

Kenneth Anderson Trails, from Karnataka, launched at WTM

"Rather than saying Kenneth Anderson is the Jim Corbett of South India, I would like to put it differently – Jim Corbett is the Kenneth Anderson of the North of India," says Mr. Arvind Jadhav, IAS, Additional Chief Secretary-Tourism, Govt. of Karnataka.

An exciting new find from Karnataka Tourism – the Kenneth Anderson Trails - was conceptually launched at the just concluded World Travel Market in London. Kenneth Anderson is an Indian-born, British game-hunter and writer who chronicled all his thrilling escapades in the jungles of South India. This, according to Mr. Jadhav, has all the potential to pull in people who are interested in wildlife and nature trails. "Each year, we've been trying to identify a strong ambassador for the brand, someone on whom the brand would lean on and push the case forward. And it doesn't get better than what we have just discovered," he said.

There were enquiries specifically because of the wildlife promotion theme that was presented on the Karnataka Tourism Pavilion. Mr. Jadhav said that the theme of the Karnataka Pavilion was in tune with **Conde Nast Travellers' affirmation of Kabini as India's next biggest Safari Destination.**

"People enquired about the availability of strong, personality-led stories like those of Jim Corbett in the north to push the theme of wildlife to consumers. We found the answer in Kenneth Anderson and the idea found instant success. Immediately, a connect was established and this looks like a perfect product for the future."

"Almost every destination in a particular stretch ranging from BR Hills to Malnad to Dandeli has been explored by Kenneth Anderson and we had discussions with the Ecotourism Board to create these trails. Three trails have been identified and we are in the process of getting the required number of things to be set up in order to finalise the tour program.

"Interestingly enough, most of the Kenneth Anderson locations have Jungle Lodges & Resorts (JLR) properties nearby. In looking for places to stay, the tour operators found viable options in the JLR properties. We are drawing up plans for JLR to use Kenneth Anderson more as a brand ambassador for wildlife in the State and develop memorabilia, merchandise and themed suites and rooms. Also, there's an unending array of opportunities to take the concept forward with activities that appeal to the current generation like games, treasure hunts, apps etc. If Angry Birds can become such a craze, why wouldn't a true wildlife enthusiast like Kenneth Anderson be?" Mr. Jadhav sounds confident, and for the right reasons.