

## Screen tourism in the UK

### INTRODUCTION

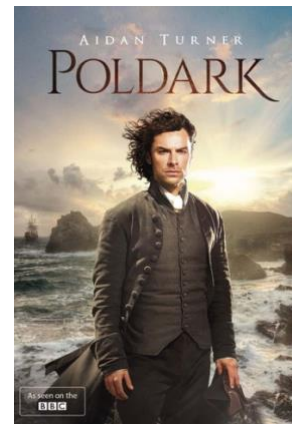
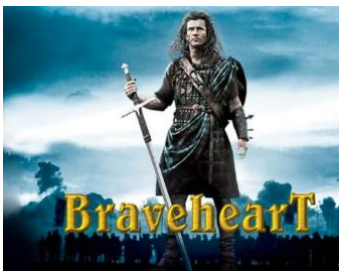
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1. Answer the following questions, proposing several arguments / ideas.

a) What usually motivates us to travel to a certain destination?

b) Have you ever travelled (or been tempted to travel) to a particular place after reading about it in a book or seen it in a movie or series? If you have, give examples and details about your experience.

d) Match a movie / series and (one of) the location(s) where it was shot (see page 2).



- |                    |       |   |
|--------------------|-------|---|
| 1. Braveheart      | _____ | a. Highclere Castle, Hampshire, England |
| 2. Bridgerton      | _____ | b. Cornwall, England                    |
| 3. Derry Girls     | _____ | c. London, England                      |
| 4. Downton Abbey   | _____ | d. Bath, England                        |
| 5. Game of Thrones | _____ | e. Derry, Northern Ireland              |
| 6. Harry Potter    | _____ | f. Highlands, Scotland                  |
| 7. James Bond      | _____ | g. Oxford, England                      |
| 8. Peaky blinders  | _____ | h. Northern Ireland                     |
| 9. Poldark         | _____ | i. Birmingham, England                  |

>> [Find out more about Great Britain on Screen.](#)

## PART 1

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**A/ Read the texts pages 3-5 and do the following activities.**

**1. Match the words / expressions in bold type with their synonyms or definitions below.**

Pay attention to the context as some of the words may have various meanings.

a) to give power:	b) generous:
c) to take advantage of:	d) to be broadcast:
e) real, authentic:	f) driving force:
g) to accumulate:	h) top quality:
i) small pieces of something:	j) to reinforce:
k) someone who has moved to another place:	l) very interested in:
m) to develop, flourish:	n) to encourage:
o) to earn (as a clear profit):	p) to arrive in great numbers:
q) distribute (information):	r) spectacular: (2 words)

**2. Use the information from the texts to answer the questions.**

- What does the term “set-jetting” refer to? Explain the pun behind the name.
- Explain the origins, recent evolution and causes of this trend.
- What are the various benefits of / expected from this trend?
- What efforts are made to promote it?
- Think of a few potential side effects of screen tourism. Then [check your answer here](#).

## TEXT 1

### Britain embraces 'set-jetting' trend

August 26, 2024, The Straits Times

Standing opposite a mansion in the elegant English city of Bath, Ms Tegan Shirdon marvelled at the window from where Penelope Featherington, one of the heroines of *Bridgerton* (2020 to present), would eye her love interest Colin Bridgerton in the hit show.

A huge fan of the Netflix series, which has **racked up** 300 million views, the 20-year-old Australian student was one of around 30 tourists to **descend on** the south-western city recently.

They had come from countries including the Netherlands, Canada, Spain and Japan to admire the setting for the early 19th-century romance drama.

Film student Ruby Maidment, their guide for the day, **dished out** historical anecdotes alongside **snippets** about *Bridgerton* shoots.

She pointed to a Marks & Spencer's supermarket sign that made it on screen after production editors missed it, while noting the **handsome** fees paid to locals to stay indoors during filming.

"A lot of people when thinking about where to go for holidays, they'll put their favourite show on and go, 'Oh, actually, why don't we check out there?'" she said.

