



# Transforming location into vacation

## A report on film tourism



March 2024

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## **MESSAGE**

I am happy to know that PHDCCI is organizing the **6<sup>th</sup> edition** of **Global Film Tourism Conclave** with the theme '**Transforming Location into Vacation**' on **1<sup>st</sup> March 2024** in **Mumbai**.

Bharat, 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. This makes it an appealing destination for production of both international and domestic films.

Films can have a lasting impact on travel decisions, since they inspire a person to see and experience the screened locations first hand, which leads to an increase in tourism.

I congratulate PHDCCI for organizing this important conference where film makers, tourism boards, government officials and private stakeholders will share their vision, knowledge and expertise to create the roadmap for growth of film backed tourism in India and abroad.

I wish the programme a big success.

**(G. Kishan Reddy)**



**Sanjeev Agrawal**  
*President*

### **MESSAGE**

Tourism is the largest service sector in India and it has grown steadily in recent years. There has been a significant increase in the number of foreign tourists visiting India in the year 2023 with 7.24 million footfalls till October 2023 as compared to 6.44 million for the corresponding period in 2022.

Tourism and film have always made a great combination. Some countries even provide incentives to filmmakers so that they can use part of the destination as their filming locations. Film Tourism offers several opportunities for growth and community development. Just like any other form of tourism, the film industry has proven effective in attracting tourists to a country through appealing images on the screen.

Currently, India is gaining momentum as a film shooting destination, providing unexplored and mystic locations as well as generating employment and cultural exchange with local communities. In addition to the exposure provided through films, there are many ancillary gains to these destinations like income generation, investment, job creation, which all contribute to the national economic development. Benefitting from these, state tourism boards are encouraging tourism to these locations.

Leveraging beneficial government policies and the interest of movie producers and audiences, this report by PHDCCI and KPMG aims to bring forth innovative avenues that the industry could set forth upon for widespread collaboration and partnerships.

On behalf of PHDCCI, I would like to extend my warm greetings to those participating in the Global Film Tourism Conclave 2024 and wish it a great success.



**(Sanjeev Agrawal)**

***“Voice of Industry & Trade”***





**Dr. Ranjeet Mehta**  
*Executive Director*

### **MESSAGE**

The Tourism & Hospitality Committee of PHDCCI is organizing the 6<sup>th</sup> edition of **Global Film Tourism Conclave** with the theme '**Transforming Location into Vacation**' on **1 March 2024** in **Mumbai**. The programme is being supported by the Ministry of Tourism, Government of India.

India is famous all around the world for its scenic beauty and natural sites. Films have been shot at all locations, right from the historical palaces and temples to snowy mountains and thrilling hill stations.

Given the impact of 'Cinema' on behavioural changes on audiences, it has in recent years emerged as a powerful tool for the development and promotion of destinations. Several destinations have gained in terms of tourist influx by being the location of popular domestic and international cinema.

India has immense potential in the film tourism industry and concerted efforts by the government and private sector can help the country achieve global recognition. The growth of film tourism can further boost the overall tourism industry, by providing jobs, boosting the local economy, particularly in rural areas.

PHDCCI is committed to creating such meaningful platforms to enable the tourism industry to grow and flourish further!

We are thankful to all the stakeholders for their support and I wish the conclave a grand success.

**(Dr. Ranjeet Mehta)**

***"Voice of Industry & Trade"***



## Vivek Agarwal

Partner and Lead - Industrial and Infrastructure Development, Government and Public Sector

Head - Public Sector Infrastructure Advisory



## MESSAGE

This insightful report on "Transforming Location into Vacation", is a thorough exploration of a niche yet burgeoning segment of the film tourism industry. Film tourism stands at the confluence of cinematic art and travel, offering unique opportunities to destinations featured in films and television series.

As one of the world's largest film producers, India has an unparalleled cinematic heritage that spans across diverse cultures, languages, and geographies. The country's rich tapestry of stories, depicted through its films, presents an untapped reservoir of opportunities for the tourism sector. This aligns with India's brand of being a culturally immersive and experientially rich tourist destination.

In recent years, India's film industry has grown significantly and gained global recognition with films such as RRR, The Elephant Whisperers, and Dear Jassi. Consequently, film-related tourism in India is expanding with visitors who want to explore locations and experiences part of their favourite films. This should encourage India towards the trajectory of exploring and harnessing its film tourism potential.

The potential benefits of developing this niche segment for India are manifold. Economically, film tourism can drive significant growth by attracting both domestic and international tourists, creating jobs, and fostering local businesses. Culturally, it offers a platform to showcase India's diverse heritage, traditions, and stories to a global audience. Furthermore, it promotes global visibility and branding for India as a unique travel destination, enhancing its image on the world stage.

Developing the film tourism segment in India presents an opportunity to combine the country's cinematic wealth with upcoming digital trends such as AR/VR and AI to create extraordinary immersive experiences. It is an endeavour requiring collective efforts of all stakeholders, guided by a strategic vision and sustained commitment. The success stories and recommendations outlined herein not only serve as a roadmap for stakeholders but also as an inspiration to innovate and explore new avenues in film tourism.

This report aims to spark a dialogue, inspire action, and contribute to the realisation of India's film tourism potential.

# Executive summary

The global film tourism market is on an upward trajectory, projected to grow at a CAGR of 7.2 per cent in the coming years. Valued at USD68.1 billion in 2022, it is expected to reach USD110.79 billion by 2028. Alongside, as one of the largest film producers in the world, India rolls out more than 1,500 movies yearly, its diverse storytelling traditions reflected in its prolific cinematic entertainers. Together, Indian television, cinema and OTT is expected to contribute 57 per cent to the Indian media industry by 2024.

Film tourism, also known as cine-tourism or movie-induced tourism, a rapidly expanding niche segment of the global travel industry, taps into the desire of movie enthusiasts to experience cultures, landscapes, and realities behind the cinematic world. It fosters significant economic growth for destinations harnessing their cinematic appeal effectively. Innovative marketing and promotion strategies also play a key role in attracting visitors to a film destination.

Film tourism with a plethora of advantages, including economic benefits, cultural promotion, global visibility, and the development of tourism infrastructure also faces challenges. Notably sustainability concerns associated with overcrowding and the dependency on the popularity of films or TV shows. This report explores successful global and Indian case studies of film tourism, demonstrating the economic, cultural, and promotional benefits while addressing challenges

such as over-commercialisation and ecological damage.

To popularise film tourism destinations, effective collaborations and partnerships between film commissions, tourism boards, and local governments are crucial. These entities play dynamic roles, from facilitating film shoots to integrating film tourism into broader marketing strategies.

Successful public-private partnerships, as seen in Iceland, London, and Northern Ireland, underscore the importance of cooperative efforts in this sector. A few Indian states such as Madhya Pradesh, Gujarat and Jammu and Kashmir, with their policies and recent initiatives, have also set an example in this field.

The report emphasises the need for India to leverage its abundant cinematic heritage and diverse landscapes to position itself as a leading film tourism destination, thereby contributing to its economic growth and cultural preservation. It concludes with recommendations for India to unlock its film tourism potential, such as providing tax incentives and financial benefits, establishing a dedicated supervisory committee, leveraging film festivals and events, developing related infrastructure, developing and promoting film tourism, focusing on safety and security, supporting related industries, integrating technology, adopting successful global practices, developing state-specific film tourism policies, and promoting sustainable tourism practices.







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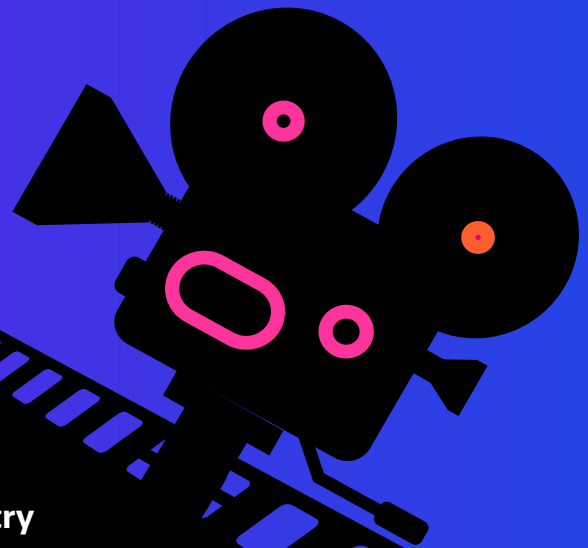
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01

# Introduction to the film tourism industry

In the dynamic landscape of contemporary travel, discerning tourists exhibit a heightened selectivity in their choice of vacation destinations. A prominent trend within the travel industry resolves around the strategic allure of destinations intimately associated with the cinematic or television realm.

The primary motivation for film tourism is the desire of travellers to connect with the cinematic world, experiencing first-hand the locations, cultures, and landscapes portrayed in their favourite films. This trend has emerged as a niche within the broader tourism industry, fostering economic growth for destinations that leverage their cinematic appeal.



