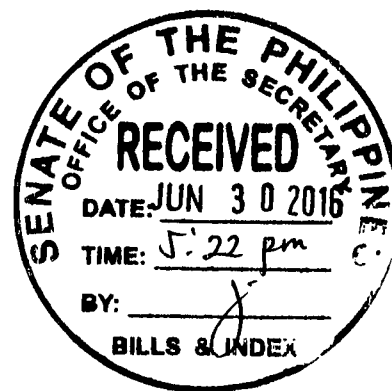


SEVENTEENTH CONGRESS OF THE REPUBLIC  
OF THE PHILIPPINES  
*First Regular Session*



SENATE  
S. B. 164

---

Introduced by Senator Poe

---

*Explanatory Note*

Film tourism is defined as "tourist visits to a destination or attraction as a result of the destination's being featured on television, video or the cinema screen." It is a growing worldwide phenomenon, fueled by both the growth of the, entertainment industry and the increase in international travel.

Several countries have already capitalized on the spiraling phenomenon of film tourism. South Korea, Turkey, Thailand, the United States of America, United Kingdom and New Zealand are some examples. Their governments, airline companies and tourism organizations have initiated measures to promote famous and even previously untapped destinations where the film was set as tourist attractions.

In their research entitled "Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives" published in May 2006 in the Journal of Travel Research, Simon Hudson and J.R. Brent Ritchie cited increased tourist arrivals in destinations where famous films took place. As cited, the Wallace Monument in Scotland saw a 300% increase in visitors a year after the movie "Braveheart" was filmed which starred Mel Gibson in 1995. "The Lord of the Rings" franchise, filmed in New Zealand, also saw a steady increase of 10% in tourist arrivals from 1998-2003 from United Kingdom alone.

The following information are significant (the list of film titles, the film locations and the boost in tourism percentage):

- "Steel Magnolias" Louisiana; 48% increase year after release
- "Harry Potter" Various locations in U.K.; All locations saw an increase of 50% or more
- "Mission: Impossible 2" National Parks in Sydney; 200% increase in 2000
- "Last of the Mohicans" Chimney Rock Park, North Carolina; 25% increase year after release
- "The Fugitive Dillsboro" North Carolina; 11 % increase year after release
- "Little Women Orchard House" Concord, Massachusetts; 65% increase year after release
- "Bull Durham" North Carolina; 25% increase in attendance year after release
- "The Beach" Thailand; 22% increase in youth market in 2000
- In particular, a previously unknown Koh Phi Phi in Thailand where "The Beach" was shot, instantly gained life and saw a surge in domestic tourism after the film.

However, very little effort—if none at all—has been done to promote film tourism in the Philippines. This is unfortunate, considering that This is unfortunate, considering that several films have been set in the Philippines, such as *Apocalypse Now* (1979); *The Year of Living Dangerously* (1982); *Platoon* (1986); and *Born on the Fourth of July* (1989). The fourth season of *The Bourne Legacy* was filmed in the Philippines in 2012. Finally, several seasons of the *Survivor* TV series have been filmed in the Caramoan islands in Camarines Sur.

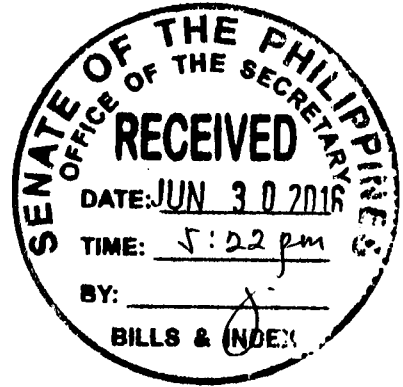
Film tourism can boost our country's tourism industry. This is important because our tourism industry can promote broad based inclusive growth due to its strong inter-connections

with other sectors of our economy. It is estimated that 1 tourist can generate jobs in six different industries and that 1 out of every 10 jobs is directly attributable to tourism. In March 2016, visitor arrivals in the Philippines reached 510, 270, which translated into estimated earnings of Php 18.31 billion.