This trend has a name: so-called set-jetting. It has emerged in recent years with the rise of streaming platforms and has **boomed** further since the coronavirus pandemic.

Movies and television series have become the leading source of travel inspiration, ahead of social networks, according to online travel group Expedia.

It found that 39 per cent of tourists surveyed reported they had chosen a destination after seeing it featured on screen.

Set-jetting is "becoming a significant driver and motivator for travel", said Mr Robin Johnson of the VisitBritain tourism authority.

"I think particularly for younger audiences – Gen Z, millennials – who are growing up on streaming," he added.

"It really makes sense for us in Britain to **capitalise on** (it) because there is no bigger or better platform to promote a destination than a **high-end** film or TV series. Money can't buy that sort of exposure."

Seven out of 10 international tourists have visited at least one film and TV location during their stay in the United Kingdom in the last 10 years, according to VisitBritain. Over 90 per cent of potential visitors would be **eager** to do so in the future, it noted.

"There is not really much film back home where I am, so if I want to see any set of a TV show, I need to come on a 17-hour flight on the other side of the world," said Ms Shirdon, a journalism student.

Enduring franchises such as James Bond (1962 to 2021) and Harry Potter (2001 to 2011) continue to attract millions of visitors. But more recent productions, such as *Game Of Thrones* (2011 to 2019) in Northern Ireland, *Outlander* (2014 to present) in Scotland and, more recently, *The Crown* (2016 to 2023) as well as *Bridgerton* in England, are sustaining the **momentum**.

To further boost this "powerful pull", VisitBritain and the British Film Commission, the industry's support agency, plan to launch a joint promotional campaign in 2025. Called "Starring Great Britain", it is aimed at attracting more travellers as well as new productions.

The campaign will place filming locations and associated visitor experiences "centre stage, telling the story of Britain's regional diversity to drive visits and spend across the regions", according to the agencies.

"When you look at what has happened in the UK over the last 10 years, the UK is now perceived as one of the biggest places in the world to make film and television," said Mr Adrian Wootton, head of the British Film Commission.

He noted the country had **netted** £3.1 billion of foreign investment as a result.

The key to this success? A combination of breathtaking scenery, English-speaking talent, big investment in studios and other film-making hubs, as well as generous tax reliefs, he said.

“Places like Northern Ireland have been transformed by a series... nobody would have considered it a tourist destination” before Game Of Thrones and its recent prequel\* House Of The Dragon (2022 to present), Mr Wootton added.

By the end of 2023, Bridgerton had already generated £5 million for the local economy, thanks to domestic and international visitors – and that was before a popular third season **aired** in 2024.

“There’s definitely so much history in the UK that you don’t get as much in Canada, so we love to visit and learn all about the history,” said Canadian **transplant** to the UK, Ms Emily Maniquet, during a visit to Bath.

“I love British television,” she added, noting she had already visited Harry Potter filming locations during a trip to Edinburgh.

*\*A prequel is a film/show that develops the story of an earlier, usually successful, film/show by telling what happened before the events in the first film / show.*

## Text 2

### **Film set-jettlers targeted to boost British tourism**

Lottie Hayton, Thursday December 07 2023, The Times

Tourism chiefs and film studio bosses are officially joining forces to **capitalise on** the UK’s growing appeal as a destination for “set-jettlers”.

VisitBritain and the British Film Commission (BFC) have signed a memorandum of understanding to support UK tourism driven by fans visiting locations used in film and television series.

VisitBritain’s campaign for 2024, entitled “Starring Great Britain”, will put a spotlight on film and TV-inspired experiences encouraging more visitors to explore the locations for themselves, “boosting tourism and benefiting local economies”, said Patricia Yates, chief executive.

Yates said that her own first memory of an on-screen image that inspired travel was Meryl Streep in *The French Lieutenant’s Woman*, standing at the seafront in Lyme Regis, Dorset. This month, more than 40 years later, the location will get another boost as a location in the film *Wonka*, starring Timothée Chalamet.

