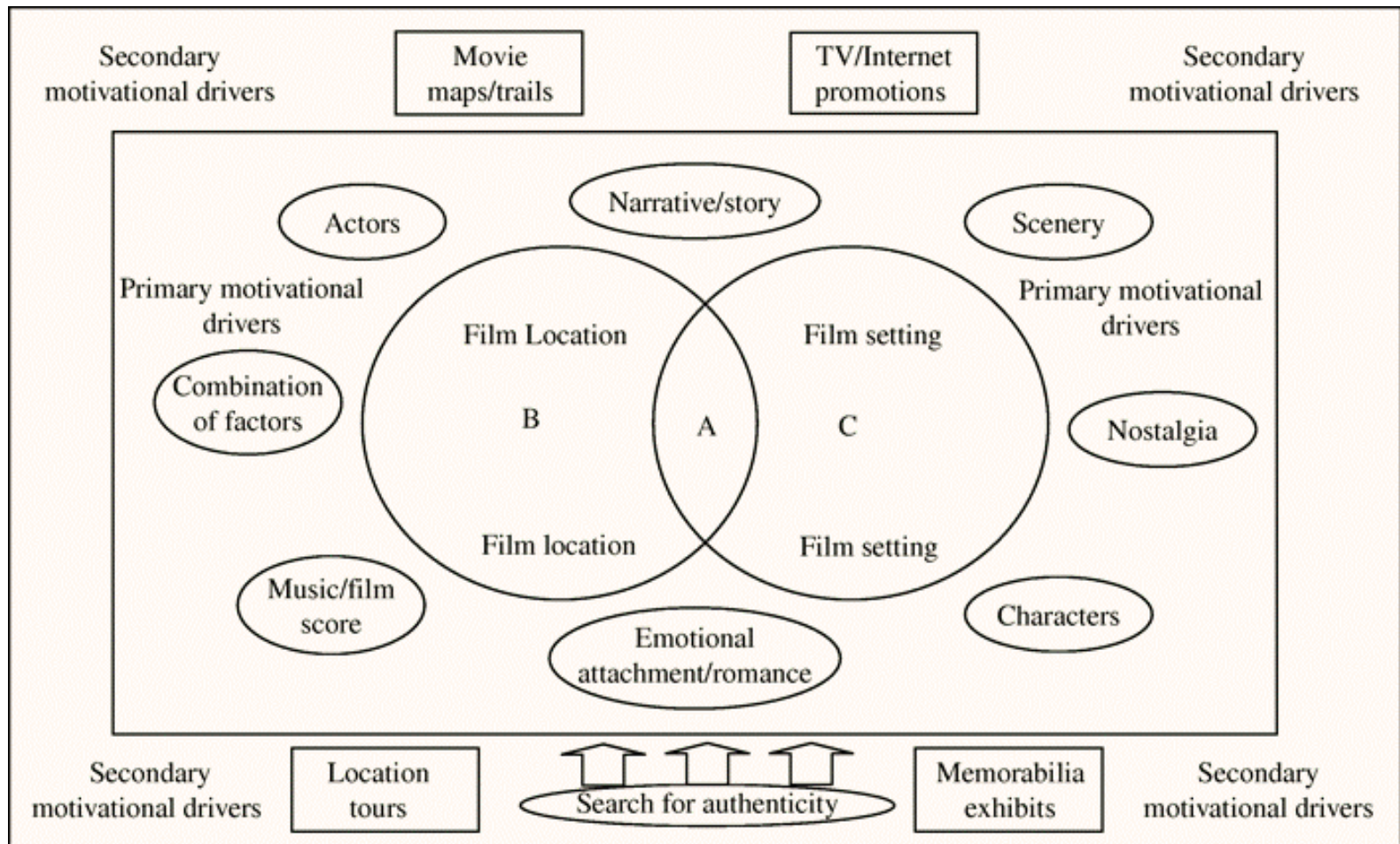


Bampton



Alnwick Castle





A: Tourists who visit both film setting & film location

B: Tourists who visit film location only

C: Tourists who visit film setting only



## Murder is a top UK export

[All posts](#)



If you've had the good fortune to be in the US recently and turned on the TV, you may have noticed a definite trend. On almost every channel and every major TV show, they seem to have a British presenter, judge or actor.



Piers Morgan is the new face of CNN evenings, Gordon Ramsey is currently hosting the US version of Masterchef, Nigella is big there too. Then of course there is Simon Cowell on the X Factor, Hugh Laurie on House and John Oliver on the increasingly popular Daily Show. It's almost a British invasion.

