

Outlander in Fife



Picture: FifeScreen+TayScreen/Steven Brown

Outlander - a quick guide

The Outlander TV show is based on a series of eight novels by Diana Gabaldon which have sold more than 25 million copies worldwide and has graced the New York Times best-sellers list six times.

Outlander follows the story of Claire Randall, a married English combat nurse from 1945 who, while on her second honeymoon in Inverness, is mysteriously swept back in time to the 18th-century Scottish Highlands. There she meets Jamie, a chivalrous young warrior, with whom she becomes romantically entwined.

The Outlander TV series has been sold into 88 territories around the world.

Outlander and its success in America

The first half of season one averaged over 5 million viewers.

It won the PEOPLE'S CHOICE award for Best Cable Sci-Fi/Fantasy series beating Game of Thrones, Walking Dead, Dr Who, AHS and consistently wins any poll competitions.

The show has higher in-season engagement rates on Facebook than the most recent seasons of competitor shows such as Game of Thrones, Orphan Black and Vikings.

Quote from Diana Gabaldon, author of Outlander:

"The photography is amazing, not that Scotland by itself isn't amazing, but the way they've photographed it. Ron (Moore, the producer) said from the beginning when he realised that we could film in Scotland – which is what he and I both wanted – that it must be as much a character in the show as any of the actual cast members, and it certainly is. It's just spectacular."

Outlander - opportunities for your business

Film tourism is a growing market across the world - 4 in 10 people are inspired to visit an area after seeing it on film or TV - and with the huge interest in Outlander there are some great opportunities for businesses in Fife to tap into this.

Here are some suggestions of how your business can make the most of Outlander and other film tourism opportunities:

1. Create **packages or experiences** for visitors, such as a themed afternoon tea, special menu, trail, walk or tour. For example, for *Outlander*, could you link any of your activity to clans, ancestry, or romantic Scottish weddings?
2. Are there any other local tourism businesses that would be interested in working with you to **create a wider visitor experience**, for example a film themed trail or self-guided tour involving local accommodation, restaurants, cafes, tours and attractions.
3. For accommodation providers - why not have Scottish movie nights or stock copies of local, or Scottish films for guests to watch? You could also provide a film fact sheet on where they were filmed and places to visit.
4. If you operate an attraction, museum or gallery, could you create a mini, **temporary exhibition** by using existing pieces from your collections? Could you create something topical just by exhibiting pieces together. For example, artefacts, documents and artworks around a Jacobean theme would create interest for Outlander fans.
5. Create a 'Did you know' section on your website to make guests aware of any films, TV programmes or adverts you have been seen in, or are located close to - or any actors that come from Fife. If you had a famous actor stay or visit, you may want to use this as a hook, but do make sure you are not breaking any confidentiality agreements.

Filming locations in and around Fife

The lovely little town of **Culross** is a unique example of what a town in Scotland would have looked like during the 17th and 18th centuries. Its Mercat area was transformed into the fictional village of **Cranesmuir** – the home of Geillis Duncan and her husband Arthur.

Behind historic Culross Palace is the wonderful herb garden where Claire works in the grounds of the fictional **Castle Leoch**. It is planted with lawns, herbs and vegetables of the period – a real highlight for a true *Outlander* fan.

One of the first scenes of the series is set in the picturesque village of **Falkland** which substitutes for 1940s Inverness. See if you can spot **Mrs Baird's Guest House** - the Covenanter Hotel. You can also stand beside the Bruce Fountain where Frank sees the ghost of Jamie looking up at Claire in the first episode.



The delightful 12th century **Aberdour Castle** doubles as Sainte Anne de Beaupré's monastery in France which Jamie flees to; the castle's Old Kitchen and Long Gallery were used for filming.

Historic **Balgonie Castle** features as the home of MacRannoch in episode 15 of series one. The Lundie hall and courtyard were used for filming.

Standing looking out over the Firth of Forth is the impressive **Blackness Castle**. This 15th century fortress provides the setting for the Fort William headquarters of Black Jack Randall as well as featuring in the heart-wrenching scene of Jamie's incarceration. The majestic ruins of **Linlithgow Palace**, once a favoured royal residence of the Stewart kings and queens and the birthplace of Mary Queen of Scots, stands in for the prison entrance and corridors in the scene where Jamie is imprisoned. The **Bo'ness & Kinneil Railway** in West Lothian was transformed to double as a wartime London railway station where Claire and Frank say their goodbyes.

Useful contacts and links

West Fife Local Tourist Association

Peter Wilson, Dunfermline & West Fife Local Tourist Association - email: greenmount12@btinternet.com

www.fifetourismpartnership.org

twitter: @fifetourism

facebook: Outlander Filming Fife

twitter: @OutlanderFife

welcometofife

www.welcometofife.com

facebook: Welcome to Fife

twitter: @welcometofife

VisitScotland - Outlander information

www.visitscotland/outlander

Fife on Screen

The Kingdom of Fife has long been favoured by filmmakers in search of beautiful, interesting and dramatic locations. Working with the Welcome to Fife team, FifeScreen is the screen commission for Fife Council, and sister office to TayScreen, screen commission for Tayside. FifeScreen helps all kinds of film, TV and media projects to find locations, facilities and crew.

www.fifescreeen.co.uk

www.youtube.com/fifescreeen

www.fifescreeenmoviemap.com