Sites already benefiting from screen tourism in the UK include Castle Howard in North Yorkshire, which featured in the Netflix series *Bridgerton*. Visitors to Birmingham increased by 26 per cent after the first series of *Peaky Blinders* **aired**.

Combined spend by film and **high-end** television productions reached £6.27 billion in 2022, with shows including *Lord of the Rings: The Rings of Power*, *Napoleon*, *The Crown*, and Universals’ *Wicked*.

The agreement will **strengthen** the BFC and VisitBritain’s mutual aims of boosting economic growth: reinforcing positive perceptions of Britain as a visitor destination, while supplementing the BFC’s role in attracting inward investment.

Other famous franchises which continue to inspire UK tourism include James Bond, Paddington, Harry Potter, Star Wars, *Outlander* and *The Crown*.

Adrian Wootton, chief executive of the BFC, said: “From *Bridgerton* and *All Creatures Great and Small* to Harry Potter and *Rye Lane* ... I look forward to working closely with VisitBritain to spotlight the exceptional range of our film and TV industry, boosting local economies throughout the UK in the process.”

## TEXT 3

### **Film Tourism: How Movies and TV Series Promote Destinations**

21/07/2024

Series and movies have emerged as powerful tools for promoting tourist destinations, transforming places into **genuine** magnets for visitors from around the world. This phenomenon, known as “film tourism” or “screen tourism”, **leverages** the ability of cinema and television to capture the public’s imagination, **fostering** a desire to experience in person the locations seen on screen.

#### Impact on Tourism Promotion

Increase in Interest and Visits: Series and movies can significantly boost the visibility of a destination. An iconic example is the “The Lord of the Rings” trilogy, which put New Zealand on the world tourism map. Since the release of the films, the country has seen a steady increase in the number of tourists interested in visiting the **stunning** landscapes that served as the backdrop for Middle-earth. Similarly, the series “Game of Thrones” has turned several locations into renowned tourist destinations.

Local Economic Development: The influx of tourists attracted by film and television productions boosts the local economy. This phenomenon manifests in increased demand for services such as lodging, dining, guided tours, and retail. Additionally, it often generates direct and indirect employment related to the tourism industry.

Preservation and Restoration of Sites: Locations that become popular thanks to cinema and television often receive funding for preservation and restoration. An example is Highclere Castle, known for being the setting of the series “Downton Abbey.” The generated tourism has allowed for the conservation and maintenance of the castle, ensuring its preservation for future generations.

Marketing and Advertising: Productions act as massive advertising campaigns, providing global exposure that is difficult to achieve through traditional tourism marketing methods. Well-filmed scenes and **breathtaking** landscapes serve as unofficial “ads” that inspire viewers to visit those destinations.

<https://www.tisglobalsummit.com/film-tourism-movies-tv-series-promote-tourism-destinations/>

Document 1



EUROPE

## 'Rain Or Cold, They Keep Coming': 'Game Of Thrones' Fans Tour Northern Ireland

NOVEMBER 14, 2019 · 6:01 PM ET

HEARD ON [ALL THINGS CONSIDERED](#)



Joanna Kakissis

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**1. Listen to the audio clip once and note down general information about:**

- the type of document
- the topic
- the date /context in which it was broadcast

**2. Detailed comprehension. Listen to the document twice (without reading the transcript) and answer the following questions.**

- a) What do you learn about Northern Ireland in this document? What does the term “The Troubles” refer to?
- b) What do the “set-jettlers” interviewed in this document want to visit?
- c) Has the impact of screen tourism been positive or negative for Northern Ireland? In what ways? Explain.
- d) Are the following statements TRUE or FALSE? Justify your answer with a short passage from the audio clip.

