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SENATE
S. No. 322

RECEIVED BY: 

Introduced by Senator Grace Poe

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

Explanatory Note

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

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

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

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

- "*Steel Magnolias*" Louisiana; 48% increase year after release
- "*Harry Potter*" Various locations in U.K.; All locations saw an increase of 50% or more

- *"Mission Impossible 2"* National Parks in Sydney; 200% increase in 2000
- *"Last of the Mohicans"* Chimney Rock Park, North Carolina; 25% increase year after release
- *"The Fugitive Dillsboro"* North Carolina; 11 % increase year after release
- *"Little Women Orchard House"* Concord, Massachusetts; 65% increase year after release
- *"Bull Durham"* North Carolina; 25% increase in attendance year after release
- *"The Beach"* Thailand; 22% increase in youth market in 2000
- In particular, a previously unknown Koh Phi Phi in Thailand where *"The Beach"* was shot, instantly gained life and saw a surge in domestic tourism after the film.

However, very little effort has been done to promote film tourism in the Philippines. This is unfortunate considering that several films have been set in the Philippines, such as *Apocalypse Now* (1979); *The Year of Living Dangerously* (1982); *Platoon* (1986); and *Born on the Fourth of July* (1989). The fourth season of *The Bourne Legacy* was filmed in the Philippines in 2012. Finally, several seasons of the *Survivor* TV series have been filmed in the Caramoan islands in Camarines Sur.

Film tourism can boost our country's tourism industry. This is important because our tourism industry can promote broad based inclusive growth due to its strong inter-connections with other sectors of our economy. It is estimated that 1 tourist can generate jobs in six different industries and that 1 out of every 10 jobs is directly attributable to tourism.

In view of the foregoing, swift approval of this bill is eagerly sought.


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

1 Section. 1. *Short Title.* – This Act shall be known as the "Philippine Film and
2 Television Tourism Act of 2019."

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

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

16 *Sec. 3. Creation of Philippine Film and Television Tourism Authority (PFTTA).*
17 – The affairs related to film and television tourism shall be administered by the

1 Philippine Film and Television Tourism Authority (PFTTA), thus replacing the
2 Philippine Film Export Service Office (PFESO) under the Film Development Council of
3 the Philippines (FDCP), organized under Executive Order No. 674, Series of 2007.

4 The PFTTA shall be headed by the Chief Operating Officer (COO), a position
5 which shall be equivalent to an Executive Director III position of the Film
6 Development Council and which shall be a career executive service officer position to
7 be recommended by the Chairperson of the Film Development Council of the
8 Philippines and appointed by the President.

9 The members of the Authority shall be composed of representatives from the
10 following agencies:

- 11 a) Department of Tourism
- 12 b) Department of Trade and Industry
- 13 c) Department of Interior and Local Government and its attached
14 agencies
- 15 d) Department of National Defense
- 16 e) Department of Finance
- 17 f) Department of Foreign Affairs
- 18 g) Department of Labor and Employment
- 19 h) Movie and Television Review Classification Board
- 20 i) National Commission for Culture and the Arts
- 21 j) Private sector representatives, one each from the movie and
22 television industries.

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

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

1 Sec. 4. *Functions of PFTTA.* – The PFTTA shall facilitate the One-Stop-Shop
2 System for foreign film or television production entities. It shall undertake the
3 following:

- 4 a) Facilitate the promotion and marketing of the Philippines as
5 location site for the production of international films and
6 television programs, such as but not limited to: creating and
7 maintaining a website and/ or a manual of Philippine Film and
8 Television Tourism sites for overseas contract workers;
9 participating and exposure in World Expo, recognized
10 international film festivals, activities for cinema and television
11 with global market penetration, tourism fairs of international
12 significance. Provided, that in case a Filipino film is considered
13 in a competition, nominated for excellence or cinema prizes, or
14 to be exhibited in recognition of its achievement in arts in a
15 recognized international film festival, its Production Team
16 including, but not limited to its Director, Producer, Writer, and
17 Actors shall be provided with full government support, such as
18 but not limited to, financial assistance, security and ease in
19 document processing to attend the said festival. Provided
20 further, that the PFTTA shall endeavor to put a premium on
21 promoting, marketing, and distributing Filipino films, television
22 programs of local content, MTVs, short films and similar other
23 remarkable art works. Provided, finally, that in the case of
24 expositions or fairs showcasing outstanding films and TV
25 programs, a single unified Philippine booth must be
26 endeavored with all relevant stakeholders as participants.
- 27 b) Assist in the implementation of a reward and incentive package
28 for foreign film/television entities interested in shooting
29 films/television programs in the country and submit
30 recommendations related thereon;
- 31 c) Assist foreign film production entities in processing pertinent
32 documents and various requirements relative to the production

1 of international films/television programs in the country and in
2 complying with environmental regulations;

3 d) Coordinate with various government agencies and local
4 government units in assisting the entry and exit of a foreign
5 film/television production team, such as but not limited to
6 producers, artists and production crew;

