UNWTO Global Conference Linking Tourism, Culture & Creative Industries

Leveraging screen tourism for destination branding

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BINGE VOYAGE! - EXPLORE AFRICA ON NETFLIX
Agenda

1. Context - about Netflix
2. Nexus of Film and Tourism
3. From Netflix, to the World…
4. The opportunity
5. Q & A
Context - About Netflix
Members can watch as much as they want. Anytime, anywhere, on any internet-connected screen. They can play, pause and resume watching, all without forced commitments, as they can cancel anytime.

- Unlimited viewing
- Anytime, anywhere, any Internet connected device
- Personalized Controls
- No user-generated content
- Start, pause, continue where you left off
- Cancel anytime
What is Netflix?

Netflix is the world's leading streaming entertainment service with ~223 million paying members in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages.

We have built an audience globally and in Africa by finding and creating the best stories working with local creative partners and producers - and taking their stories to the world!
We believe that great stories can come from anywhere, and be loved everywhere!
1 Global Release
190 Countries
38 Languages
Nexus of Film & Tourism
Netflix brings compelling local content to engaged audiences in over 190 countries.

Our research found that...

It can build deep cultural affinity

And has huge potential to drive tourism
When people watch another country’s local movies and TV shows, they feel...

...more closely connected to that culture

...a greater desire to visit and explore that country
Top 5 countries where Nigerian titles are watched globally:

- Brazil
- Canada
- UK
- US
- Mexico
Anikulapo, a story told primarily in Yoruba, is a folktale that follows a young zealous man seeking greener pastures.
Inspired by the adventures of Arsène Lupin, gentleman thief, Assane Diop sets out to avenge his father for an injustice inflicted on his family years ago.
Hundreds of cash-strapped players accept a strange invitation to compete in children’s games. Inside, a tempting prize awaits - with deadly high stakes…
Squid Game’s world tour...

IN EUROPE: #1 Austria • #1 Belgium • #1 Bulgaria • #1 Croatia • #1 Czech Republic • Denmark • #1 Estonia • #1 Finland • #1 France • #1 Germany • #1 Greece • #1 Hungary • #1 Iceland • #1 Ireland • #1 Italy • #1 Latvia • #1 Lithuania • #1 Luxembourg • #1 Malta • #1 Netherlands • #1 Norway • #1 Poland • #1 Portugal • #1 Romania • #1 Russia • #1 Serbia • #1 Slovakia • #1 Slovenia • #1 Spain • #1 Sweden • #1 Switzerland • #1 Ukraine • #1 United Kingdom

IN ASIA: #1 Bahrain • #1 Bangladesh • #1 Cyprus • #1 Hong Kong • #1 India • #1 Indonesia • #1 Israel • #1 Japan • #1 Jordan • #1 Kuwait • #1 Lebanon • #1 Malaysia • #1 Maldives • #1 Oman • #1 Pakistan • #1 Philippines • #1 Qatar • #1 Saudi Arabia • #1 Singapore • #1 South Korea • #1 Sri Lanka • #1 Taiwan • #1 Thailand • #1 Turkey • #1 United Arab Emirates • #1 Vietnam

IN AFRICA: #1 Egypt • #1 Kenya • #1 Mauritius • #1 Morocco • #1 Nigeria • #1 Réunion • #1 South Africa

IN OCEANIA: #1 Australia • #1 New Caledonia • #1 New Zealand
From Netflix, to the World

How Netflix promotes culture & Tourism
“I like how these shows portray the beauty of the place, and African culture, that is so full of detail”

Male, 35, Brazil
Culture & destination promotion on Netflix

When people watch movies and TV shows from another region or country, they feel...

...more closely connected to that culture

...a greater desire to visit and explore that country
Netflix is where people go to fall in love with other countries.

Audiences are...

1.6x more likely to have seen local content than people who don’t watch Netflix
Globally, people who have watched another country’s local content are:

- 2.4x more likely to say the country is their #1 travel destination
- 1.8x more likely to want to learn the local language
People who have watched a country’s local content are more interested in that country’s...

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- People who have not seen local content
- People who have seen local content
Why does Netflix content have a huge impact on cultural affinity?

Reveals the authentic side of a country

Immerges viewers in local culture

Showcases faraway locations
My Octopus Teacher
People who watched this are...

- 71% more interested in South Africa’s nature and wildlife
- 53% more interested in getting to know South Africa’s people
- 50% more interested in South Africa’s famous landmarks

“I began to pay more attention to everything that concerns this country”
—Female, 24, Brazil
The opportunity
Netflix’s ‘WALKING TOURS’ of iconic European cities launched 2022
Netflix partnership with
Spain Ministry of Industry & Tourism

Spain Travel Guide: “A mosaic of small stories that make up the essence of Spain”
Netflix partnership with Korea Ministry of Culture & Tourism

“Explore Korea” Travel Guide and video
Netflix partnership with

Indonesia Ministry of Tourism & Creative Economy
Collaboration with Kenya Ministry of Tourism & Wildlife

Screening of short documentary spotlighting Kenya as a conservation destination

Launch of “Watch Kenya Shine” tourism sizzle reel
Questions?
Thank you!