## 1.1. Global film tourism scenario

The global film tourism market is anticipated to grow at a substantial CAGR of 7.2 per cent in the upcoming years. The industry was estimated to be worth USD68.1 billion in 2022 and is expected to reach USD110.79 billion by 2028<sup>1</sup>.

As of 2022, the film tourism market in North America claimed a substantial portion of the global industry, driven by the region's well-established and diverse film sector, renowned movie and television locations, and robust tourism infrastructure<sup>1</sup>. The United States, home to Hollywood and recognised as the world-wide hub of the film industry, played a central role in this dominance.

North America as a film tourism destination was further promoted by the presence of prominent film festivals, including the Sundance Film Festival in Utah and the Toronto International Film Festival in Canada. These festivals celebrated cinematic excellence and contributed significantly to the region's appeal, attracting enthusiasts and travellers eager to immerse in the captivating atmosphere of iconic film settings. Moreover, the cultural and historical significance of various film locations across North America added an extra layer of fascination for tourists, making their experiences not only entertaining but also educational. The thriving ecosystem of film-related events, studio tours, and interactive experiences further solidified North America's position as a premier destination for film enthusiasts seeking to explore the places related to their favourite movies and TV shows.

The increasing popularity of movies and TV shows, growing interest among tourists to visit film locations, government initiatives to promote film tourism, and the rise of social media and digital marketing strategies are major driving factors for the film tourism market. Additionally, the increasing popularity of film festivals, as well as the expanding trend of movie-themed attractions and tours, all contribute to the expansion of the film tourism industry.



1. "Global Film Tourism Market", Credence Research, May 2023

## 1.2. Indian film tourism scenario

As one of the largest film producers in the world, India rolls out more than 1,500 movies yearly, its diverse storytelling traditions reflected in its prolific cinematic entertainers.<sup>2</sup> The Media and Entertainment industry in India is expected to reach INR8,29,390 Crore by 2030<sup>3</sup>. In 2023, the Indian gross box office collection (GBOC) exceeded INR12,000 Crore<sup>4</sup>. The television, cinema, and OTT platforms share is expected to contribute 57 per cent to the Indian media industry by 2024.<sup>5</sup> Bollywood in Mumbai, is the most prominent segment of the Indian film industry followed by regional film industries, such as Tollywood (telugu), Kollywood (tamil), and others.

Integrating cinema with tourism is an excellent way for putting film tourist destinations on the map and generating economic benefits for the local population. In India, film-induced tourism witnessed a steady increase with a significant rise in the number of international and domestic tourists visiting locations featured in popular films. This prompted the government of India to offer several incentives to encourage film tourism, such as tax rebates and film subsidies to encourage filmmakers to film in India.

Thriving state initiatives played a pivotal role in boosting film tourism in their respective states. For

instance, Madhya Pradesh introduced a tourism policy aimed at fostering and enhancing tourism within the state through the establishment of an inclusive and sustainable tourism environment. Similar efforts have been made by states such as Rajasthan, Kerala, Uttar Pradesh, and Uttarakhand, which implemented measures to stimulate investment in infrastructure development and create favourable conditions for filmmakers. Rajasthan, for instance, adopted a strategy that promotes film tourism by providing subsidies of INR2 Crore per film for shooting within the state, in addition to waiving all taxes and fees related to filming at any government-owned landmarks, sites, and properties. Uttar Pradesh, a longstanding contributor to India's film industry landscape, recently adopted a comprehensive film tourism policy aimed at fostering the all-encompassing advancement of the sector. Emphasising infrastructural enhancements, financial support through subsidies and rebates on location fees, as well as facilitating access to government-owned properties, this policy seeks to stimulate growth and development. In addition to these measures, state tourism initiatives play a pivotal role in supporting film tourism by organising film festivals, conducting roadshows, hosting cultural events, and engaging in various promotional endeavors.<sup>6</sup>



2. "Indian film industry Bollywood soars in comeback year with \$1.3 billion box office", Fortune, January 2024  
3. "Media – Among the Fastest growing Media and Entertainment Markets in the World", Invest India, December 2023

4. "Indian Cinema 2023", The Hindu, January 2024  
5. Cinematic Tourism Policy, Government of Gujarat, 2022  
6. "Film Tourism in India: Fostering Economic Growth and Cultural Preservation", Invest India, April 2023







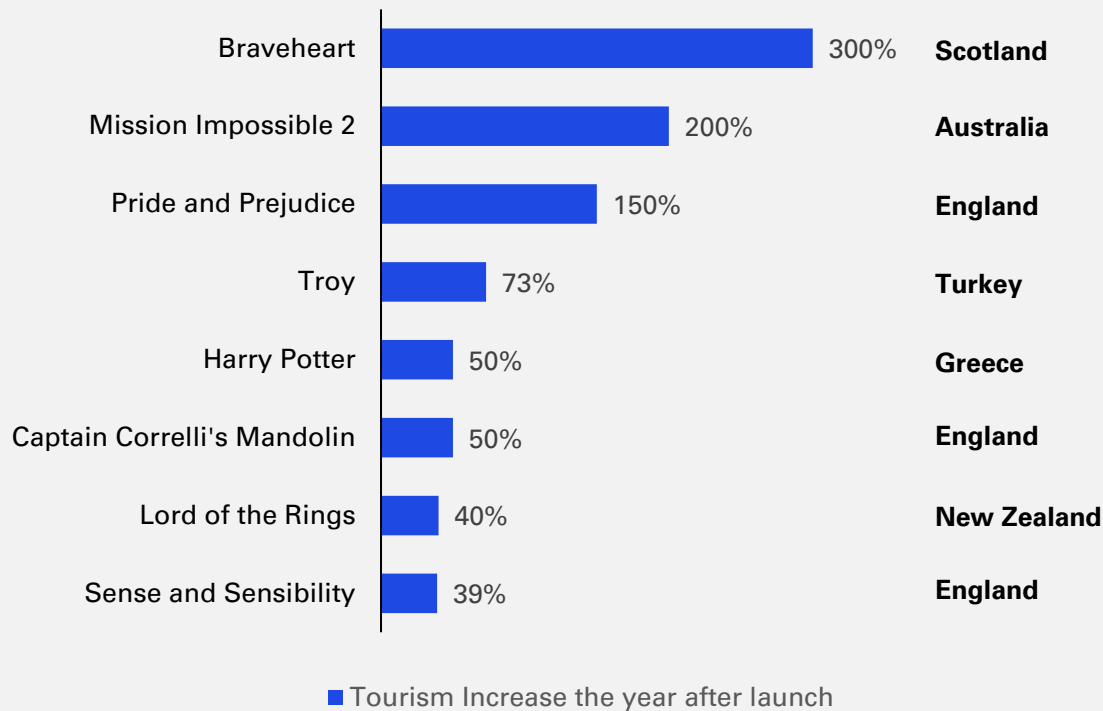
02

# The power of cinematic destinations

## 2.1. Impact of films on destinations

A destination featured prominently in mainstream media can garner international attention drawing visitors from far. Such influx provides opportunities for film tourism, where visitors can tour film sets and locations, attend film festivals and events, and participate in workshops and masterclasses. Per the New Zealand tourism department, the country experienced a 40 per cent increase in tourist arrivals since the film, *The Lord of The Rings*<sup>1</sup>. Moreover, Hobbiton was transformed from a film studio into a tourist attraction following production of the film series, *The Hobbit*. Presently, it is among New Zealand's top tourist destinations.

### Tourism impact on film locations



Source: "Film-induced tourism: Inventing a vacation to a location"; "The economic impact of the UK film industry", Oxford Economics, June 2010

In India, the Ramoji Rao film city, known for film production and tourism, witnesses an average footfall of 1,500,000 tourists<sup>2</sup> annually. Such footfall provides employment opportunities for residents in and around the film city's location. Additionally, it adds to the quantum of business generated, which employs more than 5,000<sup>3</sup> employees through its company in India. Another example is Dadasaheb Phalke Chitranagri, Mumbai, where the average

annual footfall is around 100,000 tourists. Film tourism offers a unique amalgamation of entertainment and travel. It validates the power of cinema in influencing travel decisions.

