James Bond To Be Filmed In The Austrian Tirol

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007, the most famous secret agent in the world, will start filming the 24th Bond film, Spectre, in the Austrian Tirol. Daniel Craig, will play Bond for the 4th time, embarking on his alpine adventures along with the other stars in the ski resorts of Sölden, in the ?tztal and Obertilliach, in the East Tirol region. This is the largest film production ever to be ‚made in Tirol' and will bring with it not only immediate economic benefits, but also long term media impact, creating future film-tourism opportunities.

The British production company "B24" will begin filming over the next few weeks As well as lead actor, Daniel Craig, Other stars of the 24th Bond film include Ralph Fiennes, Christoph Waltz, Monica Bellucci and Lea Seydoux, with Oscar-winning director Sam Mendes ("American Beauty," "Revolutionary Road" and "James Bond - Skyfall").

It is because of the excellent cooperation between Location Austria (FISA Film Location Austria), local communities, tourist boards and mountain railway companies in the Tirolean villages as well as support from the Tirol region and Cine Tirol that James Bond will make his high alpine adventures in the region for the first time. Since January 2014 suitable filming locations were pursued around the world, including in Norway and Italy. Eventually the combined efforts, as well as the logistical and finanical support, convinced the director and production team to choose the locations of Oetztal and East Tirol.

In August the production office was set up in Sölden, ready to co-ordinate the planned filming, which is scheduled to take place from mid-January to February 2015. A total of 22 filming days is planned in the Tirol, and at its peak the film crew will consist of 500 people, including 150 local filmmakers covering various positions.

The economic benefit of this large-scale film project to the Tirolean region will be huge: taking into account production costs, with accommodation and meals, as well as transportation, accommodation and salaries of the local Tirolean filmmakers it is estimated that 6 million euros will be spent in Tirol. The impact alone on tourism is incredible: about 26,000 overnight stays will be generated by the film crew in Tirol. Furthermore, the filming of this movie will generate major media attention at an international level and also create future film-tourism opportunities for the Ötztal and lesser-known East Tirol region.

"Two strong brands in their own field combine in the stunning mountains of our region: James Bond and Tirol," says Josef Margreiter, Managing Director of Tirol Werbung and founder of Cine Tirol. "I am very excited that the joint efforts, help and support will result in the most famous secret agent in the world on loaction in Ötztal and East Tirol. I am particularly grateful to Location Austria and FISA as well as those responsible in Sölden and Obertilliach for the successful cooperation. The last Bond film, Skyfall, was watched by over 130 million in cinemas around the world. This fills us with great confidence that the action-packed scenes for the new Bond film will be seen by an audience of millions when the film is released in Autumn 2015 and that will make people want to visit the locations for themsleves in the Heart of the Alps."

And Cine Tirol Director, Johannes Köck, reiterates: "James Bond in Tirol is the ultimate accolade for Cine Tirol, as the driving force for the region of Tirol as a filming location: this movie will draw the attention of the entire film industry to our region and help facilitate the acquisition of further international follow-up projects. In addition, 150 Tirolean filmmakers will get the chance to gain valuable experience in the context of such a large and prominent film production". He also adds: "Even though this will be the first time that agent 007 will be filmed in Tirol, there is an enduring connection between the most famous secret agent of all time and our region. Ian Fleming, the author of the Bond novels, lived in Kitzbühel in the 1920s and studied at a private school."

The resort of Sölden in the ?tztal is renowned for its excellent snow reliability with access to two high glaciers, impressive lift system and very lively apres-ski. Its consistently good snow conditions along with over 140km of slopes makes it one of the Europe's top ski and snowboard destinations and is located close to Obergurgl-Hochgurgl. www.soelden.com

Geographically not part of northern Tirol, the village of Obertilliach is located in the Lesachtal of East Tirol and remains largely undiscovered to the UK ski market. Located at 1450m, the village has a population of just over 700 inhabitants and the small skiing area is popular for beginner skiers and families as well as a centre for Nordic sports. To learn more about the East Tirol and its ski resorts take a look at this video here. www.osttirol.com

For more information on the Tirol region www.visittirol.co.uk or keep updated atwww.facebook.com/visittirol or @VisitTirol on twitter

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NOTES TO EDITORS:

The Cine Tirol Film Commission was founded as a joint initiative between the region of Tirol and the Tirol Tourist Board in 1998. Since then over 500 film productions have been filmed on location in Tirol, including feature films, TV movies, documentaries and commercials.

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