

October 16, 2019

Disseminating Kyushu's allures to the world!
British travel channel Travelxp's international
collaboration program, "PADDY AND DAN'S BUCKET LIST –
KYUSHU, JAPAN" will be broadcast in over 20 countries

RKB Mainichi Broadcasting Corporation (hereinafter "RKB"; Ryoji Inoue, CEO) announced that it will be airing a program that it is co-producing with Travelxp and Killion Films, "PADDY AND DAN'S BUCKET LIST – KYUSHU, JAPAN," in over 20 countries around the world in cooperation with Kyushu Tourism Promotion Organization (hereinafter "KTPO"; Susumu Ishihara, Chairperson).

The program is navigated by Paddy Doherty and Daniel Coll, who are media stars in Ireland and the UK and will be visiting Japan for the first time. They will try their hand at various challenges throughout the island of Kyushu as they convey the region's allures. Special guests include Asia's No. 1 chef, Gaggan Anand, and Takeshi "Goh" Fukuyama, who leads the food scene in Kyushu, and they will create dishes out of local ingredients in the program. "PADDY AND DAN'S BUCKET LIST – KYUSHU, JAPAN" will be aired in over 20 countries around the world, and it will be promoted at MIPCOM, the international entertainment content market held in Cannes, France. We hope that more people outside of Japan who do not yet know about Kyushu will take interest in this region and be inspired to visit.

PADDY AND DAN'S BUCKET LIST **KYUSHU-JAPAN**

Presented by former Big Brother star, Paddy Doherty and Daniel Coll from Emmerdale.





【Broadcast Overview】

◇ **Program Title**

“PADDY AND DAN’S BUCKET LIST – KYUSHU, JAPAN”

◇ **Broadcaster**

Travel channel Travelxp

◇ **Distribution**

One season (fourteen 30-minute programs) scheduled to be aired in more than 20 countries, including the UK, the Netherlands, Belgium, Germany, Slovenia, Croatia, North Macedonia, Serbia, Bulgaria, Czech Republic, Slovakia, Russia, India, Sri Lanka, Singapore, the UAE, and Qatar.

◇ **Airtime**

Scheduled to begin in January 2020

(Promotional exhibition scheduled in October 2019 at MIPCOM, the international entertainment content market held in Cannes, France)

◇ **Program Content**

In this program, Paddy, a TV personality in the UK, and producer Daniel travel to Japan for the first time and try their hand at various challenges. These include paragliding at Aso, bungee jumping at Itsuki Village, experiencing a volcano at majestic Mt. Sakurajima, and Japanese sword-making, as well as one-of-a-kind encounters with the culture of the Hidden Christians of Amakusa and Yokagura (night-long Shinto music and dance ritual). As food is also an important theme throughout the journey, the pair also cover local specialties such as Makurazaki’s *katsuobushi* (dried skipjack tuna flakes) and Yame’s Japanese green tea, to learn about the traditional gastronomic culture of Kyushu. Furthermore, two world-famous chefs (Gaggan and Goh) come to Kagoshima Prefecture, to use ingredients gathered from all around Kyushu and prepare a meal for the visitors at Shigetomiso, formerly a secondary residence of the 19th century lord of the region. Paddy and Daniel thus spend a month in Kyushu on their first trip to Japan. Neither speak a word of Japanese; don’t miss out on how their journey proceeds!

◇ **Main Filming Locations and Subjects**

- ◎ Fukuoka City, Fukuoka Prefecture: Tochoji Temple, Yatai food stalls, Yanagibashi Rengo Market
- ◎ Itoshima City, Fukuoka Prefecture: Shiraito Waterfalls, Sunset Road
- ◎ Yanagawa City, Fukuoka Prefecture: Waterway punting
- ◎ Yame City, Fukuoka Prefecture: Yame-cha (Yame Green Tea)
- ◎ Takeo City, Saga Prefecture: Mifuneyama Rakuen
- ◎ Arao City, Kumamoto Prefecture: Japanese sword-making
- ◎ Amakusa City, Kumamoto Prefecture: Hidden Christians, cruising
- ◎ Aso City, Kumamoto Prefecture: Mt. Aso, paragliding
- ◎ Itsuki Village, Kumamoto Prefecture: Bungee jumping
- ◎ Hitoyoshi City, Kumamoto Prefecture: Onsen Ryokan (Japanese-style hot spring inn)
- ◎ Takachiho Town, Miyazaki Prefecture: Takachiho Gorge, Amanoiwato trekking, Yokagura (night-long Shinto music and dance ritual)
- ◎ Kagoshima City, Kagoshima Prefecture: Sakurajima, Shigetomisoh
- ◎ Makurazaki City, Kagoshima Prefecture: dried skipjack tuna flakes, shochu brewery, local craft beer

◇ **Co-Producers**

RKB Mainichi Broadcasting Corporation, Travelxp, Killion Films

◇ **Production Collaborator**

Kyushu Tourism Promotion Organization

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- Kyushu Tourism Website: <https://www.welcomekyushu.com/>

Overview of RKB Mainichi Broadcasting Corporation

- Company Name: RKB Mainichi Broadcasting Corporation <https://rkb.jp/>
- Launch Year: 1951
- Representative: Ryoji Inoue, CEO
- Capital: 10,000,000 JPY (as of the end of September 2019)
- Location: 2-3-8 Momochihama, Sawara Ward, Fukuoka City, Fukuoka Prefecture, Japan
814-8585
- Contact Number: Phone +81-92-852-6666 (main phone number)
- Business Lineup: Television and radio broadcasting; planning, production, and implementation of various events, including music and sports; television and radio program distribution

Overview of Kyushu Tourism Promotion Organization

- Name: Kyushu Tourism Promotion Organization <https://www.welcomekyushu.jp/kaiin/>
- Established: April 22, 2005
- Representative: Susumu Ishihara, Chairperson
- Location: Floor 7, Denki Building Kyosokan, 2-1-82 Watanabe-dori, Chuo Ward, Fukuoka City, Fukuoka Prefecture, Japan 810-0004
- Contact Numbers: Phone +81-92-751-2943, Fax: +81-92-751-2944
- Business Lineup: Marketing, management, development and facilitation of services and content, preparation to receive inbound tourists, and dissemination of information in active collaboration with local governments, business associations, as well as destination management/marketing organizations (DMOs) and private enterprises throughout Japan as the hub for Kyushu tourism. Certified as a Japanese DMO in March 2018.

【Inquiries regarding this program】

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