Other classic examples of film tourism transforming the economy of a destination and putting it on the global map are:

1. "The Impact (Economic and Otherwise) of Lord of the Rings/The Hobbit on New Zealand", Forbes, December 2012

2. "About Us", Ramoji Film City Hyderabad, July 2023

3. "Ramoji Film City Overview and Company Profile", AmbitionBox, July 2023



S. No	Movie/ TV show	Destination	Impact
International destinations			
1	Outlander	Scotland	Historic sites in Scotland saw an upsurge in visitors after featuring in outlander. The Scottish tourist board actively promotes these sites, focusing on the outlander connection.
2	Indiana jones and the last Crusade	Jordan	The ancient city of Petra, especially the Al-Khazneh (the treasury), incurred an increase in tourism after featuring as the fictional resting place of the holy grail. The Jordan tourism board promotes Petra as a must-visit, leveraging its cinematic fame.
Indian destinations			
1	Multiple Bollywood films	Rajasthan	Movies like Padmaavat, Bajirao Mastani, and Jodhaa Akbar highlighted historic forts and palaces of Rajasthan. The state government and tourism board actively promoted these locations, attracting both domestic and international visitors.
2	Kedarnath	Uttarakhand	Beyond the religious significance of Kedarnath, the film displayed the beauty of the Himalayan region. As a result of the movie's success, various treks and religious tours were promoted aggressively.
3	Dil se, Baahubali	Kerala	The song Jiya Jale, picturised on the backwaters of Kerala with traditional houseboats and tranquil surroundings, made many long for the serene experience. Parts of Baahubali shot in the Athirapally falls in Kerala, led to a significant boost in tourism.
4	3 idiots	Ladakh	The release of the film 3 idiots in Ladakh led to a significant increase in tourist arrivals, reaching 2.4 times the average number of tourists, which continues to grow. <sup>7</sup>

It is observed that some factors driving individuals to travel to a particular destination include the natural beauty and terrain, the overarching theme, the array of events and individuals involved, the narratives presented, and the adeptness of marketers in associating the location with specific sentiments, perspectives, or emotional responses.

## 2.2. Case studies of successful film tourism destinations

### 2.2.1. Global case studies

#### New Zealand

New Zealand stood number one in a study commissioned by one of the leading entertainment groups in 2015, about destinations made famous by movies and television.<sup>4</sup> It was also placed third in USA Today's 'best cinematic location' poll.<sup>5</sup>

New Zealand's success in leveraging film tourism is prominently demonstrated through the Lord of The Rings (LOTR) and The Hobbit film trilogies. The breathtaking landscapes showcasing the country's diverse and stunning scenery became the fictional middle earth in these movies. By the year 2018, 3.6 million tourists

visited the country annually, equivalent to three-quarters of the population of New Zealand<sup>6</sup>. Tourism New Zealand estimated that since 19 December 2001, tourists visiting the country spent USD620 million to only visit The Lord of The Rings and The Hobbit<sup>7</sup> film series locations.

Recognising the potential of these iconic locations, New Zealand's tourism industry strategically collaborated with filmmakers to Create guided tours and experiences for fans. This immersive connection with the movies has been a powerful draw for fans globally.

#### Key takeaways

New Zealand significantly enhanced its international reputation by implementing strategic measures and fostering partnerships, thereby establishing a standard for film tourism. The collaboration between New Zealand's government, tourism entities, and filmmakers was instrumental in coordinating marketing campaigns to boost tourism. Similarly, India can cultivate partnerships with film industry professionals to develop promotional activities that showcase filming locations as prominent tourist destinations.

#### Iceland

Iceland witnessed widespread recognition through its portrayal of the icy landscapes beyond the wall in game of thrones. According to the Icelandic tourist board, Iceland has seen a substantial increase in visitors, with the number of foreign tourists rising from around 565,600 in 2011 to over 2.3 million in 2018. The rise in tourism also contributed significantly to Iceland's economy by increasing tourism-related revenue from ISK196 billion in 2011 to ISK503 billion in 2017<sup>8</sup>.

The influx of tourists translated into job creation across different sectors. Tour operators capitalised on the show's popularity by offering guided tours to various filming locations.

The Icelandic Directorate of Labour reported an increase in employment opportunities, particularly in tourism-related industries, supporting the notion that film-induced tourism positively impacted the labour market. Iceland also increased infrastructure and tourism capabilities to keep up with the surge in tourist inflows. This included an uptick in the number of flights and hotels, as well as the quality and capacity of roads, rental companies, and transportation providers.

Iceland's success in leveraging Game of Thrones for tourism is evident in the substantial increase in tourist inflow, revenue generation, job Creation, and infrastructure development.

#### Key takeaways

Iceland's successful promotion of these locations, through collaboration between the film industry and tourism authorities, demonstrates the significance of a unified strategy that supports and enhances both sectors. Similarly, India can benefit by strategically leveraging its natural landscapes to appeal to both filmmakers and tourists.

4. "New Zealand voted world's top film tourism destination", New Zealand Film Commission, June 2015

5. "Film Tourism - A Successful Journey for New Zealand. The Way Towards Being the World's Top Film Tourism Destination", Cactus Tourism Journal Vol. 12, June 2015

6. "More than Middle-Earth: How film tourism changed New Zealand", Cathay Business, July 2019

7. "Lord of the Rings: Fellowship of the Ring's economic legacy could herald new age of Tolkien tourism for Scotland", The Scotsman, December 2021

8. "Tourism in Iceland in Figures", Icelandic Tourist Board, March 2024

## 2.2.2. Indian case studies

### Goa

Goa has long been a favoured destination for directors and filmmakers due to its scenic beauty, rich cultural heritage, and the distinctive fusion of Portuguese and Indian influences. According to the times of India, Goa tourism was honored with the prestigious 'film Tourism Destination of The Year' award at the India International Travel Mart (IITM) held in Chennai. Additionally, the well-known Parra Road in Goa has gained the moniker 'Dear Zindagi Road' due to its association with an iconic scene from the movie.

The economic survey of Goa highlights the significant contribution of the tourism sector to the state's Gross State Domestic Product (GSDP). In 2020-21, tourism contributed around 16 per cent to the state GDP and supported over 40 per cent of jobs and livelihood opportunities<sup>9</sup>. While this encompasses various tourism-related activities, the film industry's contribution to local job creation is evident, particularly in sectors like hospitality and services.

#### Key takeaways

Goa exemplifies best practices in film tourism, highlighting the significance of adopting a comprehensive and sustainable strategy in developing this specialised industry. The state has enhanced the efficiency of acquiring permits for film shoots, simplifying the process for both local and international filmmakers seeking to film in Goa. This initiative has resulted in an increase in productions selecting Goa as their filming destination, consequently stimulating growth in film tourism. Furthermore, the state actively promotes a diverse array of locations, ranging from its renowned beaches to lesser-explored inland areas, showcasing the breadth of Goa's offerings beyond its popular tourist attractions.

### Rajasthan

The impact of film tourism in Rajasthan offers compelling insight into how cinematic portrayals can boost tourism and contribute to the local economy. Rajasthan has seen a significant increase in tourist numbers following or even before the release of popular films. For instance, before the release of Padmaavat, the Chittorgarh Fort where the movie was shot witnessed a record increase in tourism footfall from 40,733 in December 2016 to 81,009 in December 2017 because of huge media coverage.<sup>10</sup> Films like Yeh Jawaani Hai Deewani and Bajirao Mastani, which featured Udaipur and other locations, contributed to a noticeable uptick in tourism-

related revenue. Hotels, local businesses, and the service industry in these areas increased earnings, with increasing hospitality sector revenues in the years following major film releases.

The growth in film tourism led to the creation of new jobs, particularly in the tourism and hospitality sectors. Guided tours, cultural performances, and souvenir shops around popular filming locations employed thousands, providing a significant boost to local employment. There has also been a marked increase in international tourists, drawn by the allure of film locations.

#### Key takeaways

The success of film tourism in Rajasthan underscores the importance of strategic marketing and promotional efforts by its state tourism department. To accommodate the growing number of visitors, there has also been an emphasis on improving infrastructure around key film tourism sites, including better transportation, visitor facilities, and digital engagement tools. Highlighting film locations in tourism campaigns can also attract both domestic and international tourists.

The state's experience offers valuable lessons in harnessing the power of film tourism through strategic marketing, infrastructure development, and sustainable practices, setting a benchmark for other regions aiming to capitalise on their cinematic appeal.

9. "Cultural dividends are big drivers of Goan Economy", The Economic Times, November 2022

10. "Ban on Padmaavat movie has become a boon for Rajasthan tourism", Times of India Travel, January 2018





# 03

## Advantages of film tourism

The film and entertainment industry play a substantial role in supporting local communities by involving various businesses during production, ranging from caterers, hotels, and hardware stores to transportation services. This active engagement significantly bolsters different sectors of the local economy. Furthermore, the success of an on-screen production often triggers an increase in tourism, providing additional stimulation to the local community and economy.

Beyond the immediate economic gains, long-term benefits surface, encompassing the development of spin-off film production activities such as editing, sound production, and Creative ventures. This evolution also results in the establishment of permanent facilities like sound stages and studios, fostering the growth of industries related to independent filmmaking, documentaries, music videos, and interactive media productions. Regions with a thriving film activity contribute to a Creative and culturally vibrant local economy, drawing increased interest through capital investment and heightened tourism.

The expansion of film tourism holds significant potential for enhancing the broader tourism sector, creating employment opportunities, and fostering economic growth, especially in rural regions. Moreover, advocating for film tourism in India plays a vital role in preserving and promoting the nation's cultural heritage and historic landmarks, delivering a distinctive and authentic experience to visitors. Additionally, film tourism serves as a pivotal tool in promoting cultural exchange and fostering understanding among diverse countries and communities.



