



Department of Tourism

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Press Release

Kerala's Nature, Culture and Cuisine to Get a Global Audience in New Year
BBC, Russian TV to broadcast from the state this month

Thiruvananthapuram, Jan 4: The fabled nature, culture, and cuisine of 'God's Own Country' is all set to receive a global audience in the New Year with two of the biggest television channels in the world arriving in Kerala to host shows dedicated to the state.

The crews of BBC World from the United Kingdom and NTV Broadcasting Company of Russia are setting up the broadcast of their shows at the invitation of Kerala Tourism. The shows will be beamed around the world informing an international audience about the abundant nature of the state as well as its culture and culinary delights.

Both the shows, named *The Travel Show* on the BBC World and *Let's go, let's eat* on NTV will be shot in different parts of Kerala as part of the familiarization (FAM) trips organised by the Kerala Tourism. NTV is the largest private TV company in Russia.

"Kerala Tourism regularly organises FAM trips for renowned travel writers, journalists, TV crews and tour operators. As the New Year begins, we are privileged to host shows in two of the most popular channels abroad," said the Kerala Tourism Minister, Shri AP Anilkumar.

BBC's travel programme is telecast globally to its over 77 million viewers. The BBC World team with the program Editor Mike London, Producer Dawn Layke and Presenter Henry Golding have already arrived for a six-day tour of Kerala for showcasing the state's backwaters, home stays, village life experience, and culture to be captured in Alappuzha and Kochi.

In order to highlight the aspect of Responsible Tourism (RT), the TV crew will capture the details on shell collection in Alappuzha. They will also spend some time in Kochi to study the nuances of Kathakali make-up.

Kerala Tourism will organise a coconut climbing competition, which will also be filmed by the television crew. The competition will be held in two parts – the first part between traditional climbers and the second being men versus machines. The competition will highlight the use of traditional methods of climbing and that of men who climb with the help of machines.

The BBC team is arriving in Kerala at Tourism Secretary Shri G Kamala Vardhana Rao's personal invitation during his visit last year to London where he had met with British members of Parliament to discuss promoting tourism in the state and investments in the state tourism sector. He had also visited the BBC office in London.

"We are extremely happy that they have accepted our invitation," said Shri Rao. "I see this as a golden opportunity to market our state internationally," he added.



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“Considering the increasing numbers of Russian visitors to our state, the NTV decided to explore our varied culinary practices for the benefit of their citizens,” the Secretary said.

With an audience of over 30 lakhs, NTV covers around 99.2% people of Russian population and the Commonwealth of Independent States (CIS) countries. The team of NTV’s new culinary and ethnographic project will be in the state from January 15 to 18 will cover places like Kochi – mainly the Jews street in Fort Kochi, RT activities in Kumarakom and tourist destinations like Varkala and Thiruvananthapuram.

The NTV team will be headed by the producer and director of the show, Abramov Alexander with the presenter, John Warren. The others in the team include the scriptwriter Yuzefova Violetta, and the cameramen Markin Artem and Pan Lev.

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