1. Other filming locations in Europe have been happy to benefit from the influx of tourists.
2. The touristic appeal related to the Game of Thrones series has started to decline in Northern Ireland.

e) What do the following figures represent?

- 20: \_\_\_\_\_
- 350,000: \_\_\_\_\_

f) Vocabulary. What words / expressions from the audio clip mean the following:

1. it has made Northern Ireland renown, popular: \_\_\_\_\_
2. emerging in a threatening way: \_\_\_\_\_
3. locations, settings: \_\_\_\_\_
4. to be excited, delighted: \_\_\_\_\_
5. spectacular: \_\_\_\_\_
6. to submerge (with people): \_\_\_\_\_
7. to be filled (with people) \_\_\_\_\_

>> Check your answers with the transcript.

## Document 2

### 1. Pre-reading activities

a) Watch the trailer of [Derry Girls, series 1](#)

- From what you have seen, give information or make assumptions about the plot: who – where – when – what
- Where was the series shot?

b) Look up — or find out more — about the following cultural references:

- > The Troubles
- > The Good Friday Agreement

### 2. Now, read the text and answer the questions page 9.

## Take a tour of Northern Ireland—with a little help from the ‘Derry Girls’

*Long characterized by the “Troubles,” Northern Ireland is finding a new way to tell its story through the popular Netflix show and other pop culture touchstones.*

By Amy McKeever, April 6, 2023, National Geographic (edited)

There’s a scene in the series finale of the hit Netflix show *Derry Girls* that wouldn’t have happened in real life before the April 10, 1998, signing of the Good Friday Agreement. (Spoiler ahead!)

A newly 18-year-old Orla arrives at Derry’s city hall to register to vote in the referendum on the agreement, which would end decades of sectarian violence in Northern Ireland. After striking oddball poses for her ID photo, the teen dances her way home surrounded by children in traditional Irish dancing clothing.

The city hall is one of the many sites Gleann Doherty might take you to on his walking tour dedicated to the comedy series. That’s not just because it’s an iconic scene to fans of the show, but Doherty wants to give them extra context: Before the peace agreement, he says, you never saw Catholics like Orla set foot in the government building. “You do bring in some wee\* serious issues as you go along,” Doherty says of the otherwise lighthearted tour.

*Derry Girls* is just the latest attraction in a tourism transformation that began 25 years ago with the Good Friday Agreement. Before that, the world primarily associated Northern Ireland with its conflict [known colloquially as the Troubles](#).

“Northern Ireland probably would have been one of the top five places not to go in the world,” says Odhran Dunne, chief executive of Visit Derry. “I think the signing of the Good Friday Agreement was a marker to progress and to move on.”

Over the years the region has found new ways to **entice** travelers, from [Belfast’s shipyards that birthed the Titanic](#) to the country’s scenic coastal driving routes and the fictional battlefields where Jon Snow once fought on *Game of Thrones*. Through tourism, Northern Ireland has taken the opportunity to reinvent itself—and work through its **contentious** past.

### *Conflict tourism*

Some tourists began to arrive in Northern Ireland even before the peace process concluded. They mostly came to see sites of the Troubles made **infamous** on the nightly news—from where the events of [Bloody Sunday](#) took place in Derry to the “[peace walls](#)” that still separate Protestant and Catholic neighborhoods in Belfast.

Conflict tourism can be found in former war zones across the world, from Cambodia to Bosnia—a phenomenon that Feargal Cochrane, an expert on political conflict, writes “treads a narrow line between solemn pilgrimage and exploitative voyeurism.”

Any kind of tourism can be a **balm** for a devastated economy, but Northern Ireland's **wounds** were fresh. Tourism officials turned instead to other ways to **lure** visitors and take control of the narrative that had been shaped by news of bombings and gunfire.

Northern Ireland's newly established tourism offices promoted Belfast's vibrant city life, spectacular rural landscapes, and local culture—"anything but the Troubles," says Emily Mannheimer, a lecturer at the Erasmus School of History, Culture, and Communication in Rotterdam, Netherlands, who studies conflict tourism in Northern Ireland.