However, the trend might be reaching its peak but the Americans have always had a thing for British TV. Right back to Monty Python in the 60s and 70s, our American cousins have had a

penchant for quintessentially English TV.

Nowhere is this more evident than with Midsomer Murders. This most English of TV shows, filmed in and around the stunning locations of [Southern Oxfordshire](#), has proved to be very popular in the US since it was first aired in 1997.



Neil Ainsworth, Landlord, The Argyll Henley

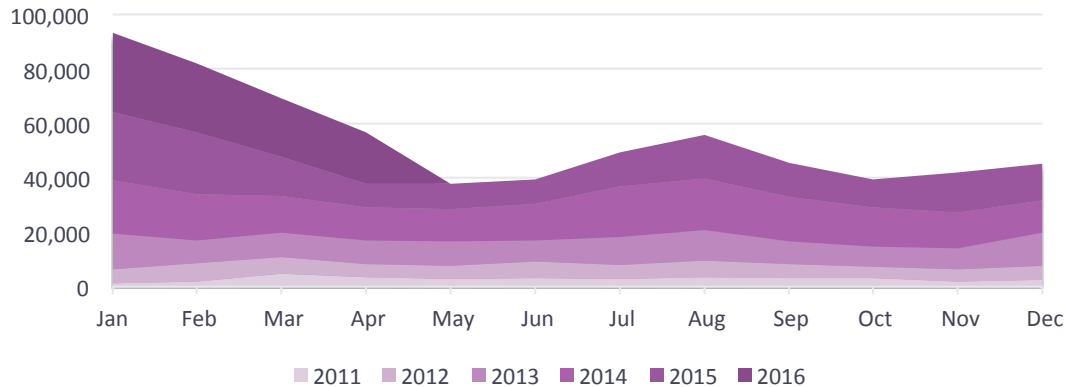
# Visit Midsomer

- Website
- Printed literature
- Travel Trade
- Media
- Business Support



# Webstats: Visitmidsomer.com

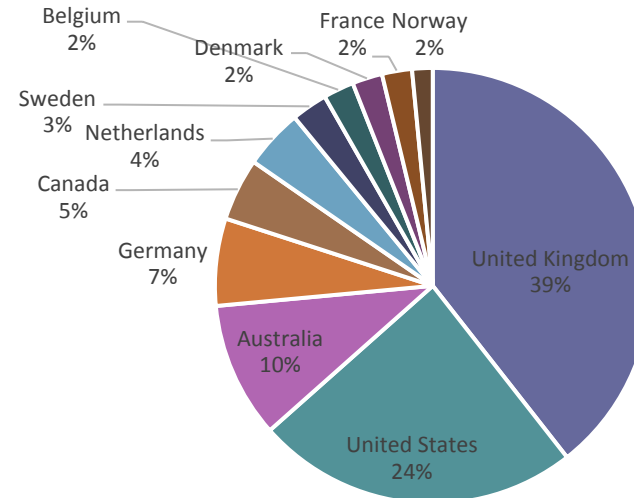
Visit Midsomer: Unique Visitor Growth



**2016 Forecast Unique Visitors:  
225,000**

**2016 Forecast Total Sessions:  
277,000**

Visit Midsomer Total Sessions 2011 - 2016






# Midsomer trails, leaflets & guided tours


**Midsomer Murders**  
Location Guide  
Dorchester-on-Thames  
& Warborough

**MIDSOMER MURDERS**  
**DRIVING TRAILS**  
Stay in Midsomer and explore two trails



**South Oxfordshire**  
District Council  
Listening Learning Leading  
[www.visitmidsomer.com](http://www.visitmidsomer.com)

**MIDSOMER MURDERS**  
Henley's Murderous Locations  
Walking Trail



**Henley**  
ON THAMES  
COURTYARD TRAIL




**Thame**  
• OXFORDSHIRE •

Midsomer Murders Trail 11



**W**allingford  
The Wallingford of Midsomer

**Midsomer Murders**  
The Wallingford Connections  
[www.visitmidsomer.com](http://www.visitmidsomer.com)



# Travel Trade & Tour Guides



# Midsomer and the media

## Our boat trip? It was murder

**Kevin Pilley** watches out for 104 evil killers (and George Clooney) during his Midsomer locations cruise along the Thames

**R**UDDER to neutral! Engine lever in position. Cast off moorings. Slow fenders! Barnaby ahead! Causton-bound! Via Chokey-on-the-Water!

