

Cine Locales

Bringing Global Destinations to Indian Cinema

OTM Mumbai - 03, 04 & 05 February 2020

Bombay Exhibition Centre

India's premier marketplace connecting film, television and advertising production houses to global destinations through interactive sessions and workshops.

Many international destinations and Indian states showcase their **locations, film commission initiatives, incentives** as well as production services to the world's largest film industry.

Cine Locales takes place in Mumbai, **home to Bollywood**. It is co-located with OTM, the **leading travel show in Asia-Pacific**.

Why Mumbai?

Mumbai is the home of **Indian Cinema**.

India is the **largest producer of films** in the world and Mumbai, its hub. Bollywood is deeply-rooted in the Indian psyche and has a considerable influence on **Indian travellers** when they are deciding their holiday destinations, even among the **millions of expatriate Indians**.

Case in point, the number of Indians that visited Switzerland during the **2017 summer season increased by over 25%**. Publicity by Indian film star and Switzerland Tourism ambassador, Ranveer Singh, is believed to be behind the rise in interest of Indian tourists*.

*Source: SwissInfo.Ch: Indian tourist numbers jump after roping in Bollywood ambassador



Who participates?

Embassies & Consulates, Tourism Boards, Film Commissions, Trade Commissions, Adventure Sports Venues, Film Location Scouts, Adventure Sports Organisers, GPS Solution Providers, Nature Sport Destinations, Airlines, Safari Organisers, Railways, Island Destinations, Cruises, Theme Parks, Resorts, Shipping Companies, Insurance Companies, Entertainment Zones, New Townships, Shopping Malls, etc.

Who visits?

Location Managers & Scouts, Film Production Companies, Executive Film Producers, Television Serial Production Companies, Film Directors, Film Cinematographers, Executive Television Producers, Film Art Directors, Ad Film Production Companies, Ad Film Producers, Art Directors, Still Photographers, Music Video Makers, etc.

Cine Locales 2019 at a Glance



CINE TOURISM WORKSHOP

The two-hour long session that explored avenues of growth in Cine Tourism was conducted with nodal officers from multiple Indian States.

CINE LOCALES LOUNGE

Production houses and stakeholders from the filmmaking industry interacted with global as well as Indian destination marketers.

CINETOURISM REPORT – FILMING IN INDIA

Commissioned by Globe Hoppers & Fairfest Media, with Producers Guild of India and Film Facilitation Office as Knowledge Partners, the "CineTourism Report – Filming in India" prepared by Ernst & Young provides insights with each state scheme and incentives for film shoots.

Indonesia, Greece, Japan, Egypt, Mauritius, Thailand, Macao & Maldives were among the 12 International Tourism Boards along with 9 Indian State Tourism Boards who showcased themselves as film shooting destinations to 20+ top Indian production houses like Dharma, Yash Raj, Reliance Entertainment, Viacom, Rajshree, Zee, Producers Guild of India, WIFPA, South, Marathi and East Indian Producers and others.



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