This bill is a refiling of Senate Bill No. 2271, which I sponsored as the Chairperson of the Senate Committee on Public Information and Mass Media in the 16th Congress. As such, it is a consolidation of prior legislation filed discussed in the previous Congress.

Swift approval of this bill is eagerly sought,

  
GRACE POE



SENATE  
S.B. 164

---

Introduced by Senator Poe

---

**AN ACT  
ESTABLISHING A FRAMEWORK FOR FILM AND TELEVISION TOURISM IN  
THE PHILIPPINES, MARKETING THE INDUSTRY GLOBALLY AND  
PROVIDING EMPLOYMENT FOR THE SECTOR AND FOR OTHER PURPOSES**

*Be it enacted by the Senate and House of Representatives of the Philippines in  
Congress assembled:*

1           **Section 1. Title.** This Act shall be known as the "Philippine Film and Television  
2 Tourism Act of 2016."  
3

4           **Section 2. Declaration of Policy.** It is hereby declared to be the policy of the State to  
5 treat the film and television tourism as a special investment and tourism tool for national  
6 development.  
7

8           Consistent with the national goal of creating new areas of business to generate  
9 employment opportunities as well as to recognize Filipino talent, film and television tourism  
10 in the country is hereby made a new investment priority. It can be in the form of making the  
11 Philippines as a location shooting or filming area for various media activities, including, but  
12 not limited to making the Philippines a duplicate site. It can also be by preserving or  
13 promoting the nation's historical and cultural heritage and resources as well as artistic  
14 creations or sceneries depicted in films, and converting it into tourist attractions. It can also  
15 be in the form of championing Filipino film practitioners and artists and their participations in  
16 foreign productions.  
17

18           **Section 3. Creation of Philippine Film and Television Tourism Authority (PFTTA).**  
19 The affairs related to film and television tourism shall be administered by the Philippine Film  
20 and Television Tourism Authority (PFTTA), thus replacing the Philippine Film Export  
21 Service Office (PFESO) under the Film Development Council of the Philippines (FDCP),  
22 organized under Executive Order No. 674, Series of 2007.  
23

24           The PFTTA shall be headed by the Chief Operating Officer (COO), a position which  
25 shall be equivalent to an Executive Director III position of the Film Development Council  
26 and which shall be a career executive service officer position to be recommended by the

1 Chairperson of the Film Development Council of the Philippines and appointed by the  
2 President.

3  
4 The members of the Authority shall be composed of representatives from the  
5 following agencies:

- 6 1. Department of Tourism
- 7 2. Department of Trade and Industry
- 8 3. Department of Interior and Local Government and its attached agencies
- 9 4. Department of National Defense
- 10 5. Department of Finance
- 11 6. Department of Foreign Affairs
- 12 7. Department of Labor and Employment
- 13 8. Movie and Television Review Classification Board
- 14 9. National Commission for Culture and the Arts
- 15 10. Private sector representatives, one each from the movie and television  
16 industries.

17  
18 The heads of the above stated departments shall designate their regular  
19 representatives, based on their position in the organization, but not lower than a  
20 Director-level position. The said representatives of the various government agencies  
21 shall, in addition to their duties in the Authority, also serve as the direct link to  
22 streamline and develop the one-stop-shop system.

23  
24 The Secretariat of the PFTTA shall be based in the Film Development Council  
25 of the Philippines for financial and administrative support. It shall be composed of  
26 eight (8) regular plantilla positions already approved and to be augmented by the  
27 Department of Budget and Management, including existing positions in the Philippine  
28 Export Services Office of the FDCP.

