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SENATE
S.B. 78

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Explanatory Note

Film Tourism is a growing phenomenon worldwide, 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. 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. South Korea, Turkey, Thailand, the United States of America, United Kingdom and New Zealand are some examples.

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.

But as the same study cited, "Despite the economic impact of film tourism, many tourism organizations have been slow to tap the potential benefits of film tourism. The impacts of film tourism still appear to be underappreciated by destinations even though they can be long lasting and have significant long-term economic and social effects."

Philippine tourism, for instance, could get a bigger boost through film tourism. In the past years, several foreign films have been shot in different places in the country, but little effort--if none at all--was done to capitalize on the growing phenomenon to boost tourism and increase economic activity in those places. In 2008, Caramoan islands in Camarines Sur, was the location for the Survivor French edition, followed by the Israel, Bulgaria and Serbia editions in 2009. The Sweden edition was shot in the same island in 2010, followed in 2011 by the Denmark, Norway, Belgium and India franchises.

Just last month, film director Maryo J. delos Reyes has started filming "The Bamboo Flower" to showcase various places in Bohol as part of an effort to promote film tourism. The project has secured a grant from the Film Development Council of the Philippines.

Evidently, there is a need for government support to ultimately present various destinations in the Philippines as prime tourist spots. Through film tourism, tourist arrivals could exceed official targets.

In 2012, the Department of Tourism recorded 4.27 million in tourist arrivals, compared with 3.92 million in 2011. In the first quarter of 2013 alone, the Philippines booked 1.27 million tourists.

It is against these backdrops that this legislation is submitted. And it speaks for itself. While a number of provisions and improvements may be made in the appropriate legislative phase, the early discussion on this bill is in order.




GRACE POE



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AN ACT
PROMOTING FILM TOURISM IN THE PHILIPPINES, MARKETING THE
INDUSTRY GLOBALLY AND PROVIDING NEW EMPLOYMENT OPPORTUNITIES
IN THE SECTOR, AND FOR OTHER PURPOSES

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

Section 1. *Title.* This Act shall be known as the "Philippines Film Tourism Act of 2013."

Section 2. *Film Tourism and Its Objectives.* Consistent with the national goal of creating new areas of business to generate employment opportunities as well as to recognize Filipino talent, film tourism in the country is hereby made a new investment priority. It can be in the form of making the Philippines as a location shooting or filming area for various media activities. It can also be by preserving or promoting nation's historical and cultural heritage and resources as well as artistic creations or sceneries depicted in films and making it as tourist attractions. It can also be in the form of championing Filipino film practitioners and artists and their participations in foreign productions.

Section 3. *A Select Committee To Implement Film Tourism.* A select inter-agency Committee on Film Tourism is hereby created with the Department of Tourism Secretary and the Film Development Council of the Philippines Chairman as Co-Chair. The Committee shall have six members: three (3) each from the private and public sector representing but not limited to business and investments, league of local government units, artists and film practitioners, travel and airline sector, historical and cultural heritage, overseas Filipino workers, television and cinema groups and other relevant partners.

Section 4. *Comprehensive Plan to Implement Film Tourism.* For the purpose of this Act, the inter-agency Committee shall formulate a Comprehensive Plan detailing an inventory of film tourism sites in the country, areas for improvement, sectors to be tapped and partnerships, marketing strategies both local and international, the feasibility of establishing a Film Museum, reward and incentive system, and other aspects combining tourism and film. It shall consult stake holders and market players for the effective and efficient implementation of this Act.

The inter-agency Committee on Film Tourism shall devise ways and mechanisms to promote the Philippines as a Film Tourism Site, which shall include participating and exposure in World Expo, recognized international film festivals, activities for cinema and television with global market penetration, tourism fairs of international significance, among others. Provided, That in case a Filipino film is considered in competition, nominated for excellence or cinema prizes, or to be exhibited in recognition of its achievement in arts in a recognized international film festival, its Production Team including but not limited to its Director, Producer, Writer and Actors shall be provided full government support to attend the said festival. Provided, further, that the inter-agency committee shall endeavor to put premium on promoting, marketing, and distributing Filipino films, television programs of local content, MTVs, short films and similar

other art works of distinction. Provided, finally, that in the case of exposition or fairs showcasing outstanding films and TV programs, a single unified Philippine booth must be endeavored with all relevant stakeholders as participants.

For the effective implementation of this Act, the inter-agency Committee on Film Tourism shall coordinate with all Embassies and Consulates of the country to promote film tourism. The Committee shall also partner with various associations of Filipino overseas workers abroad in marketing, disseminating and propagating information on Philippines as a film tourism destination.

The inter-agency Committee may partner with known Filipinos of international stature in promoting the country and fulfilling the implementation of this Act.

Section 5. *A Lean Secretariat To Assist in Film Tourism Duties.* A small group-Secretariat in the Film Development Council is hereby created, where initially existing personnel of the Department of Tourism and the Council maybe seconded. On the second year of its implementation, a lean permanent Secretariat is hereby established headed by an Executive Director and a plantilla of not more than ten (10) personnel.

The Secretariat shall maintain an inventory of areas in the country that may be utilized as a film tourism site. They shall also maintain a registry of sectors including artists, film practitioners, technical personnel and others for ready referrals. The Secretariat shall also track the progress and actual impact of the Initiative taking into consideration the increase in the number of film tourists and its contribution to the economy.

They shall assist and shall be the Secretariat of the the inter-agency Committee.

Section 6. *Appropriations.* The amount of fifty million pesos (Php 50,000,000.00) is hereby appropriated. Initially, fifty percent (50 %) of the funds may be sourced from the funds or earnings generated from copyrights or other artistic creations being registered in the Intellectual Property Office (IPO). The remaining fifty percent (50 %) shall be sourced from the appropriation of the Department of Tourism (DOT). Thereafter, the amount necessary for the effective implementation of this Act shall be added and charged to the appropriations of the Film Development Council of the Philippines.

Section 7. *Separability Clause.* In the event that any provision or part of this Act shall be declared unconstitutional by the courts, the remaining provisions shall remain valid and in full force and effect.

Section 8. *Repealing Clause.* All laws, orders, decrees, issuances, rules and regulations or parts thereof inconsistent with the provisions of this Act are hereby repealed, amended or modified accordingly.

Section 9. *Effectivity.* This shall take effect fifteen (15) days after its complete publication in the Official Gazette or in at least two (2) newspapers of general circulation, whichever comes earlier.

APPROVED,