



For Immediate Release

Live on Location with Big Five TV

Nov 3, 2020, Stuart, FL – Launched just two months ago by Big Five Tours & Expeditions, Big Five TV has added a weekly Live on Location stream bringing real-time views of what is happening as countries continue to reopen borders to tourism. The channel is experiencing exponential growth as it continues to break new ground and is now affiliated on the Twitch. Guests can voluntarily subscribe free by linking their Amazon Prime profile to Twitch.

“The positive response from our partners to these live broadcasts has been a blend of nervousness because this is live tv and excitement since we are showcasing the real Faces of Five,” said Ashish Sanghrajka, Big Five president.

While Sanghrajka was traveling in Ecuador, Big Five TV achieved a first – a live broadcast from Ecuador in three locations simultaneously – Cotopaxi, the world’s highest active volcano, the San Marcos area representing the lesser known part of Quito, and from Santa Cruz in the Galapagos Islands. With three locations presented during one broadcast, viewers gained valuable insights into various aspects of the country’s reopening efforts, including impromptu hotel inspections at two prominent hotels that Big Five uses in the city. The answered live questions about Covid entry requirements, which restaurants are open or closed, and much more. Viewers also got to see the hygiene protocols in action, as well as a glimpse at daily life in each location.

“The exciting part of these real-time broadcasts to me are that it is unfiltered. Anything can happen and there is no bias or slant on what we are showing,” said Sanghrajka. “We have experienced issues from the internet cutting out, to an unexpected encounter with a street protest, to a road being closed. Good or bad, we want to show the reality so that our travel advisors can accurately talk to their clients about the situation on ground. Webinars cannot do that, live TV can.”

Previous presentations have originated from Costa Rica, Peru, Ecuador, Colombia and most recently Egypt with many more in the works. Each broadcast is presented by on-ground managers or guides who take viewers on walks along the streets and into local establishments and favorite hidden gems in each location. The interactive broadcasts are intended to showcase the places, activities and people as countries reopen borders to international travelers again. The broadcasts have a chat feature that allows viewers to ask questions and make requests in real time. On a recent Peru broadcast, a last-minute inspection of a famous art hotel was added based on a request in the live chat. In another

- Continued -

broadcast from Egypt, a viewer requested that the host sample a local street-food favorite in Cairo involving Fava beans.

Big Five presents *Live on Location* on Twitch, Tuesdays at 2:00 pm EST, every week in addition to the variety cooking and yoga programming Thursdays. You can find more information at <https://www.twitch.tv/bigfivetv>.

###

Big Five Tours & Expeditions

With more than 40 years' experience in luxury adventure travel, Big Five Tours & Expeditions offers luxury guided travel to Africa, Asia & the Orient, South & Central America, and South Pacific. For more information, contact Big Five, (800) 244 3483, or email: info@bigfive.com. Visit www.bigfive.com.