## 3.1. Economic benefits

### Increased tourist footfall

Films and TV shows can significantly boost the number of visitors to a location, leading to increase spend on accommodation, dining, and local attractions. Extensive global comparisons reveal the profound impact that film-induced tourism can have on a nation's economy. Besides the case studies discussed previously, American epic war film *Braveheart*, stands as a noteworthy example illustrating how films can impact destination areas and generate economic benefits for a country. The 1995 release of *Braveheart* had a substantial impact, leading to a significant rise in both visitor numbers and revenue for Scotland. As noted by Hudson and

Ritchie, one year after the film's release, the Wallace monument in Scotland experienced a remarkable 300 per cent increase in visitor numbers<sup>1</sup>.

Another example is Northern Ireland. Through the course of the production of the show *Game of Thrones*, the filming of the show injected GBP251 million into the economy of Northern Ireland. Further, in 2018 the country witnessed 350,000 visitors, which resulted in over GBP50 million for the local economy. Since then, the television series generated approximately GBP251 million for the Northern Ireland economy through tourism<sup>2</sup>.

1. "Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives", Simon Hudson and J. R. Brent Ritchie, May 2006  
2. "Game of Thrones production generated £251m for NI economy – report", The Irish News, October 2021



## Job Creation

One advantage of a thriving film industry in the local economy is its capacity to draw and retain talent while reinforcing the Creative economy. The film industry, with its diverse spectrum of roles, emerges as a powerful source of direct employment.

Film-induced tourism further magnifies this impact by Creating a spectrum of job opportunities. Film productions Create employment opportunities for local talent in various fields, such as acting, production, set design, catering, and technical support. Job Creation extends beyond the film industry to related sectors like hospitality, transportation, and retail.

## Revenue generation

Film-inspired tourism also serves as a platform for small businesses to thrive. Local artisans, vendors, and tour operators can showcase their products and services to a wider audience. This exposure significantly boosts their revenue and supports sustainable economic growth within the community.

According to the economic and fiscal impact of the film industry in Montana<sup>3</sup>, a concrete example is the significant impact observed during the filming of Robert the Bruce. The presence of the film's cast and Crew was instrumental in maintaining the operation of a local hotel throughout winter, a period when it would usually shut down. This resulted in full-time employment for 12 residents and contributed around USD100,000 to the local economy<sup>4</sup>.



3. "The Economic Impact of Montana Film Production", ESI Econsult Solutions INC, June 2023

4. "Mass tourism threatens Croatia's 'Game of Thrones' town", CTV News, September 2018

## 3.2. Cultural promotion and preservation

Filming in historic or culturally significant locations can contribute to the preservation and maintenance of cultural heritage sites. Revenue generated from film productions may be used to fund conservation projects, ensuring the long-term sustainability of such sites.

Film tourism also serves as a platform for cultural exchange, facilitating connections among diverse

communities. This interaction contributes to a dynamic cultural showcase, enhancing the overall appeal of the destination. An example of this is the movie *Zindagi Na Milegi Dobara* which featured destinations, festivals, and the culture of Spain. The movie Created an impact so significant that it became a case study in colleges of Spain as it increased tourism to the country by 65 per cent.<sup>4</sup>

## 3.3. Global visibility and branding

Positive portrayals in the media play a Crucial role in shaping an enhanced international image, drawing a diverse array of tourists. This heightened global visibility ensures continued growth in tourism, extending well beyond the initial film release. Featuring in a popular film or TV show can enhance a destinations image and brand, putting it on the map for international tourists and potentially leading too long-term tourism growth.

The 73rd edition of Cannes Film Festival held in 2023 garnered extensive global coverage, with 4,000 journalists from various corners of the world actively reporting on the proceedings and Crafting articles about the films featured in the competition.<sup>5</sup> The Cannes Film Festival contributed approximately

EUR195.87 million to the economic landscape, encompassing spending on accommodation, dining, transportation, and other related services.<sup>6</sup> This constitutes a significant share of the annual EUR800.7 million generated through tourism activities in Cannes.<sup>6</sup> For proprietors of hotels, the festival represents a substantial portion, contributing 10 per cent to 15 per cent of their yearly revenue<sup>6</sup>.

Scotland also received benefits of global marketing due to shooting of *Braveheart* in Wallace monument.<sup>7</sup> Another example is Hadimba mandir in Manali which was a laidback location until it was turned into a must-visit destination through iconic scenes from the movie *Ye Jawani Hai Diwani*.<sup>8</sup>

## 3.4. Development of tourism infrastructure and products

The demand for attractive filming locations often stimulates investment in local infrastructure and amenities, enhancing the overall appeal of a destination. Improved infrastructure, such as roads, airports, and tourism facilities, benefits both the film industry and the broader tourism sector.

Film tourism also encourages the development of new tourism products, such as guided tours to filming locations, theme accommodations, and film festivals, enriching the tourist experience. This can also help reduce seasonality by attracting visitors year-round, especially if the destination is associated with a timeless film or show.

From India's perspective, the economic benefits of film tourism can be multifaceted and substantial. As India positions itself as a cinematic hub, the symbiotic relationship between the film industry and the tourism sector presents possibilities for sustainable economic growth. The exploration of ancillary benefits, such as cultural preservation, infrastructure development, and technological integration, adds depth to the understanding of how film-induced tourism can be a driving force for comprehensive economic transformation in India

4. "Film Tourism as an Effective Destination Marketing Tool", HVS, March 2023

5. "Accreditation", Festival de Cannes, February 2024

6. "Cannes Film Festival 2021 New Challenge: How to attract attendees", Forbes, July 2021

7. "Sustainable tourism development in Iceland: A critical analysis of coastal and maritime tourism practices in one of Europe's most unique destinations under the aspects of Blue Tourism", Till Pielhop, Universitat Rovira I Virgili, September 2022

8. "Film tourism in India – a beginning towards unlocking its potential", FICCI, March 2019



# 04

## Challenges and opportunities



Film tourism emerged as a dynamic sector within the broader tourism industry, offering significant economic and cultural benefits. However, like any other niche tourism segment, it also presents a unique set of challenges and opportunities. In India, film tourism presents both significant opportunities and notable challenges for known and lesser-known destinations. Some challenges and opportunities are listed in the table below:

S. No	Challenges	Opportunities
I.	<b>Balancing preservation and development</b>	
A.	<b>Cultural and historical preservation</b> <ul style="list-style-type: none"> <li>Film productions often involve substantial set construction and alterations to historical artifacts and structures. This poses a risk to culturally significant elements, exposing them to potential wear and tear or accidental damage.</li> <li>The pressures to create visually impactful scenes may lead to compromises in the authentic representation of historical or cultural sites, challenging the preservation of their intrinsic value.</li> </ul>	<b>Heritage conservation collaboration</b> <ul style="list-style-type: none"> <li>Establishing clear guidelines and agreements between filmmakers and heritage preservation entities is Crucial, especially in the Indian context with its rich historical and cultural heritage.</li> <li>Such collaborations can outline the permissible extent of alterations, ensuring responsible use, conservation, and restoration of historical sites.</li> <li>Allocating a percentage of film production budgets for the conservation and maintenance of these sites further contributes to their long-term preservation.</li> </ul>
B.	<b>Over-commercialisation</b> <ul style="list-style-type: none"> <li>The popularity of film locations can rapidly transform serene, culturally rich areas into bustling tourist hubs. This transformation impacts the daily lives of local communities, sometimes resulting in displacement or gentrification.</li> <li>The frequent use of iconic locations in film shoots may lead to tourist fatigue, where visitors perceive the sites as less appealing due to overexposure, diminishing both their cultural and economic value.</li> </ul>	<b>Cultural tourism initiatives</b> <ul style="list-style-type: none"> <li>Implementing educational programmes for tourists that highlight the historical and cultural significance of film locations can be particularly impactful in India. This not only enhances the visitor experience but also fosters a deeper appreciation for the nation's diverse heritage.</li> <li>Involving local communities in tourism initiatives ensures that they benefit economically from the influx of visitors while actively participating in preservation efforts, aligning with India's emphasis on community involvement.</li> </ul>
II.	<b>Infrastructure concerns</b>	
A.	<b>Overburdened facilities</b> <ul style="list-style-type: none"> <li>The sudden influx of film Crews, equipment, and tourists can strain local infrastructure, leading to traffic congestion and inconvenience for residents.</li> <li>Increased demand for utilities, such as water and electricity, may overwhelm local resources, impacting the quality of life and potentially causing environmental degradation—a concern particularly relevant in India's densely populated regions.</li> </ul>	<b>Infrastructure development</b> <ul style="list-style-type: none"> <li>Forming public-private partnerships between government bodies, private investors, and the film industry is essential, aligning with India's push for collaborative initiatives. This collaboration can lead to the development of sustainable infrastructure that supports increased film tourism without compromising the well-being of local communities.</li> <li>Implementing smart city initiatives, especially in burgeoning film production hubs, can Create a conducive environment for film production while addressing India's urban planning challenges.</li> </ul>