### *Being known for the right reasons*

To really become a tourist destination, Northern Ireland had to build up its infrastructure—Derry, for example, didn't even have a hotel until the late 1990s.

Although slow to take root, those investments have **ushered in** tremendous change in the last decade. Belfast opened a museum dedicated to the Titanic—which was built in its shipyards—in 2012 and began to attract major global events and conferences.

Derry, meanwhile, went through its own renaissance. Its iconic peace bridge opened in 2011, literally transforming the city's image. Then in 2013, it debuted as the United Kingdom's first City of Culture—a designation that would make Derry the host to cultural events all year long. Dunne says these **milestones** turned Derry into "somewhere to want to visit for all the right reasons."

Northern Ireland also became a go-to place for screen tourism—especially after the 2011 debut of HBO's *Game of Thrones*. Located about 30 minutes outside of Belfast, the *Game of Thrones* studio tour brought some 350,000 visitors in 2018 alone. Between 2015 and 2018, Lennon says, "that's when you start seeing the awakening of the power of tourism."

As tourism expanded, Northern Ireland began to deal more robustly with Troubles tourism. In 2018, the Ulster Museum opened its [Troubles and Beyond gallery](#) with artifacts and imagery that tell the story from multiple perspectives—not just Protestants and Catholics but women, ethnic minorities, and members of the LGBTQ community.

"Museums at their best are increasingly comfortable dealing with complicated issues because those are the issues that matter," William Blair, the museum's director of collections, says. "The key is collaboration, especially dealing with the legacy of conflict in Northern Ireland. The key is listening and learning."

Doherty says that he's seen a similar shift in the people who sign up for his walking tours of Derry's former conflict zones. More and more, he says, they're coming to Northern Ireland not for **prurient** interest, but because they want to listen and learn about peace and reconciliation from a country that's been through it.

### *'Derry Girls' effect*

Pop culture has played a key role in this transformation. In recent years one cultural **touchstone** has reached an even larger audience: *Derry Girls*, which aired its third and final season on Netflix last year.

Although there have been plenty of television shows and movies depicting the Troubles, *Derry Girls* is **arguably** the first that people from Northern Ireland **actually** like. It's funny and **relatable**—and, maybe more importantly, it showed that life really did just go on for people growing up in a city where bombings and police barricades were the norm.

Doherty was skeptical when he first heard about the show, expecting the usual Troubles melodrama. But then he "sat down and watched it and laughed my leg off." It was while they were watching the penultimate episode of the first season that Doherty's wife suggested he launch a *Derry Girls* tour.

It is now massively popular, nearly on par with his tour of the site of the 1972 Bloody Sunday massacre. But it's not just fluff—for Doherty, it provides a subtle opportunity to educate people. During his tour, for



The Peace Bridge was built in 2011. It connects Ebrington Square with the city center and has become a popular tourist spot. Photo credit: Liam Mcburney, getty



example, he might explain that the reason cousins Erin and Orla share a chaotic multigenerational home is because there were restrictions on property ownership for Catholics.

Visit Derry, too, saw the potential for the show early on and encouraged such tours. This summer the city plans to double down with a new immersive *Derry Girls* experience, an exhibit and walking trail with sets, props, and virtual reality experiences. In the meantime, Tourism Ireland has **tapped** two of the *Derry Girls*, Saoirse-Monica Jackson (Erin) and Jamie-Lee O'Donnell (Michelle), to be the faces of its new marketing campaign.

"That has been a dream for us in terms of marketing," Dunne says. It's not just the name of the show or its international success on Netflix, he adds, but the way the series depicts the people of Derry. In real life, too, he says, they're warm and social—and don't take themselves too seriously.

"I think that's what's translated hopefully in the series," he says. "That's ultimately what our greatest selling point [is] beyond the culture and the heritage. It's the people that make the place."

