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NATIONAL APEX CHAMBER

GLOBAL FILM TOURISM CONCLAVE

'Transforming Location into Vacation'

11th January 2019 at JW Marriott Mumbai Juhu



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Film Tourism is defined as a genre within tourism that provides a link with the location of a film or a TV series during or after the shooting. Given the impact of 'Cinema' on behavioral changes on audiences, it has in recent years emerged as a powerful tool for the development and promotion of destinations. In addition to the exposure provided through films, there are many ancillary gains to the destination like income generation, investment, job creation etc which contribute to the overall economic development of the respective destination.

Tourism Boards have been encouraging to use films as a medium for destination promotion since a blockbuster has a longer shelf life in the minds and hearts of film lovers. It is a well-known fact that film makers are always looking for new and exciting locations to shoot, while tourism boards around the world welcome film makers in order to boost inbound tourism. Switzerland will always be recognized as the landscape for Yash Chopra movies. UK has a tourism map, which highlights locations of popular Indian cinema. Spain has become the next hot destination for vacation with friends after a road trip film, *Zindagi Na Milegi Dobara*.

Film Tourism in India:

India is the largest film producer in the world, annually producing 1800 films every year in more than 20 languages. The Indian film industry is expected to grow at a CAGR (Compound Annual Growth Rate) of 11.9% till 2021 to be worth INR 206.6 billion. At present, the film industry grosses total revenue of US\$ 2.5 billion and it has grown at a CAGR of over 10% in the last couple of years. This presents an exciting opportunity for film commissions, tourism offices and production services companies from around the world to attract outbound Indian productions.

India, in addition to being one of the leading film producing countries with the filming community spread across various regions of the country, also offers a diversity of landscape and locations in the different States and Union Territories, making it an appealing destination for production of both international and domestic films.

Mumbai being one of the biggest hubs of film production in the world, PHD Chamber of Commerce & Industry is organizing the 3rd edition of **GLOBAL FILM TOURISM CONCLAVE** with the theme '**Transforming Location into Vacation**' on 11th January 2019 at **JW Marriott Mumbai Juhu, Maharashtra**.





Objective

- To promote Film Tourism, highlighting the tourism destinations across India and abroad
- To bring together all the relevant stakeholders on one common platform where they can share ideas to promote Film Tourism
- To highlight the issues affecting the interests of the film industry
- To create a platform for tourism boards to showcase the film locations of their country
- To showcase the tourism potential of destinations and encourage Indian as well as Foreign Film Makers to shoot films there
- To market Film Tourism as an important tool for employment generation

Highlights

- Exhibition platform for destinations to showcase locations, tax incentives and subsidies
- Interaction with 200+ representatives from the film and entertainment industry
- Focused Knowledge Sessions and Creative Workshops throughout the day
- Deliberations from renowned Speakers on the nitty-gritty's of Film Tourism
- Structured face to face business meetings

Stakeholders

- Ministry of Information & Broadcasting
- Ministry of Tourism| Civil Aviation| Culture
- Ministry of External Affairs| Home Affairs| Environment
- Bureau of Immigration (BoI)
- Archaeological Survey of India (ASI)
- Airports Authority of India (AAI)
- Film Federation of India (FFI)
- Officials of Municipal Corporations
- Officials of State Police Departments
- Film Councils & Commissions
- Film & Television Producers Guild of India
- Motion Picture Association (MPA)
- Association of Film Commissioner International (AFCI)
- Film and Television Institute of India (FTII)
- Indian Railway Catering and Tourism Corporation (IRCTC)
- National Film Development Corporation (NFDC)
- Ramoji Film City
- Tourism Boards (State & International)
- Captains of Tourism, Hospitality & Aviation Industry
- Indian & Foreign Film Makers
- Indian and Foreign Tour Operators
- Film and Television Production Houses
- Embassies & High Commissions
- Executive Producers, Head of Production
- Directors, Assistant Directors
- Cinematographers
- Film and Advertising Agencies
- Electronic & Print Media



GLIMPSES

Global Conference on Film Tourism 2016



Global Film Tourism Conclave - 2017



FOR FURTHER ENQUIRIES, PLEASE CONTACT

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