B.	<b>Unequal distribution</b> <ul style="list-style-type: none"><li>• The concentration of film productions in specific regions can result in uneven economic development. Some areas may experience overdevelopment, while others remain underutilised.</li><li>• This unequal distribution may exacerbate regional disparities, with some regions missing out on the economic benefits associated with film tourism.</li></ul>	<b>Regional diversity promotion</b> <ul style="list-style-type: none"><li>• Providing financial incentives or subsidies to filmmakers who explore and showcase diverse regions aligns with India’s cultural richness.</li><li>• Fostering community-based tourism initiatives ensures that economic benefits reach a broader spectrum of regions, promoting a sense of local ownership in the tourism industry, a key aspect of India’s emphasis on decentralised development.</li></ul>
	<b>III. Environmental concerns</b>	
A.	<b>Ecological impact</b> <ul style="list-style-type: none"><li>• The influx of tourists to filming locations can lead to environmental degradation, overcrowding, and strain on local resources.</li><li>• The extensive travel, equipment transportation, and energy consumption during film shoots/tourism contribute significantly to India’s environmental challenges, including climate change.</li></ul>	<b>Environmental compliance standards</b> <ul style="list-style-type: none"><li>• Implementing mandatory environmental impact assessments for filmmakers before shooting in sensitive areas is Crucial in the Indian context. This ensures a thorough understanding of potential ecological consequences and allows for effective mitigation measures.</li><li>• Encouraging filmmakers to participate in carbon offsetting programmes resonates with India’s commitment to environmental sustainability and can contribute to the nation's efforts to combat climate change.</li></ul>
	<b>B. Waste management</b> <ul style="list-style-type: none"><li>• The construction and dismantling of film sets generate substantial waste, including materials such as wood, metal, and plastics. Improper disposal can overwhelm local waste management systems.</li><li>• The industry's reliance on single-use plastics and excessive packaging further contributes to environmental degradation and pollution.</li></ul>	<b>Eco-friendly production practices</b> <ul style="list-style-type: none"><li>• Developing and widely promoting guidelines for green filmmaking practices.</li><li>• Emphasising the use of sustainable materials, energy-efficient technologies, and eco-friendly transportation methods.</li><li>• Implementing waste reduction initiatives, including recycling programmes on film sets and the use of biodegradable materials, and promoting responsible waste management.</li></ul>



## 4.1. Case study: the challenge of overcrowding in Dubrovnik

Dubrovnik, a picturesque Croatian city enjoyed a longstanding status as a sought-after tourist destination in Europe for its mediaeval churches, palaces and cobbled alleys. However, its popularity skyrocketed following the debut of *Game of Thrones* in 2011. The surge in visitors led to congestion at the entrances of the ancient walled city, a designated UNESCO world heritage site<sup>1</sup>.

In response to the escalating challenge, in 2017, local authorities introduced the 'Respect the City' plan, imposing restrictions on the number of tourists from Cruise ships to a maximum of 4,000 at any given time during the day<sup>29</sup>. The Respect the City (RTC) initiative includes comprehensive short-term, medium-term, and long-term strategies and actions, focused on establishing Dubrovnik as a forerunner in promoting sustainable and responsible tourism within the Mediterranean region. Collaborating with the Dubrovnik tourist board, the city of Dubrovnik initiated the production of an animated film outlining guidelines for visitor behaviour within the historical core of the city. The film, part of the broader RTC project, was strategically showcased on Croatia

airlines flights, and Cruise ships entering the port of Gruž. The overarching objectives of this transformation in destination management include the preservation of cultural heritage, enhancement of citizens' daily lives, and the optimisation of visitors' experiences in Dubrovnik.

In conclusion, addressing similar and additional intricate challenges in India's film tourism industry necessitates a comprehensive and collaborative approach. Striking a balance between preservation and development, implementing sustainable infrastructure, and adopting eco-friendly practices will not only safeguard India's cultural and natural treasures but also contribute to the nation's vision of inclusive and sustainable development. This holistic strategy can enhance the resilience and responsibility of India's film tourism sector, aligning with the country's rich heritage and commitment to environmental stewardship..



1. "Mass tourism threatens Croatia's 'Game of Thrones' town", CTV News, September 2018





05

# Collaborations and partnerships for film tourism

In India, the film tourism sector thrives on a complex network of collaborations and partnerships among key stakeholders, including film producers, tourism boards, local government, and the private sector. These all play a pivotal role in development of film tourism in the country while also promoting India's cultural heritage and natural beauty on a global stage.

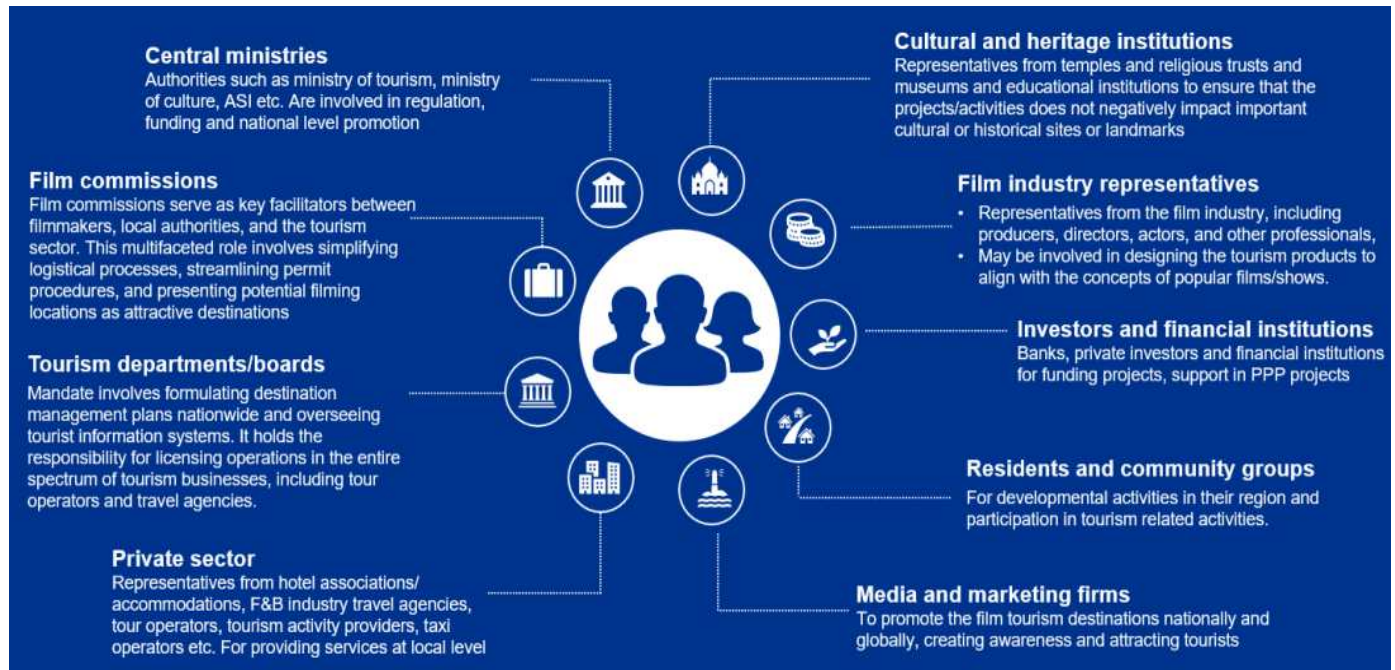


Figure : Key Stakeholders  
Source: KPMG in India analysis

## 5.1. The dynamic roles of film commissions and tourism boards

### 5.1.1. Film commissions

Film commissions play a pivotal role in shaping the landscape of film tourism, serving as key facilitators between filmmakers, local authorities, and the tourism sector. This multifaceted role involves simplifying logistical processes, streamlining permit procedures, and presenting potential filming locations as attractive destinations. A noteworthy illustration of this collaboration is found in New Zealand. The New Zealand film commission plays a Crucial role in enticing international productions to

choose New Zealand as their filming location. This involves promoting New Zealand's screen production industry on a global scale, offering specialised inquiry services, engaging in negotiations for co-production treaties, endorsing official co-productions, and overseeing the administration of incentives such as the New Zealand screen production grant and the post, digital, and visual effects grant<sup>1</sup>.