### *The future*

Dunne is optimistic that tourism in Northern Ireland is only going to get bigger, particularly as those who **binged** *Derry Girls* on Netflix plan their future vacations.

"There's lots of different fans right across the globe who have never even been to Ireland but once they do make it here they'll definitely come to Derry," he says. "We look back five years ago, we would never have thought something could come in and have such an impact."

As for Belfast, Gerry Lennon, the chief executive officer of Visit Belfast, says the city aims to double its tourism revenue by 2030. "Belfast was mentioned in the same breath as Bosnia and Beirut, and now genuinely we compete with Barcelona and Berlin for conferences and cruise ships," he says.

He's quick to add, however, that tourism is more than just a potential cash cow for Northern Ireland—it's intimately tied to the peace process. "Tourism is far more important to us," he says. "It's a step along our journey of political progress, social progress, economic progress, toward being a truly cosmopolitan European city."

### Vocabulary:

a) Choose the appropriate meaning (a or b) of the words from the text. Use the context to help you choose.

1. contentious	a) controversial	b) full of content, dense
2. infamous	a) glorious	b) having a bad reputation
3. balm	a) boom	b) succour, cure
4. wounds	a) losses	b) trauma
5. ushered in	a) introduced	b) promised
6. landmarks	a) monuments	b) significant events
7. prurient	a) safe	b) voyeuristic
8. touchstones	a) landmarks made of stone	b) perfect examples
9. arguably	a) possibly	b) without a doubt
10. actually	a) now, today	b) really
11. relatable	a) easy to identify with	b) easy to tell (as a story)
12. tapped	a) knocked at the door of	b) used
13. binged	a) appreciated	b) watched compulsively

b) Which 2 verbs in the text mean to attract tourists / visitors: \_\_\_\_\_ / \_\_\_\_\_

### Questions on the text:

- a) Explain what “conflict tourism” refers to. Why have tourists interested in this trend of tourism visited Northern Ireland?
- b) How has tourism evolved in Northern Ireland in the past few decades? Name some of the causes.
- c) What makes the development of tourism particularly welcome in Northern Ireland? Give several reasons.
- d) What else do you learn about the show *Derry Girls* in the text? How has it contributed to transform the image of Northern Ireland?
- e) Who is Gleann Doherty? Compared to a “classic” *Derry Girls* tour, what does the one he proposes offer?

### Comment:

What could be the side effects if tourists start flocking to Derry? What recommendations would you give Odhran Dunne, the chief executive of Visit Derry, in order to guarantee that tourism in Derry remains sustainable and benefits the locals?

Draw from your knowledge about overtourism in places like Cornwall to answer this question.

**>> see Dossier “Overtourism in Cornwall for structures to make recommendations.**

## GRAMMAR FOCUS: THE PRESENT PERFECT

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Look at the following sentences from text 1 (page 3) in the PRESENT PERFECT and explain how the present perfect is formed and why it is used here.

- *This trend has a name: so-called set-jetting. It **has emerged** in recent years with the rise of streaming platforms and **has boomed** further since the coronavirus pandemic.*

- *Movies and television series **have become** the leading source of travel inspiration, ahead of social networks, according to online travel group Expedia.*

- *When you look at what **has happened** in the UK over the last 10 years, the UK is now perceived as one of the biggest places in the world to make film and television*

Read the [lesson on the present perfect from the English grammar section of the Cambridge dictionary](#) to check your answers. Then practice with the following exercises.

1. Conjugate the verbs in the PRESENT PERFECT. Note that the verb in sentence c) is in the [passive voice](#). Also pay attention to irregular past participles. [Check here if need be](#).

### The Bridgerton Factor

a) Once again, Bridgerton \_\_\_\_\_ (*shoot*) to the top of the Netflix charts. And one industry is reaping the benefits – England’s stately homes\*.

