

Comparative study of locations of countries for film shooting

All Costs are in US\$

		USA	Australia	New Zealand	Switzerland	South Africa	Malaysia		Dubai	Italy	Czech Republic	Mauritius	Germany	Canada	Oman
1	Government Permissions	10000	3893		34		1320							2654	
	a) Location Permits		as per reqmt	68		as per reqmt	as per reqmt		as per reqmt	627		as per reqmt			NA
	b) Location Charge	1000	as per reqmt	340						as per reqmt	376 minimum		376 minimum	910	NA
	c) Crew Charge		as per reqmt	17						as per reqmt					as per reqmt
	d) Private Property Charge		as per reqmt	681 - 2042											as per reqmt
	e) Documentation		1471				528			2506	2506	766	2506		
	f) Insurance	3500	1946	12.50%		14% vat								2654	N/A
2	Tax	7% non refundable								20% VAT				7% tax refundable	
	Visa	100	86	146	34		40		79	45	56 (119 - multiple visa)		56.394 (119 multiple visa)	76	23
3	Customs			374		431 - Agent Fee						5320			NA
4	Air Tickets - return														
	a) Club Class	5319	4727	4727	2671	3761	1320			3357		1615		4034	
	b) J Class	3723	3615	3615	1558	2655	812		638	1791				2824	596 - 622
	c) Y Class	1064	1112	1112	668	841	406		395	716		493		807	414 - 466
5	Accommodation														
	a) 7 Star	750 - 1000		N/A		1.5% Tourism Levy								645 - 758	
	b) 5 Star	250				503 - 863	66		165	376	251	187	251	190	155 - 518
	c) 4 Star		175	85	128										
	d) 3 Star	70	90 twin sharing	61	64	144	34		51	157	125		125	61	31 - 39
	e) Service Apartments			68 - 109		86									
6	Food & Beverages	30	37	31	48		16		18	75	38	100	38	19	5 per hd
7	Local Transport														
	a) Luxury Cars					115			190	251		as per reqmt			142 - 389
	b) Car	75	69 / day	272 x 2	200	72	106			94 - 125	63		63	57	26 - 91
	c) Driver	150		136 - 204		50					50		50	114	39
	d) Coach / 50 seater Bus	850	623/day for 10 hrs	681	801	503	238		409	188	157		157	645	207 - 259
	e) Pick Up Truck / Van			511			119				113		113		39 - 52

All these rates / fees are subject to change and have been collected through various recognised agents.

Source: OCIPED

to come to Oman.”

That, indeed, was a leap forward for brand Oman. Varma shot some breathtaking song sequences for *Naach* in the backdrop of the Sultanate’s pristine beaches.

It all started a few years ago when a leading Bollywood production company scouting for shooting locales approached the OCIPED to elicit information on the country. “We (OCIPED) realised the potential and the need to create a platform. That’s where the website initiative came from,” asserts HH Faisal. The website aims at providing film producers an opportunity to look into Oman’s potential — what it takes to come to Oman; and which are the supportive industries that can cater to the requirements of a film unit.

“Since the launch of the website, four films have been shot in Oman, with an estimated US\$200,000 spent here in the Sultanate. This illustrates the scope of opportunities available here,” adds HH Faisal.

The OCIPED will gradually transfer the responsibility of maintaining the website to the Ministry of Tourism. “This (Ministry) will be the right umbrella,” points out HH Faisal, adding that the OCIPED has already briefed the Ministry

about the huge benefits of inviting Bollywood to Oman. “We hope that the Ministry will be sending its own team to hold discussions with reputed producers and filmmakers of India,” he says.

According to HH Faisal, Oman needs to be promoted in such a way as to realise its huge potential — the beaches, the landscape etc. “Some of the people we had invited here were absolutely amazed to see what this country has to offer. They were surprised they did not know much about it. This is where OCIPED’s role comes in — promoting *Magnificent Oman*. After that, it boils down to specifics. We complement the work of the Ministry of Tourism and the other ministries as well,” he says.

The Business of Films: Ripple Effect

For countries vying to attract filmmakers, the potential is huge — tourism, trade, catering, transport and logistics, accommodation, direct employment and the showcasing of local culture and landscapes... are all part of the trickle-down effect.

“Tourism creates jobs. The film industry is nothing but an offshoot of tourism. It’s a separate product offered by tour-

ism. According to rough estimates, Bollywood industry has created more than one million jobs directly or indirectly,” says Rajeev Chowdhary, who plans to make the first Bollywood movie to be filmed entirely in Oman.

He adds: “Once Bollywood starts arriving in big numbers, the process will create supporting industries — transport, lighting, sound systems, caravans, catering etc. All we offer in Oman now is locations, hotel rooms and transportation. The bouquet can be expanded, and this itself will create a lot of jobs. Ideally, we should be offering technicians, studios, specialists, animation and sound mixing specialists etc. That’s how the winning business formula can emerge.”

In the past decade and a half, Bollywood has indeed gone global in terms of the locations they select. The trend has big benefits for the host countries: the locations turn into popular tourist destinations for Indian travellers.

Switzerland was, perhaps, the first to benefit. Indian tourists made a beeline for the Alps, a popular Bollywood outdoor location. Following Switzerland’s example, countries like Thailand, Singapore, the UAE, South Africa, Austria, Canada and Egypt have upped their incentives to lure the Indian filmmakers.

Singapore’s Tourism Board has gone on record to say that Bollywood is the best way to “showcase Singapore to Indians.” The country expects 700,000 visitors from India in the current year, compared to around 600,000 in 2005.

The Board’s “Film in Singapore Scheme” has funded 10 projects so far. Under this \$10 billion scheme, the Board subsidises up to 50 per cent of the total cost incurred by an international film production company. It also provides logistics and ground support, and assists in getting the necessary approvals — including permission to block roads and traffic — from the respective government agencies.

Shot in England, Scotland and Wales, blockbusters like *Dilwale Dulhania Le Jayenge*, *Kuch Kuch Hota Hai* and *Mohabbatein*, has made the British government travel that extra mile to lure Bollywood — obviously with the intention to promote, produce and distribute ‘Made in London’ movies. And to cash in on the long queues of tourists coming from India.

Another fast emerging hotspot for Bollywood filmmakers is Leicester, an Asian-dominated city in England. The Yorkshire Tourist Board has already submitted a bid to the International Indian Film Academy Awards (IIFA), one of the biggest events of Bollywood, to host its 2007 awards