1. "New Zealand Film Commission Statement of Intent 2019 – 2023", New Zealand Film Commission, February 2024



### 5.1.2. Tourism boards

According to a study, the Icelandic tourism board played a Crucial role in the tourism management of Iceland<sup>2</sup>. Its mandate involves formulating destination management plans nationwide and overseeing tourist information systems. Additionally, it holds the responsibility for licensing operations in the entire spectrum of tourism businesses, including tour operators and travel agencies. The board administers Iceland's official quality and environmental system for tourism, known as Vakinn, and assumes authority over environmental considerations related to tourism



## 5.2. Case examples of successful public-private partnerships

### 5.2.1. London

Established in 2003 with support from the UK film council, the London development agency, and the mayor's office of London, Film London, serves as a public film agency. Its primary focus encompasses film, television, short films, commercials, and emerging interactive media. The agency is dedicated to enhancing London's status as a prominent international film cultural hub.

The impact of film London is evident in the fact that London hosts over 4,500 production companies with a collective turnover approaching GBP4 billion<sup>3</sup>. Additionally, the film production, distribution, and exhibition sectors in London employ 49,000 people, highlighting the agency's significant contribution to the city's economic and cultural landscape<sup>3</sup>.

### 5.2.2. Northern Ireland

Northern Ireland Screen, funded by the department for the economy and the department for communities, serves as the leading agency in Northern Ireland. Its primary objective is to drive economic growth through the film and television industry, as well as digital content.

In collaboration with HBO and Tourism Ireland, Northern Ireland Screen partnered to host the official Game of Thrones touring exhibition three times and supported HBO's European premiere at ICC Belfast in 2019<sup>4</sup>.

By comprehending and implementing successful models from global counterparts, India can harness the strength of collaborative efforts, propelling its film tourism industry into a transformative era of growth and international recognition.

2. "Sustainable tourism development in Iceland: A critical analysis of coastal and maritime tourism practices in one of Europe's most unique destinations under the aspects of Blue Tourism", Till Pielhop, Universitat Rovira I Virgili, September 2022

3. "Homepage", Film London, February 2024

4. "The Making of a Screen Tourism Destination", Tourism Northern Ireland, February 2024







06

# Recommendations and action steps



The studies and analysis of previous sections alongside global best practices helps consolidate key findings into actionable recommendations for India to undertake to capitalise on the potential of film tourism responsibly and promote itself as a leading film tourism destination. The industry also needs to perform in a collaborative, streamlined and organised manner that is conducive for growth and scalability. In addition to offering attractive incentives and motivations to those related to the film industry. The government may consider developing shooting locales as focused tourist destinations, complete with necessary amenities for visitors. The following elaborates on interventions for India to consider from the perspective of promoting film tourism:

## 1. Incentive schemes

Encourage the growth of the film tourism sector by providing incentives such as tax breaks and subsidies to film producers/production houses/film-related infrastructure developers. This can help to attract more investment in the sector and tap the tourism potential of lesser-known gems of the country.

### a. Tax incentives and financial benefits:

- i. Offer incentives to private developers investing in infrastructure related to film tourism, such as a film city, film studios, film institutes, film-related theme park within the state. This could include tax Credits, exemptions, or subsidies
- ii. Rationalisation of tax to benefit the private agencies managing mega events such as, film festivals and award functions by reducing the tax burden, improving financial viability, and creating a more conducive environment for the film tourism industry
- iii. Offer tax breaks/subsidies to production houses that film anywhere in the state and give due Credit to the respective tourism department in the feature film or series.
- iv. Partner with banks or financial institutions to provide soft loans or special packages for film-related projects
- v. The government may consider offering incentives and financial assistance to foreign filmmakers and event organisers.

### b. Travel-related discounts:

- i. Consider offering discounted air/train/bus tickets for film cast and Crew
- ii. Provide a flexible travel window of up to 15 days
- iii. Introduce provision of transportation facilities such as luxury buses, airport pick-and-drop facilities for film Crews based on a standardised eligibility Criteria
- iv. Provide support and discounts for accommodation booking along with a detailed list of government/recognised hotels, homestays, and facilities to the film Crew.

## 2. Government support

- a. Develop a national level model policy and guidelines document for the film tourism sector to be adopted by all state governments, encouraging film shoots and film tourism
- b. Allocation of dedicated budget/fund to the film tourism projects/ initiatives to promote economic growth, cultural diversity, entrepreneurship, and innovation.

## 3. Dedicated supervisory committee

Formulate an autonomous body to ensure that policies are effectively implemented, and that the sector operates in a transparent and responsible manner.

- a. A dedicated supervisory committee at centralised and decentralised levels to oversee management, maintenance, and marketing of film tourism destinations with representation of both public and private parties in respective state
- b. The committee could also address disputes, grievances and ensure smooth operation of the ecosystem.



## 4. Registration of film festivals and film tourism-related events

To ensure that the agencies that manage mega events – such as film festivals, award functions and other film tourism-related events – are reputable, qualified, and compliant with applicable regulations, a clear Criteria and process can be developed to register such event management agencies:

- a. Criteria for registering an agency may include factors such as the legal status of the agency, its experience and track record, and the qualifications and experience of its staff
- b. An online application process can be defined including the required documents, fees, and timelines
- c. The nodal agency for implementation of the (proposed) national film tourism policy may be tasked with the responsibility of evaluating applications and registering agencies. This may involve site inspections, interviews, and a review of past events organised by the agency
- d. If the application is approved, the agency may be granted registration. This may be communicated to the agency through a certificate or a registration documentation
- e. Invitations may be sent to registered agencies to participate in the bidding for organisation of mega film events anywhere in the country.

## 5. Infrastructure development

The central and state governments can consider providing incentives, such as tax Credits, exemptions, or subsidies to film production houses investing in related infrastructure.

- a. For certain high-investment projects, consider providing land parcels on lease
- b. Introduce certain reimbursements on registration and stamp duty to companies based on their investment amounts
- c. Encourage PPP models in which the government provides regulatory and policy support, with private players investing in infrastructure and technical knowledge.
  - i. Destinations especially tier-2 and tier-3 cities with potential for film shooting and film tourism may be identified for

targeted development, attracting production houses and investors

- ii. Special permissions may be granted at a certain cost to production houses to shoot at iconic and heritage monuments
- iii. Special permissions may be granted at a certain cost to the production houses to use airstrips and helipads.

## 6. Integration of film industry and tourism

- a. Develop dedicated film tourism packages featuring famous shooting locales along with a tour of the studio facilities, labs, and film cities.
- b. Consider development of thematic parks or attractions based on popular films.

## 7. Compliance and regulations

- a. The government could simplify the licensing requirements for production houses, by Creating a clear set of guidelines, and by reducing the number of licenses and permits required. While the government of India has established a Film Facilitation Office (FFO) as a single-window facilitation and clearance portal, the processes can be lengthy and complicated, especially at the local level
- b. The single-window clearance may be further simplified and include permissions from various authorities such as the ministry of information and broadcasting, ministry of external affairs, ministry of civil aviation, state, and local authorities such as municipal bodies, traffic, and police departments.

## 8. Promotion and marketing

- a. It is suggested to regularly host film festivals, award functions and other film tourism-related events and conclaves to attract international attention. These could be conducted on a rotational basis in different states, showcasing the nation's diverse locational settings for shooting films and series to attract fans from all over the country and the world
- b. Organise familiarisation trips, also known as fam trips for filmmakers and production houses to various locations ideal for shooting films and series within the state.

## 9. Safety and security

- a. Consider ensuring active security measures for film Crews during shoots. The respective supervisory committees can provide information regarding shooting schedules to police personnel for their readiness and Crowd management planning
- b. Frame guidelines that ensure the well-being and fair treatment of everyone involved in the production.

## 10. Supporting industries and services

- a. In addition to promoting film tourism-related infrastructure, also consider development of businesses such as catering, costume design, set design, props, and equipment rental near shooting locales/theme parks/film cities
- b. The F&B outlets at film locations may develop and serve menus showcasing foods related to films/shows
- c. Consider offering exclusive merchandise related to the film or show at the location
- d. Consider supporting local businesses, restaurants, and hotels to manage the influx of film Crews and tourists
- e. Develop Avant Garde film schools, training institutes, along with smaller production and postproduction facilities.

## 11. Technology-led film tourism

- a. Encourage investment in the latest film-world technology, VR studios and CGI facilities. Experiential zones may be Created for tourists to engage in immersive environments
- b. Support R&D and partnerships in modern film technologies such as AI, VR experiences, 360-degree videos, and interactive maps, to provide visitors a virtual exploration of film locations
- c. Implement AR technologies allowing visitors to view scenes from a movie overlaid on their real-world surroundings through their smartphones, enhancing the visitation experience
- d. A dedicated hub for tech-companies focused on entertainment technologies may be Created.

## 12. Digital marketing and social media campaigns

- a. Utilise digital marketing platforms to their full potential by a collaborative approach to promote films as well as boost the tourism industry. This can be achieved by showcasing exotic destinations in the social media content jointly Created by representatives of the film and tourism sectors
- b. Collaborate with influencers and bloggers in the travel and entertainment niches to showcase film tourism destinations through their platforms. Their authentic content can inspire followers to visit
- c. Launch hashtag campaigns to encourage user-generated content. This not only fosters a sense of community but also increases online visibility
- d. Implement targeted advertising on trending social media platforms. Tailor ads to specific demographics interested in film, travel, or related themes.