The regal properties are reporting a “Bridgerton factor” as people enchanted by the baroque interiors and bucolic gardens of the hit show decide to visit its real-life landmarks.

b) Google searches for stately homes in the UK \_\_\_\_\_ (*increase / already*) by 23% in the last month.

c) Chris Small, English Heritage’s London operations manager, said: “Since the launch of Bridgerton in 2020 many people \_\_\_\_\_ (*inspire*) to visit.”

\**manoirs, grandes demeures d’époque*

d) "We \_\_\_\_\_ (see) some fans of the show pose outside the gilded gates of Castle Howard, in full Georgian costume."

e) There \_\_\_\_\_ (be) an increase in the of Bridgerton-themed tours popping up. Tours International, which offers bespoke group getaways to the UK and Europe, takes fans to filming locations such as the city of Bath.

2. Conjugate the verbs in THE PAST SIMPLE (I did) or THE PRESENT PERFECT (I have done). Use the time expressions to help you choose the tense. Note that 2 verbs are in the [passive voice](#).

a) Ken Loach \_\_\_\_\_ (live) in Bath since the 1970s. In 2017, he \_\_\_\_\_ (write) an opinion piece to denounce the impact of tourism on Bath. His opinion piece \_\_\_\_\_ (publish) in The Guardian.

b) Scotland \_\_\_\_\_ (have) its stunning scenery and elegant cities showcased by films and television series for a long time. Even the remote\* clifftop ruins of Dunnottar Castle, in Aberdeenshire, \_\_\_\_\_ (see) a rise of 16% in visitor numbers after its cartoon version \_\_\_\_\_ (depict) in the 2012 animated Pixar movie *Brave*.

c) More recently VisitScotland \_\_\_\_\_ (produce) a map for Bollywood fans. After seeing a rise in the number of Indian productions using Scottish castles and lochsides for their high-glamour productions, Scotland's culture minister \_\_\_\_\_ (say) tourism from India \_\_\_\_\_ (be) a "strong emerging market".

*\*isolated*

## WRITTEN TASKS

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**Choose a topic and propose a coherent essay (approx. 280 words) with strong arguments and well-chosen examples. Use words and structures from the dossiers.**

1. "This rising phenomenon is indicative of the growing influence that media and pop culture have on us. One of the main reasons why we love set-jetting is to enjoy the immersive experience that lets us live out the storylines of our favourite shows. More and more people now seek to travel in a way that allows them to interact with the lives of the characters and stories they love." Sayali Korgaonkar, journalist

Explain whether this comment reflects your own thinking.

2. According to Flo Bellinger, a writer, the problem with screen tourism is that "it reimagines real places as fantasy worlds. But these real places have real people in them." The more these places are treated as a tourist destination, she says, the more this distinction disappears, which leaves the locals to pay the price rather than benefit from it.

Explain what Bellinger means and react. Do you agree with her? Why or why not?

**>> Read the document "Rédiger un essai argumentatif" in the methodology section of the EPI level 4 to help you structure your ideas.**

## ANSWER KEYS

### Page 2

- |                    |                  |   |
|--------------------|------------------|---|
| 1. Braveheart      | ___ <b>f</b> ___ | a. Highclere Castle, Hampshire, England |
| 2. Bridgerton      | ___ <b>d</b> ___ | b. Cornwall, England                    |
| 3. Derry Girls     | ___ <b>e</b> ___ | c. London, England                      |
| 4. Downton Abbey   | ___ <b>a</b> ___ | d. Bath, England                        |
| 5. Game of Thrones | ___ <b>h</b> ___ | e. Derry, Northern Ireland              |
| 6. Harry Potter    | ___ <b>g</b> ___ | f. Highlands, Scotland                  |
| 7. James Bond      | ___ <b>c</b> ___ | g. Oxford, England                      |
| 8. Peaky blinders  | ___ <b>i</b> ___ | h. Northern Ireland                     |
| 9. Poldark         | ___ <b>b</b> ___ | i. Birmingham, England                  |

