

TOURIST SEASON

Visit beautiful Victoria, British Columbia



DIRECTED BY ARIEL HANSEN
WRITTEN BY JOEL H. BREWSTER



WINNER
VANCOUVER
BADASS FILM
FESTIVAL - SCRIPT
COMPETITION

2021

THE STORY

"Tourist Season" follows the heart-pounding journey of best friends Holly and Liz, as they struggle to survive a record-breaking heatwave in Victoria, British Columbia.

Lifelong friends and annual tradition-keepers, Holly, a 29-year-old awkward Indo-Canadian entomology grad student, and Liz, a 28-year-old eccentric East Asian-Canadian actor, are joined by their friend Bowen, a 31-year-old frontwoman for an award-winning punk rock group and owner of a party house on the lake where the three of them often find themselves.

This summer, the usually quiet and predictable city is thrown into chaos when a bloodthirsty creature is awakened by a recent meteor shower. When Holly and Liz come face to face with the creature after a night of bad decision-making, they barely escape with their lives. They meet Kerswell, a battle-hardened woman and brutal monster hunter on a secretive mission, who inadvertently reveals to them that not all is as it seems in their hometown.

As the daily temperatures rise and their usual plans are upended by the knowledge of the creature's killings being covered up, Holly and Liz take it upon themselves to dig deeper into the mystery, while still trying to enjoy their usual partying ways.

While Holly and Liz battle to stay alive against all odds, they find themselves face to face with the creature again and again, as well as masked hunters sent to "scorch earth" and a loss of innocence as they see their sweet hometown in a new light, with eyes wide open to the mysterious underbelly kept quiet by the tourism industry.

Through it all, Holly and Liz's bond is tested as they discover more about each other and themselves...



DIRECTOR ARIEL HANSEN

A connoisseur of horror, Ariel absorbed as much knowledge as she could on the various film sets, she worked as an actor in order to learn how to bring her nightmares to life.

The first nightmare she birthed into the world was Ready to Burst, a pregnancy-based horror that acted as her debut as a director and led to her co-founding Bad Cookie Pictures.

Since then, she has directed The Man in the Rabbit Mask, Paint the Town Red, Relaxing Rituals ASMR, Nepenthes, Clout, and Damned Supper, which is currently doing a festival run.

Behind the camera, Ariel seeks to create a collaborative atmosphere allowing those she works with to bring new ideas to the table and contribute to her vision.





WRITER

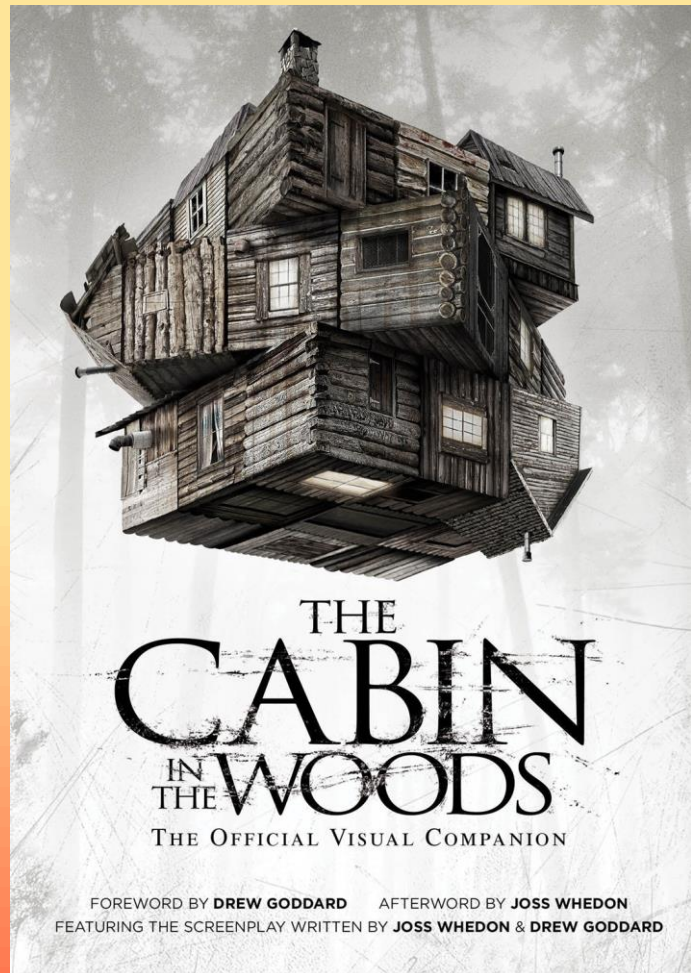
JOEL H. BREWSTER

Joel H. Brewster is a horror and sci-fi screenwriter living in Victoria, BC which is coincidentally one of the most haunted places in Canada and a city known for its spooky lore.

Joel is passionate about bringing diversity to the stories he writes and equally dedicated to pushing the boundaries of the genres he works in by creating twisted screenplays often with bloody resolutions.

Outside of screenwriting, Joel writes for the blog Westcoast Strange and is the host of the podcast No Stranger to Horror, and spends far too much time posting on social media about weird movies and real-life oddities.

COMPARABLE FILMS



THE CREATURE



The creature will be achieved through practical suits, drawing inspiration from the classic creature from the black lagoon-style monster, but with more animalistic attributes and an elite predator's face.



