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**VIRGINIA TOURISM SURVEY CONFIRMS  
POTENTIAL IMPACT OF ‘THE NEW WORLD’**

**RICHMOND, Va.** – A recent East Coast survey confirms that the state of Virginia may host more tourists this year as a result of **The New World**, an epic film about Jamestown, Virginia, starring Colin Farrell as John Smith. State officials anticipate that the film, released nationally January 20, will help boost tourism because it’s based on Virginia history and was also filmed in Virginia.

Conducted for Virginia Tourism Corporation (VTC) by the Center for Public Policy at Virginia Commonwealth University, the survey revealed that 22 percent of the survey respondents said they had traveled to a particular location because they saw that location in a movie or television show. Furthermore, 14 percent of the respondents said that they had traveled to a destination because they had seen a movie or television show that had been filmed there.

“This response is very encouraging, and scientifically confirms the impetus for visitation increases we have experienced with other movies filmed about or in Virginia,” said Alisa Bailey, VTC president.

The survey sampled 704 adult residents from Virginia and the top ten states from which Virginia visitors come. These included North Carolina, Maryland, Pennsylvania, New York, New Jersey, Florida, South Carolina, Ohio, West Virginia and Georgia.

In a relatively new trend, Bailey noted that VTC now markets to potential tourists through the release of major motion pictures encouraging visitation to film locations.

“Our promotions surrounding **Gods and Generals**, released in February 2003, resulted in more than a 100 percent increase in inquiries regarding visiting Civil War sites in the Commonwealth, from 30,101 in 2002, to 84,688 in 2003,” she said.

Based upon their success with **Gods and Generals**, VTC and Virginia Film Office officials formed a unique partnership with New Line Cinema, distributor for **The New World**, to cooperatively market the film and Virginia tourism through advertising, sweepstakes, special web site promotions and Jamestown-related educational materials.

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“The timing of **The New World** couldn’t be better as we approach the 400th anniversary of Jamestown and America that will be commemorated in 2007,” Bailey said. Festivals, new exhibits, educational programs, music and live performances are all part of the yearlong series of events throughout Virginia that will feature special presentations about the European, Virginia Indian and African American experience.

### **Related Tour Development**

“We’ve also worked with tour operators on the development of Jamestown and Colonial Virginia tours that will coincide with the run of the movie and continue to be available as the 400th anniversary approaches,” Bailey noted.

For example, Virginia Film Tours, based in Richmond, is already including **The New World** filming sites in tours, and about 50 tours that include Jamestown have been developed or refocused as a result of the movie. As tours are developed, information will be available through the VTC web site, [www.jamestown1607.org](http://www.jamestown1607.org).

The John Smith Trail on the James River was also recently developed by the Virginia Department of Conservation and Recreation and VTC. Dozens of historical sites from Virginia Beach to Richmond that are related to Jamestown, the Virginia Indians or early Colonial history are identified and can be accessed by vehicle or boat. A map and site information is available at [www.johnsmithtrail.org](http://www.johnsmithtrail.org).

### **Filming Sites in Virginia**

Scenes for the movie were also filmed at historical sites open to visitors. Unspoiled natural vistas and scenes were filmed at several locations on the island loop drive at Historic Jamestowne, the site of the first permanent English settlement in America, where the colonists actually lived, and where archaeologists have unearthed the remains of the 1607 James Fort. Seeking authenticity in production design, moviemakers incorporated the archaeological findings and new research into the construction of the fort set.

Visitors to the nearby Jamestown Settlement can climb aboard the *Discovery*, the *Susan Constant* and the *Godspeed*, replicas of the three ships that brought the colonists to Jamestown that were used in the movie. They can also explore a recreated fort, Indian village and museum exhibits.

At First Landing State Park in Virginia Beach, visitors can discover the same cypress tree forest where John Smith is captured in the film, which is also in the area explored by the settlers when they first arrived in Virginia.

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Agecroft Hall, a 16th-century manor house built in England and brought brick by brick to Richmond, Virginia, was used to represent Heacham Hall, John Rolfe's ancestral home in England. Scenes including Christian Bale, as John Rolfe, were filmed in the dining room and parlor, and two bedroom scenes with Q'orianka, as Pocahontas, were filmed here.

At Berkeley Plantation at Harrison's Landing, located about halfway between Richmond and Jamestown, visitors can enjoy the same sweeping views of the James River that are featured in the movie. Also, the house and gardens built here for the John Rolfe house set are still intact and will soon be included in plantation tours.

Although the fort set, which was built on private land, and the set for Chief Powhatan's Werowocomoco village, which was built in the Chickahominy Wildlife Management area, are long gone, boaters can enjoy the water vistas and view the sites on the Chickahominy River where the sets once stood.

Other Virginia filming locations included the Yorktown Battlefields, Sherwood Forest Plantation in Charles City, the Colonial National Historical Parkway, Chickahominy Riverfront Park, the James River and Belle Isle in downtown Richmond, and Lake Rawlings in Brunswick County.

"Once visitors are interested in seeing Jamestown, we feel confident that they will also want to see other areas of Virginia, including the beaches, the mountains, the wineries and all that Virginia has to offer," Bailey said.

Written and directed by Terrence Malick, **The New World** is a sweeping adventure set amidst the first encounter of European and Virginia Indian cultures during the founding of the Jamestown, Va., settlement in 1607. An acclaimed filmmaker, Malick brings to life his own unique interpretation of the classic tale of Pocahontas and her relationships with adventurer John Smith and aristocrat John Rolfe. Pocahontas's remarkable journey of love lost and found takes her from the untouched beauty of the Virginia wilderness to the upper crust of English society during the dawn of a new America.

In addition to Farrell, the film features a stellar ensemble cast that includes Christopher Plummer, Christian Bale, August Schellenberg, Wes Studi, David Thewlis and newcomer Q'orianka Kilcher as Pocahontas.

### **Suggested web sites for more information:**

[www.jamestown1607.org](http://www.jamestown1607.org)

[www.thenewworldmovie.com](http://www.thenewworldmovie.com)

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