We left the Hobbs of Henley boatyard with owners Jonathan and Sary waving us off, unsure whether they would ever see us again, this being the most murderous stretch of the River Thames.

We passed magician Paul Daniels' house at Wargrave, and saw Debbie McGee.

And then the humming began. There's nothing quite like cruising the Midsomer Country section of the Thames - while impersonating a theremin. There's something about the stretch of water from Henley to Wallingford (which includes the fetid, stinky Warren and Merton Fendle) that immediately turns you into an early electronic musical instrument designed by a Russian physicist.

A theremin is the only musical instrument you don't touch with your hands, said Paul Thomas, our Upper Thames helmsman, captain, and explainer of on-board loon and black water systems.

Humming the popular crime drama's famous theme tune - which was played on a theremin - we passed Vince Hill's old house. Fortunately, Paul didn't break into Edelweiss.

We pattered by a mansion that Sir Elton John was outbid on. Reportedly by Tomlinson.

There was a possible George Michael township sighting, as he lives

on the river. A probable Philip Schofield. Perhaps a Jeremy Paxman spot too. But the fiction was much easier to see than the reality.

You can do walking, self-drive and coach tours of Midsomer Country. The area extends to Buckinghamshire and Berkshire, but South Oxfordshire is the undisputed murder capital of TV Britain.

Since 1997, 260 premeditated murders have been committed there.

And now you can tour 'MM Land' by boat, either self-drive or chauffeured. Paul, the son of a Concorde engineer, skips the new, 50ft luxury river cruiser, Midsomer. His bones, the Hobbs family, have been providing pleasure boats since 1870. The new craft could have been called HMS Barnaby or the S.S. Sgt Troy. Or, perhaps even The Randy Gardener, as that was the role the present Detective Chief Inspector Barnaby (Neil Dudgeon) played in an episode called Garden of Dearth long before he joined the Causton CID.

But they settled on Midsomer when the boat was christened in May by Marlow-born Sir Steve Redgrave - and she is now available for cruises around locations made famous by one of

British TV's most popular shows. So far, 17 series of Midsomer Murders have been broadcast - that's 104 episodes - with six more who-dunnits, originally adapted from Caroline Graham's novels, due to be aired in January 2016.

Five-times Olympic rowing gold medalist Redgrave appeared in *Dead in The Water*, filmed at the 2004 Henley Regatta. Orlando Bloom played a local burglar and gigolo found stabbed to death with a pitchfork in Judgement Day in the third series.

Superman Henry Cavill has also guest-starred.

The programme has a UK audience of six million and is shown in more than 200 countries. And Midsomer Country is leading the UK film and TV location tourism boom.

Visitors come from all over to Dorchester, to find The Pigeons, used as the Butterball Tea Room in *Small Mercies* (2009) or the town's post office, seen in *Things That Go Bump in The Night*. Dorchester also pops up in *The House in The Woods*. True MM fans know the Six Bells at

Warborough (Midsomer St Michael in *Sins of Commission*) has been used six times, the last as The Black Swan in *The Great And The Good*. It makes people's lives to find Badgers Drift. The original was a village called The Lee in the Chilterns.

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### Top 10 Midsomer Murders Locations

PLACES, THINGS TO SEE & DO | JUNE 16, 2011 BY GUEST | 2 COMMENTS

The British love affair with an intriguing murder mystery is well documented. Fans of the long-running *Midsomer Murders* are treated to weekly whodunnits, all set in the finest British countryside. From country pubs to village greens, and from churchyards to country houses, Mark Pawlak reveals his Top 10 Midsomer Murders locations.

#### Wallingford

Perhaps the most recognisable Midsomer location, **Wallingford** is 'Causton' in the series. This market town fringes the banks of the Thames and the show's lead character, DCI Barnaby, is often seen wandering here. Keen eyes will identify the Corn Exchange and maybe even one of the show's extras, taken sometimes from the town.



© IAN GIBB: The guide Steve Hodgkinson outside Wallingford Town Hall. © IAN GIBB: Steve Hodgkinson

### Making killing out of Midsomer tours

THE 'POWER' of a single episode of *Midsomer Murders* is well known. The show's success has led to a surge in tourism to the locations where the crimes take place. The show's success has led to a surge in tourism to the locations where the crimes take place.

"To show how the television industry has become a major force in the economy of the UK, we have seen a surge in tourism to the locations where the crimes take place. The show's success has led to a surge in tourism to the locations where the crimes take place.

