

AMAZING SPACES

PRESS RELEASE

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AMAZING SPACES REPORTS LOYALTY FOR LOCALS

In a recent analysis of the 2008/9-production season, Amazing Spaces reports that 31% of all location fees for film productions were negotiated on behalf of the client. Importantly, the ones to benefit the most were local productions who received an average saving of 29.15%.

Having recently received criticism from certain industry representatives for exploiting the fees of South African locations beyond the reach of local industry, it seems that quite the opposite is true. In fact they have negotiated in favor of the local industry with some locations being negotiated by up to 66% of the daily rate.

Being the leading locations company in South Africa, Amazing Spaces offer a free pre-productions service with continuously sourced new locations, searches, hard drive book-outs, weekly updates etc. They have also undertaken homeowner education and the regulation of expectation and fees.

Whilst representing South Africa internationally, the majority of all their bookings are through local production companies. Julia Finnis-Bedford says, "It is therefore very important that we manage the expectations VS realities for the benefit of the clients and the homeowners. This is forever a fine line. We have always worked for the good of the industry and have been integral in pioneering principles and best practice with this objective in mind."

In an industry which contributes around R3 billion towards the GDP, Amazing Spaces is going a long way towards contributing to it's positive and sustainable growth.

This information was compiled on behalf of Amazing Spaces by Press Stick PR. Julia Finnis Bedford is available for comment. For this or more information please contact lorianne@pressstick.co.za or 021 4624546.

because location is everything...