## Annexure A: detailed comparative analysis of film tourism policies of various state governments of India

	Provision	Madhya Pradesh <sup>1</sup>	Gujarat <sup>2</sup>	Uttar Pradesh (Up) <sup>3</sup>
1	Eligible applications/projects	NA	<ul style="list-style-type: none"> <li>• Feature films</li> <li>• Documentary films</li> <li>• Web series</li> <li>• TV serials</li> <li>• Mega film events</li> <li>• Film infrastructure projects: limited to film city and film/television studio and post-production studio or film processing labs/ film training institutes</li> </ul>	<ul style="list-style-type: none"> <li>• Feature films: grants and incentives for films shot in the state, with special provisions for regional and national languages.</li> <li>• Web series: web series production with specific grants based on shooting location and involvement of local talent.</li> <li>• OTT content</li> <li>• Documentary films</li> <li>• Film infrastructure development like film training institutes</li> </ul>
2	Financial incentive for movies	<ul style="list-style-type: none"> <li>• Subsidy up to INR1 Cr to INR 1.5 CR or 25per cent of total cost of production for 1<sup>st</sup> film</li> <li>• Subsidy up to INR1.25 Cr to 1.75 Cr or 25per cent of total cost of production for 2<sup>nd</sup> film</li> <li>• Subsidy up to rs.1.5 Cr to 2 Cr or 25per cent of total cost of production for 3<sup>rd</sup> film onwards</li> </ul>	<ul style="list-style-type: none"> <li>• Subsidy up to INR1.5 Cr or 25per cent of eligible expenses of production for 1st film</li> <li>• Subsidy up to INR2 Cr or 25per cent of total eligible expenses of production for 2nd film</li> <li>• Subsidy up to INR2.5Cr or 25per cent of eligible expenses of production for 3rd film onwards</li> </ul>	<ul style="list-style-type: none"> <li>• Regional films: maximum grant: 50per cent of cost for regional films (Awadhi, Braj, Bundeli, Bhojpuri) and Hindi, English, and Indian language films</li> <li>• Other language films: maximum grant of 25per cent of cost</li> <li>• Film shooting in Uttar Pradesh: <ul style="list-style-type: none"> <li>– Half of shooting days in up: maximum grant up to INR 1.00 Crore</li> <li>– Two-thirds of shooting days in up: maximum grant up to INR 2.00 Crore</li> </ul> </li> <li>• Grant for subsequent films:</li> <li>• Second film in up: <ul style="list-style-type: none"> <li>– Half shooting days: 10per cent or INR 1.10 Crore</li> <li>– Two-thirds shooting days: 10per cent or INR 2.20 Crore</li> </ul> </li> <li>• Third film onwards: <ul style="list-style-type: none"> <li>– Half shooting days: 15per cent or INR 1.15 Crore</li> <li>– Two-thirds shooting days: 15per cent or INR 2.30 Crore</li> </ul> </li> <li>• Grant for award-winning producers/directors:</li> <li>• Second film: <ul style="list-style-type: none"> <li>– Half shooting days: INR 1.75 Crore</li> <li>– Two-thirds shooting days: INR 2.25 Crore</li> </ul> </li> <li>• Third film onwards: <ul style="list-style-type: none"> <li>– Half shooting days: INR 2.25 Crore</li> <li>– Two-thirds shooting days: INR 3.25 Crore</li> </ul> </li> <li>• Additional grants for resident artists: <ul style="list-style-type: none"> <li>– 05 lead actors from up: max inr25 lakh or remuneration amount</li> <li>– UP resident Crew: 02per cent of total grant or max INR 05.00 lakh</li> <li>– Additional grant for all UP-resident cast film: max INR 50.00 lakh or remuneration amount</li> </ul> </li> <li>• Grant for film processing: Processing in up: 50per cent of processing cost or max INR50 lakh</li> </ul>

1. "Madhya Pradesh Film Tourism Policy", Government of Madhya Pradesh, March 2020

2. "Cinematic Tourism Policy", Government of Gujarat, January 2022

3. "Uttar Pradesh Film Policy", Government of Uttar Pradesh, February 2023



Rajasthan <sup>4</sup>	Himachal Pradesh <sup>5,6</sup>	Maharashtra <sup>7</sup>
Feature films /TV series/ reality shows, web series, documentaries with set criteria	NA	NA
<ul style="list-style-type: none"> <li>• Subsidy of INR. 2.00 Crore or 15per cent of total Qualified Cost of Production (QCOP)</li> <li>• Exemption from all fees and charges at all monuments and locations under forest, irrigation, PWD, local bodies, police, Devasthan and all state government properties for shooting</li> </ul>	<ul style="list-style-type: none"> <li>• For films made in any dialects:               <ul style="list-style-type: none"> <li>- Grant of INR50 lakh if at least 75per cent is shot in the state</li> <li>-Grant of INR10 lakh for short films if 75per cent is shot in the state</li> </ul> </li> <li>• For films made in other languages:               <ul style="list-style-type: none"> <li>-Grant of up to INR2 Cr for the company that has shot over 3 movies in the state</li> <li>- Additional assistance of INR25 lakh if 3 leading artists are from the state</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• 100per cent entertainment tax exemption for Marathi films on theatrical release in Maharashtra</li> <li>• Concession/rebate in shooting charges at various Government owned sites/ locations for Marathi films</li> <li>• The corporation implements film finance assistance scheme of government of</li> <li>• Maharashtra, under the name "Darjedar Marathi Chitrapat Arthsahaya Yojna" as following               <ul style="list-style-type: none"> <li>-Marathi films which scores 70per cent and above marks is graded "a" category and</li> <li>-Granted a financial assistance of INR40 lakh.</li> <li>-Marathi films scoring 51per cent to 69per cent marks are graded "b" category and granted a</li> <li>-Financial assistance INR. 30 lakhs.</li> <li>-Every year state government declares state film awards, wherein the 1st best movie</li> <li>-Gets a prize money of INR4 lakhs</li> </ul> </li> </ul>

4. "Rajasthan Film Tourism Promotion Policy", Government of Rajasthan, July 2022

5. "Himachal Pradesh Film Policy", Government of Himachal Pradesh, June 2019

6. "Himachal Pradesh Film Policy", Government of Himachal Pradesh, January 2024

7. "Incentive", Film Facilitation Office, February 2024

## Annexure A: detailed comparative analysis of film tourism policies of various state governments of India

	Provision	Madhya Pradesh <sup>1</sup>	Gujarat <sup>2</sup>	Uttar Pradesh (Up) <sup>3</sup>
3	Financial incentive for web series/ TV serials	<ul style="list-style-type: none"> <li>50per cent to 75per cent reimbursement of shoot permission actual charges paid in the state</li> <li>Subsidy up to INR0.5 Cr to INR1 Cr or 25per cent of total cost of production</li> </ul>	<ul style="list-style-type: none"> <li>Subsidy up to INR75 lakh or 25per cent of eligible cost of production for 1st series</li> <li>Subsidy up to INR1 Cr or 25 per cent of eligible cost of production for 2nd series</li> <li>Subsidy up to INR1.5 Cr or 25 per cent of eligible cost of production for 3rd series onwards</li> </ul>	<ul style="list-style-type: none"> <li>Web series: two-thirds of shooting days in Uttar Pradesh required for grant of INR10 lakh per episode or 50per cent of total cost (whichever is less), max INR1 Crore</li> <li>Web film: two-thirds of shooting days in Uttar Pradesh required for grant of INR1 Crore or 25per cent of total cost (whichever is less)</li> <li>Additional grant for web film:</li> <li>Lead Actors Criteria: 5 lead actors must be permanent residents of Uttar Pradesh</li> <li>Grant: INR25 lakh or remuneration amount (whichever is less)</li> <li>Crew Criteria: singer, musician, lyricist, writer, director, cameraman must be state residents</li> <li>Grant deduction: 2per cent of total grant or INR5 lakh (whichever is less)</li> </ul>
4	Financial incentive for documentaries	Subsidy up to INR20 lakh to INR40 lakh or 50per cent of total cost of production	Subsidy up to INR25 lakh or 25per cent of eligible cost of production	NA
5	Assistance for mega film events		Financial assistance- 20per cent of the eligible expenditure in Gujarat or maximum up to INR25 Cr	Annual state organised film festival
6	Film infrastructure projects	<ul style="list-style-type: none"> <li>Development/ improvement of basic infrastructure by the state</li> <li>40per cent discount on hotels &amp; other tourism products/ services operated by MPSTDC for film cast &amp; Crew</li> <li>Specific infrastructure assistance viz airstrips and choppers at prescribed rent</li> <li>Financial incentives to private players for creating physical infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>15 per cent of eligible investment as financial incentive for projects of up to INR.500 Cr total investment</li> <li>20 per cent of eligible investment as financial incentive for projects above INR5 Cr total investment</li> <li>Based on availability, 30 acres of land on lease for projects of INR501 Cr investment, and additional acre on every subsequent additional investment of INR20 Cr</li> </ul>	<ul style="list-style-type: none"> <li>Establishing a modern film city in Noida across 1000 acres, serving as a hub for film production with comprehensive services</li> <li>Conducting feasibility studies for setting up additional film cities and labs, with involvement from private sector through PPP models</li> <li>Offering financial incentives for studios and labs establishment, including grants up to 35per cent of the cost in specific regions, with phased fund disbursement</li> <li>Enhancing shooting sites and promoting them for outdoor shooting, supported by the tourism department</li> <li>Implementing integrated incentive schemes for the revival and upgrading of cinemas and multiplexes, aligned with the GST regime and state policies</li> </ul>