One of the most interesting aspects of the show is the way it has become a major force in the economy of the UK. The show's success has led to a surge in tourism to the locations where the crimes take place.

## Want to find the right location? A murder helps

**Chiara Cavaglieri** looks at the 'TV effect' on prices as 'Broadchurch' pulls in house-hunters as well as viewers

**R**eality TV shows such as *The Only Way is Essex* and *Geordie Shore* don't always do their locations any favours, but if an area is looking its best, even a murder plot can boost interest. Local estate agents are thrilled when they see a picturesque backdrop on a popular series: the return of the ITV crime thriller *Broadchurch* has already generated a tripling in property searches

"Others may decide to invest in a buy-to-let property due to the increased interest the show has created."

In the market town of Broadchurch, just over a mile inland from West Bay, average asking prices are up 10 per cent to £325,319 in the past year, according to data from the search engine Home.co.uk. Local agents say values vary considerably depending on the precise location, with one-bed flats available for less than

#### Port Isaac, Cornwall

A city like Oxford doesn't really need help from *Inspector Morse* to reel in the tourists, but in some instances a show can put an area on the map. Nicola Oddy of Stacks Property Search says the ITV comedy drama *Doc Martin* did just that for the Cornish village. "The constant stream of tourists attracted by the series benefits the area financially, and properties

## A Midsomer sites dream



A year of dozens of national crime scenes gives a surprisingly life-affirming affair for television's Midsomer Murders fan CATHERINE COOPER

It's a beautiful day in the heart of Midsomer Country. The sun is shining, the birds are singing, and the air is filled with the scent of freshly cut grass. It's a scene that has become a staple of the television series *Midsomer Murders*. The show's success has led to a surge in tourism to the locations where the crimes take place.

EXPRESS travel offer

£260

## S. Oxon Results: 2015

- **15,000 visitors**
- **£1M visitor spend**
- **Media reach 16M; value £380,000**
- **200,000 unique visitors to website**
- **40 businesses engaged in Midsomer**
- **Significant increase in coach groups**



# Thame Workshop Visit Midsomer

## What can Thame do to attract more of this market?

Tourism Angles Ltd 22/06/2016

Jean Gamester, Semaphora



# Thame Workshop

## Making Midsomer work for you

Sarah Osborne

Tourism Angles Ltd 22/06/2016



# Attracting Visitors

## PRE-VISIT

- **Midsomer Visibility on line**
- **Bookable Midsomer products: bed nights, tours, meals and online purchases**
- **Quirky stories, twitter, visitor reviews**

## DURING VISIT

- **Midsomer Visibility on the ground**
- **Discretionary spend: food & drink, tours, souvenirs, gifts, general retail, attractions**



# Visibility Online



## Midsomer Murders At The Six Bells In Warborough

The picturesque village of Warborough and The Six Bells can be seen in many of the Midsomer Murder series, along with the charming characterful market town of Wallingford, which is easily recognisable as the town of 'Causton' where the famous DCI Barnaby solves the chilling murders and mysteries of Midsomer.

### On Location in Warborough

You will recognise the picturesque village of Warborough in these episodes of the Midsomer Murders series:


- Market for Murder
- Bad Tidings
- Sins Of Commission
- Second Sight
- The Night Of The Stag
- The House In The Woods
- The Great And The Good
- The Sleeper Under the Hill
- Blood Wedding


The Six Bells has featured in:


- Bad Tidings
- Sins Of Commission
- Left For Dead
- The Night Of The Stag

The pub was renamed 'The Luck in the World' in the episode 'Second Sight', and 'The Black Swan' in the episode 'The Great and The Good'.


### Tweets


 **Visit Midsomer** @visitmidsomer 17 Sep  
Murder most Oxford-like [cd-traveller.com/2013/09/17/mur...](http://cd-traveller.com/2013/09/17/mur...) via @socializeVVP  
Expand


 **Oxford Inspires** @Oxfordinspires 14 Sep  
Wallingford historic guided Walks Judy Dewey Sat 21/9: 11am Castle history walk: 2.30pm Town history walk 2 hours, Tickets £5 at Museum.  
Retweeted by Visit Midsomer  
Expand

 **Visit Midsomer** @visitmidsomer 30 Aug  
RT @keleymr28 Thank you England for #midsomermurders Just watched a lovely young Orlando Bloom get killed with pitchfork.  
Expand

 **Visit Midsomer** @visitmidsomer 30 Aug  
Looking for a murder this weekend? We'll help you find one...#midsomermurders [tiny.cc/b13m2w](http://tiny.cc/b13m2w)  
Expand