29  
30 **Section 4. *Functions of PFTTA.*** The PFTTA shall facilitate the One-Stop-Shop  
31 System for foreign film or television production entities. It shall undertake the  
32 following:

- 33 1. Facilitate the promotion and marketing of the Philippines as location  
34 site for the production of international films and television programs,  
35 such as but not limited to: creating and maintaining a website and/ or  
36 a manual of Philippine Film and Television Tourism sites for  
37 overseas contract workers; participating and exposure in World Expo,  
38 recognized international film festivals, activities for cinema and  
39 television with global market penetration, tourism fairs of  
40 international significance. Provided, that in case a Filipino film is  
41 considered in a competition, nominated for excellence or cinema  
42 prizes, or to be exhibited in recognition of its achievement in arts in a  
43 recognized international film festival, its Production Team including,  
44 but not limited to its Director, Producer, Writer, and Actors shall be  
45 provided with full government support, such as but not limited to,  
46 financial assistance, security and ease in document processing to  
47 attend the said festival. Provided further, that the PFTTA shall  
48 endeavor to put a premium on promoting, marketing, and distributing  
49 Filipino films, television programs of local content, MTVs, short  
50 films and similar other remarkable art works. Provided, finally, that

- 1 in the case of expositions or fairs showcasing outstanding films and  
2 TV programs, a single unified Philippine booth must be endeavored  
3 with all relevant stakeholders as participants.
- 4 2. Assist in the implementation of a reward and incentive package for  
5 foreign film/television entities interested in shooting films/television  
6 programs in the country and submit recommendations related  
7 thereon;
  - 8 3. Assist foreign film production entities in processing pertinent  
9 documents and various requirements relative to the production of  
10 international films/television programs in the country and in  
11 complying with environmental regulations;
  - 12 4. Coordinate with various government agencies and local government  
13 units in assisting the entry and exit of a foreign film/television  
14 production team, such as but not limited to producers, artists and  
15 production crew;
  - 16 5. Provide direct link between foreign production entities, producers,  
17 filmmakers and artists with local production manpower services,  
18 local artists, bit players and technical crew, facilities and the like;
  - 19 6. Utilize the services of tourism attaches abroad, through the  
20 Department of Tourism, in the promotion and marketing of  
21 Philippine locations sites/resources and local film production  
22 manpower;
  - 23 7. Maintain an inventory of areas in the country that may be utilized as  
24 a film and television tourism site and a registry of sectors including  
25 artists, film practitioners, technical personnel and others for ready  
26 referrals;
  - 27 8. Identify key film and television tourism sites used by international or  
28 local filmmakers and establish a PFTTA mark;
  - 29 9. Keep a progress report and actual impact of the initiative taking into  
30 consideration the increase in the number of film tourists and its  
31 contribution to the economy;
  - 32 10. Implement the Comprehensive Plan of the inter-agency committee.

33  
34 **Section 5. Powers of the PFTTA.** The PFTTA shall have the power to issue a One-  
35 Stop Shop authenticated security seal, which shall be recognized by the various government  
36 agencies related to facilitating the processing of pertinent documents such as, but not limited  
37 to work permits, visa applications, ATA Carnets-type document.

38  
39 **Section 6. Creation of Inter-Agency Committee on Film and Television Tourism.** An  
40 Inter-Agency Committee on Film and Television Tourism hereinafter referred to as (IAC-  
41 FTT) is hereby created. It shall be the governing Board and policy-making body of the  
42 PFTTA.

43 **Section 7. Composition of the IAC-FTT.** The Film Development Council of the  
44 Philippines (FDCP) Chairperson shall act as the Administrator. The Department of Tourism  
45 Secretary or his representative shall act as Co-Chair. The inter-agency committee shall have  
46 six members: three (3) each from the private and public sector representing but not limited to  
47 business and investments, league of local government units, artists and film practitioners,  
48 travel and airline sector, historical and cultural heritage, overseas Filipino workers, film and

1 television groups and other relevant partners, to be determined by the Chairperson and Co-  
2 Chair.

3  
4 The Chairperson, Co-Chairperson and the members of the IAC-FTT shall be entitled  
5 to allowances and per diems, in accordance with existing policies, rules and regulations on  
6 the matter.