1. "Madhya Pradesh Film Tourism Policy", Government of Madhya Pradesh, March 2020

2. "Cinematic Tourism Policy", Government of Gujarat, January 2022

3. "Uttar Pradesh Film Policy", Government of Uttar Pradesh, February 2023

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Rajasthan <sup>4</sup>	Himachal Pradesh <sup>5,6</sup>	Maharashtra <sup>7</sup>
<ul style="list-style-type: none"> <li>• Subsidy of INR2 Crore or 15per cent of total Qualified Cost of Production (QCOP)</li> <li>• Exemption from all fees and charges at all monuments and locations under forest, irrigation, PWD, local bodies, police, Devasthan and all state government properties for shooting</li> </ul>	NA	<ul style="list-style-type: none"> <li>• Concession/rebate in shooting charges at various Government owned sites/ locations for Marathi series</li> </ul>
<ul style="list-style-type: none"> <li>• Subsidy of INR2 Crore or 15per cent of Total Qualified Cost of Production (QCOP)</li> <li>• Exemption from all fees and charges at all monuments and locations under forest, irrigation, PWD, local bodies, police, Devasthan and all state government properties for shooting</li> </ul>	NA	NA
NA	NA	NA
NA	Investment incentives for establishing infrastructure for film shooting and production (film city, studios & labs, shooting locales, and equipment, use of airstrips/ helipads)	<ul style="list-style-type: none"> <li>• Maharashtra Film Stage and Cultural Development Corporation Ltd.,</li> <li>• Dadasaheb Phalke Chitranagari, is one of the largest entertainment infrastructure for film, television and commercial shooting in Mumbai which is spread in 521 acres and has outdoor and indoor shooting locations and a studio facility</li> <li>• Kolhapur Chitranagari has land bank and indoor/ outdoor shooting facilities at Morewadi, Kolhapur</li> </ul>

4. "Rajasthan Film Tourism Promotion Policy", Government of Rajasthan, July 2022

5. "Himachal Pradesh Film Policy", Government of Himachal Pradesh, June 2019

6. "Himachal Pradesh Film Policy", Government of Himachal Pradesh, January 2024

7. "Incentive", Film Facilitation Office, February 2024





## Annexure A: detailed comparative analysis of film tourism policies of various state governments of India

	Provision	Madhya Pradesh <sup>1</sup>	Gujarat <sup>2</sup>	Uttar Pradesh (UP) <sup>3</sup>
7	Dedicated governance body	<ul style="list-style-type: none"> <li>Advisory/ empowered committee</li> <li>Film facilitation cell</li> </ul>	<ul style="list-style-type: none"> <li>State Level Empowered Committee (SLEC) under chairmanship of CM</li> <li>Committee for content &amp; quality</li> <li>State Level Implementation Committee (SLIC)</li> <li>Film facilitation cell</li> </ul>	Uttar Pradesh Film Development Council
8	Administrative facilitations	Single window clearance	Single window clearance	Single window clearance
9	Other initiatives	<ul style="list-style-type: none"> <li>Marketing and promotional assistance to promote film tourism via theme parks, selfie points, film festivals &amp; film awards</li> <li>Development of film city</li> <li>Setting up of film studio &amp; lab</li> <li>Govt. Support to improve existing cinema halls/ multiplexes and to set-up new cinema halls/ multiplexes</li> <li>Skill development &amp; capacity building</li> </ul>	<ul style="list-style-type: none"> <li>Accommodation booking support, including discounts on stay</li> <li>Transportation</li> <li>List of service providers</li> <li>Support to international filmmakers</li> <li>Security facilities</li> <li>Excise permission</li> </ul>	<ul style="list-style-type: none"> <li>Provisioning funds annually</li> <li>Grants for feature films, including those in non-hindi languages, shot in UP</li> <li>Awards for films and scholarships for film students</li> <li>Promotion of regional cinema</li> <li>Incremental grants employing local talent</li> <li>Financial assistance for film processing within the state</li> <li>Special arrangements for film unit security and accommodation</li> </ul>
10	Nodal agency for implementation of policy	Film Facilitation Cell under the chairmanship of MD, MPTB	Commissionerate of Tourism, Government of Gujarat	Uttar Pradesh Film Bandhu

1. "Madhya Pradesh Film Tourism Policy", Government of Madhya Pradesh, March 2020

2. "Cinematic Tourism Policy", Government of Gujarat, January 2022

3. "Uttar Pradesh Film Policy", Government of Uttar Pradesh, February 2023

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Rajasthan <sup>4</sup>	Himachal Pradesh <sup>5,6</sup>	Maharashtra <sup>7</sup>
Film Tourism Facilitation Cell (FTFC)	<ul style="list-style-type: none"> <li>Executive Committee</li> <li>Film Facilitation Cell</li> <li>Himachal Pradesh Film Development Council (HPFDC)</li> </ul>	<ul style="list-style-type: none"> <li>Maharashtra Film Cell (A Maharashtra Film, Stage &amp; Cultural Development Corporation Initiative)</li> </ul>
Single window clearance	Single window clearance	Single window clearance
<ul style="list-style-type: none"> <li>Circuit Houses, Dak Bungalows and government owned Guest Houses located in the State will be made available to film shooting crews on pre-booking basis at official rates.</li> <li>50 per cent discount in accommodation at Rajasthan Tourism Development Corporation (RTDC) and Rajasthan State Hotel Corporation (RSHC) properties, subject to a maximum discount of INR10 lakh</li> <li>Establishment of Film City &amp; provision of Viability Gap Funding</li> <li>Setting up of Film institute</li> </ul>	<ul style="list-style-type: none"> <li>"Film Development Fund" created by the HP's Information and Public Relations Department for financing schemes for development of films and film related infrastructure</li> <li>Non-Fiscal Benefits: 30 per cent concession in room rent on their stay in hotels of the HP State Tourism Development Corporation.</li> <li>Security Arrangements</li> <li>Film Promotion via film festival, award distribution and support to film societies</li> <li>Govt. support to improve existing cinema halls/ multiplexes and to set-up new cinema halls/ multiplexes</li> </ul>	<ul style="list-style-type: none"> <li>Maharashtra Film Stage and Cultural Development Corporation Ltd, Dadasaheb</li> <li>Phalke Chitranagari Goregaon East, Mumbai has made provision for Animation, Visual Effects, Gaming and Comics (AVGC) project in its 521 acres of land bank</li> </ul>
Film Tourism Facilitation Cell (FTFC), Department of Tourism, Government of Rajasthan	Himachal Pradesh Film Development Council (HPFDC)	Maharashtra Film, Stage & Cultural Development Corporation

4. "Rajasthan Film Tourism Promotion Policy", Government of Rajasthan, July 2022

5. "Himachal Pradesh Film Policy", Government of Himachal Pradesh, June 2019

6. "Himachal Pradesh Film Policy", Government of Himachal Pradesh, January 2024

7. "Incentive", Film Facilitation Office, February 2024







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PHD Chamber of Commerce and Industry (PHDCCI) has been working as a catalyst for the promotion of Indian industry, trade, and entrepreneurship for the past 119 years. It is a forward looking, proactive and dynamic PAN-India apex organisation. As a partner in progress with industry and government, PHDCCI works at the grass roots level with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

PHDCCI, acting as the 'Voice of Industry & Trade' with a large membership base of 1,50,000 direct and indirect members consisting of large, medium, and small industries, has forged ahead leveraging its legacy with the industry knowledge across multiple sectors to take Indian Economy to the next level.

At the global level, it works with Embassies and High Commissions in India and overseas to bring in the International Best Practices and Business Opportunities.

PHDCCI's Tourism & Hospitality Committee aims to promote tourism activities in and outside the country and endeavours to organise various tourism conclaves, seminars, roadshows, and webinars in close cooperation with the Ministry of Tourism, Government of India; State Tourism Boards; International Tourism Boards; and private stakeholders.

Tourism in its various forms like Heritage, Medical, Golf, MICE, Film, Religious, Border, Rural, Sustainable, plays a critical role in the growth of the tourism industry. PHDCCI's focus has been to join efforts with the tourism stakeholders for developing an integrated approach and promote the tourism industry.



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