

**Embassy of India  
The Hague**

**Press Release  
April 29, 2019**

**Bollywood on a Boat - a tourism promotion initiative by Indian Embassy  
enthalls the Amsterdamers on Kings Day**

“Bollywood on a Boat’, a novel initiative to promote tourism to India on King’s Day - April 27, (the biggest national holiday of the Netherlands) was a huge success for a second year in a row. Daring the rain and the wind, around 50,000 revellers in boats and on the banks of the Canals witnessed the colorful sight of the boat sailing with Indian dancers inviting people to travel to India.

The boat with the dancers and Dhol players sailed through the three main canals of Amsterdam - Prinsengracht, Leidsegracht and Reguliersgracht covering more than 100 km for over five hours.

An initiative of the Embassy of India in The Hague in association with India Tourism, the Boat was decked with banners of Incredible India and the upcoming International Yoga Day celebrations on the side. The boat evinced great interest from the crowds who were captivated by the colourful performances.

Dancers from the Netherlands Marathi Mandal staged Dhol, Lavani, Bihu, Bhangra and Ghoomar (folk dances from different parts of India) while

members of the Tandav Dance Academy showcased Bollywood dances on the boat.

The boat was flagged off in the morning by Ambassador Venu Rajamony who described the “Bollywood/Folk Dances on a Boat” as a colourful and novel addition to the canals of Amsterdam which are the most popular tourist attraction of the country. Prominent members of the Indian Community of Amsterdam joined Ambassador Venu Rajamony and other officials of the Embassy at the flagging off.

April 27 is celebrated as King’s Day, a national holiday in The Netherlands in honor of the birthday of King Willem-Alexander. The day is marked with nationwide parties, flea markets and concerts. In Amsterdam the streets and canals burst with orange – the national color - as the “Amsterdammers” enjoy the biggest street party of the year.

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