

HCA Entertainment Ltd

The production company that I work for is called HCA Entertainment Ltd [www.hcaentertainment.com] which has been producing broadcasting programming for all of the UK's terrestrial broadcasters for the last 20 years. In amongst all of our current factual entertainment output (ITV1's Grimefighters & Celebrity Grimefighters, FIVE's Supersize Grime, Living's Living with Elizabeth Hurley, ITV4's The Motorbike Show) we have a long running and very successful show for Travel Channel Worldwide called 'The World's Greatest Motorcycle Rides'.

Travel Channel

Travel Channel [www.travelchannel.co.uk] is the leading international travel broadcaster using 20 satellite feeds to reach over 700 cable, satellite and IPTV Affiliates. The channel transmits 24 hours a day to 128 countries in 19 languages across Europe, the Middle East, Africa and the Asia Pacific region. Travel Channel has recently been bought by US giant Scripps Networks [www.scrippsnetworksinteractive.com]. The result is that the new combined Travel Channels are truly worldwide.

The World's Greatest Motorcycle Rides

The World's Greatest Motorcycle Rides follows presenter Henry Cole [www.henrycole.tv] on his quest to find the world's greatest motorcycle rides. But, these aren't rides that people would have to take a sabbatical or retire to do instead they are trips that can be done on a normal holiday, two to three weeks. They are trips for the discerning biker who wants to get a bit dusty during the day, see and experience some amazing things and then have a shower in a nice hotel in the evening, put on a shirt and head downstairs for dinner. The ABC 1 biker with some disposable income. From the research we have done and the hundreds emails sent to myself and Travel Channel there are lots of people doing all of the trips that we have done in hire cars with their wives or girlfriends as well so it is not just aimed at the biker.

We have been making The World's Greatest Motorcycle Rides for the last seven years and have so far produced 16 x 1hrs in the USA, 2 x 1hrs in Germany, 3 x 1hrs in Eastern Europe, 1 x 1hr on the Isle of Man, 2 x 1hrs in the UK, 2x 1hrs in New Zealand, 3 x 1hrs in Australia, 2 x 1hrs in Scandinavia and 2 x 1hrs in Russia.

We have been asked specifically by Travel Channel to visit South Africa this year to make 5 x 1hrs so are in the process of planning a trip from Cape Town to

Johannesburg. We arrive in Cape Town on 16th February and leave Johannesburg on 10th April (with a two week break in the middle to return to the UK).

Publicity

- Great publicity within Travel Channel Worldwide's longest running and most popular series. The channel transmits 24 hours a day to 117 countries in 19 languages across Europe, the Middle East, Africa and the Asia Pacific region.
- Each time The World's Greatest Motorcycle Rides: New Zealand is transmitted on Travel Channel Worldwide it is broadcast to over 18 million homes. Travel Channel will repeat The Motorbike Show a minimum of ten times over a two year period on Travel Channel and Travel Channel 2.
- When in New Zealand in February 2011 filming The World's Greatest Motorcycle Rides for Travel Channel we attracted a lot of media interest including a feature on TVNZ's Close Up, as well as:
 1. Kiwi Rider Online Article,
 2. Dominion Post Article,
 3. Dominion Post Travel Talk Interview Column,
 4. The Sunday Star Times Travel Diary,
 5. Interview for Skywatch Magazine,
 6. Nelson Post – Half Page Feature,
 7. Southern Rider Online Interview.

Travel Channel is generating the same a much higher level of interest in this trip with specific press days being scheduled for Johannesburg and Cape Town.

Dates

Trip 1: Cape Town – Port Elizabeth (16th February – 2nd March)

Trip 2: Port Elizabeth – Johannesburg (23rd March – 9th April)