### 1. Match the words / expressions in bold type with their synonyms or definitions below.

Pay attention to the context as some of the words may have various meanings.

a) to give power: <b>to leverage</b>	b) generous: <b>handsome</b>
c) to take advantage of: <b>to capitalise on</b>	d) to be broadcast: <b>to air</b>
e) real, authentic: <b>genuine</b>	f) driving force: <b>momentum</b>
g) to accumulate: <b>to rack up</b>	h) top quality: <b>high-end</b>
i) small pieces of something: <b>snippets</b>	j) to reinforce: <b>to strengthen</b>
k) someone who has moved to another place: <b>a transplant</b>	l) very interested in: <b>eager</b>
m) to develop, flourish: <b>to boom</b>	n) to encourage: <b>to foster</b>
o) to earn (as a clear profit): <b>to net</b>	p) to arrive in great numbers: <b>to descend on</b>
q) distribute (information): to dish out	r) spectacular: (2 words) <b>stunning / breathtaking</b>

### Page 6

f) Vocabulary. What words / expressions from the audio clip mean the following:

- it has made Northern Ireland renown, popular: **it has put Northern Ireland on the map**
- emerging in a threatening way: **looming (on the horizon)**
- locations, settings: **locales**
- to be excited, delighted: **to be thrilled**
- spectacular: **stunning**
- to submerge (with people): **flood**
- to be filled (with people) **to be packed (with)**

a) Choose the appropriate meaning (a or b) of the words / expressions from the text. Use the context to help you choose.

1. contentious	a) controversial	b) full of content, dense
2. infamous	a) glorious	b) having a bad reputation
3. balm	a) boom	b) succour, cure
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12. tapped	a) knocked at the door of	b) used
13. binged	a) appreciated	b) watched compulsively

b) Which 2 verbs in the text mean “to attract (tourists)”: to entice / to lure

### Grammar (pages 10-11)

1. Put the verbs in the present perfect. Note that the verb in sentence c) is in the passive voice. Also pay attention to irregular past participles. [Check here if need be](#).

#### The Bridgerton Factor

a) Once again, Bridgerton has shot (*shoot*) to the top of the Netflix charts. And one industry is reaping the benefits – England’s stately homes.

The regal properties are reporting a “Bridgerton factor” as people enchanted by the baroque interiors and bucolic gardens of the hit show decide to visit its real-life landmarks.

b) Google searches for stately homes in the UK have increased (*increase / already*) by 23% in the last month.

c) Chris Small, English Heritage’s London operations manager, said: “Since the launch of Bridgerton in 2020 many people have been inspired (*inspire*) to visit.”

d) “We have seen (*see*) some fans of the show pose outside the gilded gates of Castle Howard, in full Georgian costume.”

e) There has been (*be*) an increase in the of Bridgerton-themed tours popping up. Tours International, which offers bespoke group getaways to the UK and Europe, takes fans to filming locations such as the city of Bath.

2. Put the verbs in THE PAST SIMPLE (I did) or THE PRESENT PERFECT (I have done). Use the time expressions to help you choose the tense. Note that 2 verbs are in the passive voice.

a) Ken Loach has lived (*live*) in Bath since the 1970s. In 2017, he wrote (*write*) an opinion piece to denounce the impact of tourism on Bath. His opinion piece was published (*publish*) in The Guardian.

b) Scotland has had (*have*) its stunning scenery and elegant cities showcased by films and television series for a long time. Even the remote clifftop ruins of Dunnottar Castle, in Aberdeenshire, saw (*see*) a rise of 16% in visitor numbers after its cartoon version was depicted (*depict*) in the 2012 animated Pixar movie *Brave*.

c) More recently VisitScotland has produced (*produce*) a map for Bollywood fans. After seeing a rise in the number of Indian productions using Scottish castles and lochsides for their high-glamour productions, Scotland’s culture minister said (*say*) tourism from India was (*be*) a “strong emerging market”.