7 e) Provide direct link between foreign production entities,
8 producers, filmmakers and artists with local production
9 manpower services, local artists, bit players and technical
10 crew, facilities and the like;

11 f) Utilize the services of tourism attaches abroad, through the
12 Department of Tourism, in the promotion and marketing of
13 Philippine locations sites/resources and local film production
14 manpower;

15 g) Maintain an inventory of areas in the country that may be
16 utilized as a film and television tourism site and a registry of
17 sectors including artists, film practitioners, technical personnel
18 and others for ready referrals;

19 h) Identify key film and television tourism sites used by
20 international or local filmmakers and establish a PFTTA mark;

21 i) Keep a progress report and actual impact of the initiative
22 taking into consideration the increase in the number of film
23 tourists and its contribution to the economy;

24 j) Implement the Comprehensive Plan of the inter-agency
25 committee.

26 Sec. 5. *Powers of the PFTTA.* – The PFTTA shall have the power to issue a
27 One-Stop Shop authenticated security seal, which shall be recognized by the various
28 government agencies related to facilitating the processing of pertinent documents
29 such as, but not limited to work permits, visa applications, ATA Carnets-type
30 document.

31 Sec. 6. *Creation of Inter-Agency Committee on Film and Television Tourism.* –
32 An Inter-Agency Committee on Film and Television Tourism hereinafter referred to

1 as (IAC-FTT) is hereby created. It shall be the governing Board and policy-making
2 body of the PFTTA.

3 *Sec. 7. Composition of the IAC-FTT.* – The Film Development Council of the
4 Philippines (FDCP) Chairperson shall act as the Administrator. The Department of
5 Tourism Secretary or his representative shall act as Co-Chair. The inter-agency
6 committee shall have six members: three (3) each from the private and public
7 sector representing but not limited to business and investments, league of local
8 government units, artists and film practitioners, travel and airline sector, historical
9 and cultural heritage, overseas Filipino workers, film and television groups and other
10 relevant partners, to be determined by the Chairperson and Co-Chair.

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

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

19 *Sec. 8. Functions of the IAC-FTT.* – For purposes of this Act, the Inter-Agency
20 Committee shall:

- 21 a) Formulate a Comprehensive Plan detailing an inventory of film tourism
22 sites in the country, areas for improvement, sectors to be tapped and
23 partnerships, marketing strategies both local and international in
24 application;
- 25 b) Conduct the feasibility of establishing a Film and Television Museum and
26 study the promotion for the establishment of more Sound Stage Studios.
- 27 c) Coordinate with various stakeholders and market players for research and
28 study on feasibility of a reward and incentive system, and other aspects
29 combining tourism and film, including, but not limited to the system of
30 categories for the application of rewards and incentives depending on the
31 cinema grade and length of exposure of the identified Philippine Film and
32 Television Tourism site.

- 4
- 1 d) Coordinate with all Embassies and Consulates of the country to promote
2 film and television tourism.
- 3 e) Coordinate and partner with various associations of Filipino overseas
4 workers abroad in marketing, disseminating and propagating information
5 on Philippines as a film tourism destination.
- 6 f) Coordinate and partner with known Filipinos of international stature in
7 promoting the country and fulfilling the implementation of this Act.

8 *Sec. 9. Preferential Incentives.* – International or foreign film and television
9 production entities may, upon certification from the PFTTA, be granted the
10 following:

- 11 a) *Multiple Entry Visa.* - Foreign nationals who are members of the
12 international film production entities, as duly endorsed by the PFTTA, shall
13 be issued a multiple entry special visa within seventy-two (72) hours upon
14 submission of all required documents, and which shall be valid for a period
15 of one (1) year to enter the Philippines: *Provided,* That a responsible
16 officer of the applicant entity submits a duly authenticated certificate to
17 the effect that the person who seeks entry into the Philippines is a
18 member of the applicant entity and will work exclusively for film and
19 television production. The admission and stay shall be coterminous with
20 the validity of the multiple entry special visa. The stay, however, is
21 extendible for one hundred eighty (180) days upon submission to the
22 Bureau of Immigration of a sworn certification by a responsible officer of
23 the applicant entity; that its permit remains valid and subsisting, and that
24 no other source of income has been made.
- 25 b) *Tax and Duty Free Importation.* – The international or foreign film or
26 television production entity shall enjoy tax and duty free importation of
27 filming equipment as determined and endorsed by the PFTTA.

28 *Sec. 10. Implementing Rules and Regulations.* – The Film Development
29 Council, Department of Tourism, Department of Finance and the Bureau of
30 Immigration and Deportation, shall promulgate and issue the implementing rules
31 and regulations within ninety (90) days upon approval of this Act.

1 Sec. 11. *Appropriations.* – The amount necessary to implement the provision
2 of this Act shall be included in the Annual General Appropriations Act.

3 Sec. 13. *Separability Clause.* – In the event that any provision or part of this
4 Act shall be declared unconstitutional, the remaining provisions shall remain valid
5 and in full force and effect.

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

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

Approved,