7 The IAC-FTT shall automatically cease to operate upon the submission of the  
8 Comprehensive Plan to Congress, or within five (5) years from the approval of this Act,  
9 whichever comes earlier. The IAC-FTT will automatically cease to exist upon the expiration  
10 of the five (5) years, unless otherwise extended by Resolution of both Houses of Congress.  
11

12 **Section 8. Functions of the IAC-FTT.** For purposes of this Act, the Inter-Agency  
13 Committee shall:

- 14 1. Formulate a Comprehensive Plan detailing an inventory of film tourism sites in  
15 the country, areas for improvement, sectors to be tapped and partnerships,  
16 marketing strategies both local and international in application;
- 17 2. Conduct the feasibility of establishing a Film and Television Museum and study  
18 the promotion for the establishment of more Sound Stage Studios.
- 19 3. Coordinate with various stakeholders and market players for research and study  
20 on feasibility of a reward and incentive system, and other aspects combining  
21 tourism and film, including, but not limited to the system of categories for the  
22 application of rewards and incentives depending on the cinema grade and length  
23 of exposure of the identified Philippine Film and Television Tourism site.
- 24 4. Coordinate with all Embassies and Consulates of the country to promote film and  
25 television tourism.
- 26 5. Coordinate and partner with various associations of Filipino overseas workers  
27 abroad in marketing, disseminating and propagating information on Philippines as  
28 a film tourism destination.
- 29 6. Coordinate and partner with known Filipinos of international stature in promoting  
30 the country and fulfilling the implementation of this Act.

31  
32 **Section 9. Preferential Incentives.** - International or foreign film and television  
33 production entities may, upon certification from the PFTTA, be granted the following:  
34

35 *1). Multiple Entry Visa.* - Foreign nationals who are members of the international film  
36 production entities, as duly endorsed by the PFTTA, shall be issued a multiple entry  
37 special visa within seventy-two (72) hours upon submission of all required  
38 documents, and which shall be valid for a period of one (1) year to enter the  
39 Philippines: *Provided,* That a responsible officer of the applicant entity submits a duly  
40 authenticated certificate to the effect that the person who seeks entry into the  
41 Philippines is a member of the applicant entity and will work exclusively for film and  
42 television production.

43  
44 The admission and stay shall be coterminous with the validity of the multiple entry  
45 special visa. The stay, however, is extendible for one hundred eighty (180) days upon  
46 submission to the Bureau of Immigration of a sworn certification by a responsible  
47 officer of the applicant entity; that its permit remains valid and subsisting, and that no  
48 other source of income has been made.  
49

1           2). *Tax and Duty Free Importation.* – The international or foreign film or television  
2 production entity shall enjoy tax and duty free importation of filming equipment as  
3 determined and endorsed by the PFTTA.  
4

5           **Section 10. *Implementing Rules and Regulations.*** The Film Development Council,  
6 Department of Tourism, Department of Finance and the Bureau of Immigration and  
7 Deportation, shall promulgate and issue the implementing rules and regulations within ninety  
8 (90) days upon approval of this Act.

9           **Section 11. *Appropriations.*** The amount necessary to implement the provision of this  
10 Act shall be included in the Annual General Appropriations Act.

11           **Section 13. *Separability Clause.*** In the event that any provision or part of this Act  
12 shall be declared unconstitutional, the remaining provisions shall remain valid and in full  
13 force and effect.

14           **Section 14. *Repealing Clause.*** Section 105 (j) of the Tariff and Customs Code is  
15 hereby repealed, accordingly. All other laws, orders, decrees, issuances, rules and regulations  
16 or parts thereof inconsistent with the provisions of this Act are hereby repealed, amended or  
17 modified accordingly.  
18

19           **Section 15. *Effectivity.*** This Act shall take effect fifteen (15) days after its complete  
20 publication in the Official Gazette or in at least two (2) newspapers of general circulation,  
21 whichever comes earlier.

Approved,