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Benidorm attends the main international film location fair in London

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With this joint action of the Film Office and Visit Benidorm, the city seeks to improve its position as a 'film friendly' destination



Benidorm will be present for the first time at the FOCUS Fair in London, on the 5th and 6th of December. The main international commercial event of locations directed to the audiovisual sector, and where annually come together producers, heads of locations, and professionals of production, photography, television and advertising.

The delegation of Benidorm in FOCUS will be formed by the responsible of the Film Office department, Rosa Llorca, and staff of Visit Benidorm Foundation, since it is a joint action designed as a strategy for the city to become medium and long term in a destination referring to 'film friendly'.

The head of the Film Office explained that "we attended this fair with the idea of studying how other destinations in this sector work, and of making our city known as a set" by providing material about locations and filmed or photographed works developed in Benidorm.

Llorca recalled that last year the audiovisual productions made in Benidorm grew by 13%, with a total of 85 productions made in public spaces of the city. This growth has been maintained during the first semester of the year, in which activity increased by 47% compared to the same period of 2016.

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