 **sonja francis** @editorsnja 29 Aug  
Saturday Farmer's Market returning to Thame on Saturday, 31 August; 8.30am – 1.30pm - around the town hall area.  
Retweeted by Visit Midsomer  
Expand

 **Visit Midsomer** @visitmidsomer 29 Aug  
Dragon Boat racing in #abingdon and triathlon in #Henley coming up! [tinyurl.com/nop9fk](http://tinyurl.com/nop9fk)  
Expand

 **Henley Standard** @HenleyStandard 27 Aug  
@HenleyBSchool gets starring role in Midsomer Murders [henleystandard.co.uk/news/news.php?...](http://henleystandard.co.uk/news/news.php?...) @visitmidsomer

- The Crown, Sydenham; The Swan, Thame
- The Peacock, Henton; The Six Bells, Warborough
- Loddon Brewery, Dunsden; [visit-henley.com](http://visit-henley.com)



# Businesses benefiting from Midsomer



Spend a relaxing week on the beautiful River Thames taking in the sights and sounds of 9 Midsomer villages and 30 different timing locations. Start and finish: Henley-on-Thames, Oxfordshire.

**BOOK A BOAT:** [www.hobbsofhenley.com](http://www.hobbsofhenley.com)  
**PROVISIONING:** Order dinner to the boat through your favourite supermarket or large Waitrose in Henley  
**ROUTE: HENLEY – SONNING – GORING & STREATLEY – WALLINGFORD – DORCHESTER – MADDENHALL – MPLIEDHAM – MARLOW – HENLEY-ON-THAMES**

### DAY 1: HENLEY ON THAMES – SONNING



Henley is one of England's prettiest riverside towns, where the imposing Town Hall is unmissable as Captain Tom's Hall is 'Laid to Rest' and the Ladies' Pavilion is 'The Black Box'. In 'Dead in the Water', Tom and Joyce Barnaby attend the Midsomer 'Puzzle', an episode filmed at Henley Royal Regatta featuring a cameo by Captain 'Flying Dutch' Medford. Or 'How Henleyton', it's 'Laid to Rest' in Henley, DCI Barnaby's evening in Henley on the Apple, DCI, when it's time to get a gift or the great Midsomer Pie.

Starting in Midsomer Stanton in 'Widow in the Snow', an episode filmed at the Midsomer Lodges, where an article published in 'The Midsomer Mercury' and the village that features the pop song in the episode of the series 'Midsomer Murders' is 'Midsomer Murders'.

### DAY 2: SONNING – GORING & STREATLEY



Meet up at Midsomer Hall and visit the manor house and the best working watermill on the Thames where you can enjoy a hot air balloon launch with four from the mill. Midsomer Hall is placed here to filming of John Hedges, as DCI Tom Barnaby in 'Fisher King' and Neil O'Sullivan as DCI Jane Barnaby in 'Dark Secret'.

In Goring, 'The Ladies' Club' features the home of 'The Five and Four' in 'Water for Murder' although the pub has since undergone redevelopment.



[www.hobbsofhenley.com](http://www.hobbsofhenley.com) | [boats@hobbsofhenley.co.uk](mailto:boats@hobbsofhenley.co.uk) | 444 (0) 1491 572035



## BARNABY'S 'MIDSOMER BY BOAT'

Explore England's Midsomer Murders beautiful countryside, stopping in towns and villages at the centre of Inspector Barnaby's investigations.

**COMPETITION**  
 Celebrating the arrival of 'Midsomer Murders' in Henley-on-Thames, we are offering people the chance to win a 5-night worth £2,000 (£2,600).  
 Enter to Win your Passport to Midsomer!

- 5 nights aboard Midsomer, starting and finishing in Henley-on-Thames
- 2 nights stay, bed and breakfast at 2 Midsomer Lodges
- Chauffeur-driven tour of Midsomer Murders timing locations by Mercedes Touring
- Dinner voucher: The Five and Four, 5
- Dinner voucher: The Little Angel, 10
- Lunch voucher: Shaun Diggins at The Boatbar, Henley
- 2 course meal (beef & veggie, 10)
- Entry tickets to ground work
- Entry tickets and crown bus at Midsomer Hall
- Personally signed copy of Crime Exploring Midsomer

**COMPETITION QUESTIONS:**  
 In which of Henley's 5 timing locations did a power transformer in the Midsomer by Boat competition?