MOOD

A balance of serious horror, comedic moments, and a little dose of camp.
A coming of age for adults, just because you aren't a teenager doesn't mean you can't have an adventure.





THE LOOK - DAY



The warm palette for all the daytime/indoors Oozing with summer vibes.

When people think back on the film after watching it, they should feel the same glowing internally as just having gotten away for a long weekend in the summer.





THE LOOK - NIGHT



The colour palette gets cooler in the dangerous evenings.

A dark predator lurking from the shadows, the haunting feeling of the hottest sleepless summer night.





THE LOOK – VICTORIA, BC

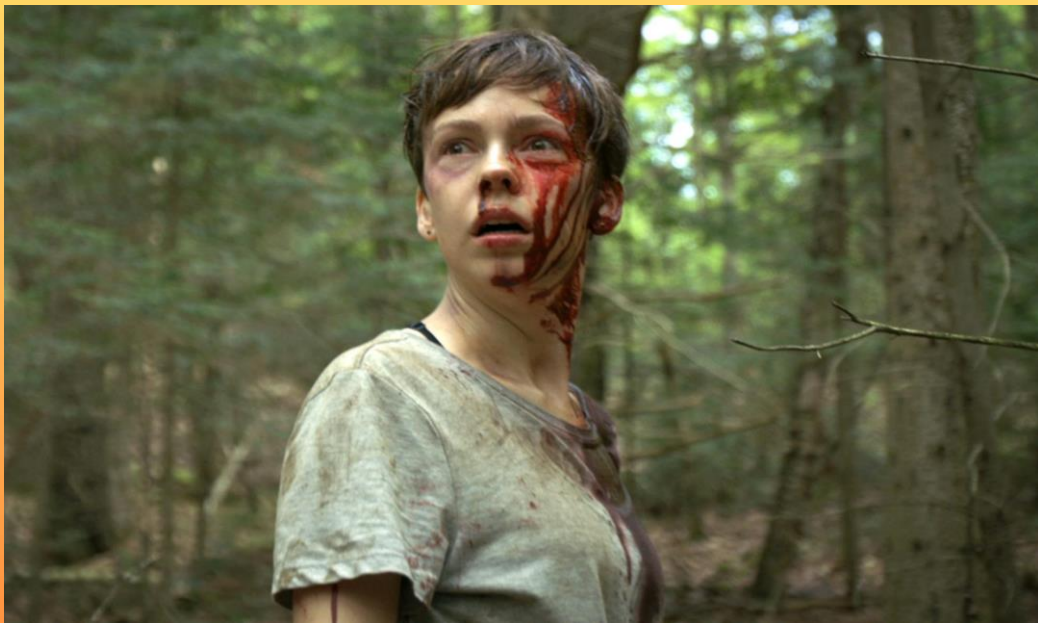


Our story's world is slightly more vibrant than reality...

- **The Characters' appearance and style are always iconic**
- **The sets/locations are vibrant and eye-catching**
- **The dingey motels are extra dingey**
- **The tacky souvenir shops are extra tacky**



EXECUTION & STYLE



The editing & camera work will have a sense of fun to it until shit hits the fan. The flip often comes when the creature is lurking, suddenly everything will become more serious and grounded.



As drugs are a major factor in the story, the change of reality will greatly affect the mood and change the visual palette when the characters are under the influence.



MARKETING PLAN



PLAY ME

Cryptid Hotline Phone call taken from the Feature Film Script:

Objective:

Our goal to create buzz for Tourist Season by expanding the world of the film through a podcast series and other multimedia content. We aim to target the young adult audience, particularly those interested in thrillers, horror, and the supernatural.

Plan:

Podcast series: We propose to release a podcast series that explores the world of cryptid hunters and the different creatures they face in the field. The series will be a prequel to the story of Tourist Season and expand the characters of our cryptid hunters. This will give audiences a glimpse into the world of the film and create interest in the story.

Social Media: We plan to create a social media campaign to promote the podcast series and the film and engage with the target audience by sharing exclusive content, such as behind-the-scenes footage, interviews with the cast and crew, and other elements of the world.

Film festival presence: We will submit the movie to a selection of film festivals and arrange Q&As and special events. This will not only showcase the movie to a wide audience but also helps to generate buzz and get critics' reviews.

Influencer marketing: We will reach out to popular influencers in the sci-fi and horror communities and ask them to review the film or share content about it on their social media platforms.

Expand the world: After the release of the film, we will explore other elements of the world such as alien sightings, ghosts, witches, etc. by expanding into other forms of media such as TV series, spin-off films, comic books, and further podcast shows.



TRANSMEDIA

Film: A feature-length horror film that follows the heart-pounding journey of Holly and Liz as they struggle to survive a record-breaking heatwave in Victoria, British Columbia, and the bloodthirsty creature that is awakened by a recent meteor shower.

Novel: The CES Bible – a detailed handbook used by the Cryptid Evaluation Specialist in British Columbia to hunt.

Podcast: A fictional narrative series that follows different cryptid hunters working across Canada and telling their stories of violent encounters.

Merchandising: Create and sell merchandise such as t-shirts, hats, and other items that feature the "Tourist Season" logo and characters.