**NEW FOR 2015**  
 'Midsomer', a luxury Limesse motor cruiser joins the Hobbs of Henley fleet. Soaring Chalcidians Midsomer Murders motorcruisers and villages we can reach. See trail inside.

**WIN**  
 A stay in Midsomer!  
 Enter our Passport to Midsomer competition

**HOBBS OF HENLEY**  
 THE RIVER THAMES MOTOR CRUISERS

[www.hobbsofhenley.com](http://www.hobbsofhenley.com) | [boats@hobbsofhenley.co.uk](mailto:boats@hobbsofhenley.co.uk) | +44 (0) 1491 572035



Mary Rumsey, Owner, Rumseys Chocolaterie

# Accommodation



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*Int 'Midsummer' Explorer Break at Award-winning Oxfordshire Inn  
Only £44.50 per person inc BB, Afternoon Tea, 10% off food & drinks & 'Midsummer' discovery trail guide!*



Fancy waiting in the footsteps of Inspector Barnaby?... For fans of the popular village drama 'Midsummer Murders' this 'Midsummer Explorer Break' is perfect! For just £44.50 per person, this exclusive deal includes overnight accommodation at the award-winning 4-star Lambert Arms located at the foot of the Chiltern Hills in Oxfordshire, with welcome afternoon cream tea, breakfast and Midsummer Murders Southern Trail discovery guide.

You'll have a guaranteed upgraded Superior Room (subject to availability at time of booking) and you'll get 10% off any food and drinks purchased in the restaurant - it's worth noting in its in addition to holding an AA-Roseate award, their fine food has also earned them a recommendation in the Michelin Guide. The location of the Lambert Arms is ideal for discovering this Area of Outstanding Natural Beauty and with your Midsummer Murders Southern Trail Guide you can investigate nearby filming locations used in many episodes of the series.

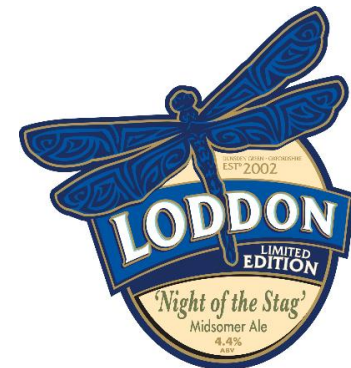
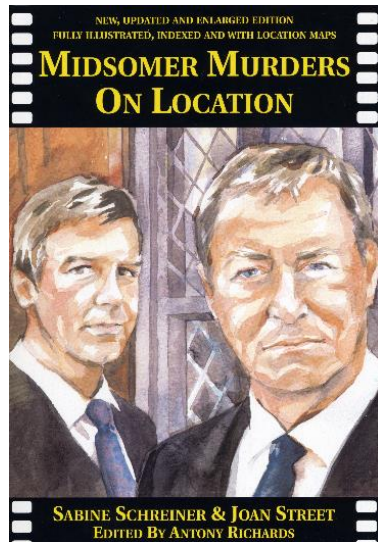
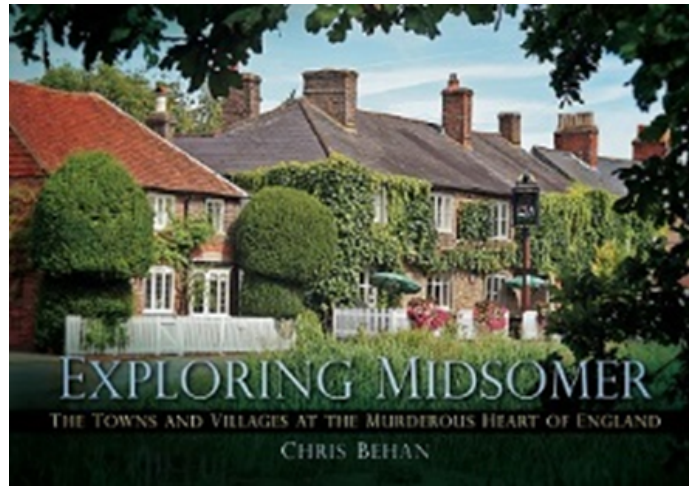
Valid all week until 30 June 2013.

[View Hotel Details](#)



Sue & Tim Soar, Owners, Long Crendon Manor

# Midsomer Merchandise



# Visit Midsomer

**What can you do  
to attract more of  
this market?**

Tourism Angles Ltd 22/06/2016

Jean Gamester, Semaphora



# Visit Midsomer

## The chance to grow a new market

Tourism Angles Ltd 22/06/2016

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