



BELMOND SHAPES THE FUTURE OF TRAVEL THROUGH THE LENS OF SLOW LUXURY

Announcing the first luxury sleeper train in England & Wales, the grand reopening of Portofino's global icon, the unveiling of Belmond's first-of-its-kind private villa, the launch of the most extraordinary carriage designed by a world-renown artist

2 DECEMBER 2024 – Belmond, a visionary leader in luxury travel, shares its strategic outlook for 2025: it will expand its world-leading railway offering with the launch of a new sleeper train, further enhance and diversify its remarkable portfolio taking it to greater heights, amplify its range of cultural and culinary experiences.

Belmond's strategy brings *Slow Luxury* to life – each property's identity is steeped in the value of time and promotes mindful living. It is crafted through the thoughtful curation of an outstanding portfolio and the attentive creation of memorable life experiences. Slow Luxury celebrates exceptional craftsmanship, local sourcing, curated exclusivity, genuine encounters and cultural richness. It cultivates a sense of time that allows for deeper connections: with cultures, with nature, with people, and with oneself.

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Dan Ruff, CEO, Belmond, comments: "Our properties' identity is rooted in Slow Luxury. In 2025, we will elevate this further by inviting guests to discover a new pace of travel, allowing for deeper connections with the destination. They can embark on the first luxury sleeper train in England and Wales, or indulge in our first private summer residence in Portofino. We continue to build a new legacy as we enhance our properties, focusing on celebration, epic journeys, wellness in nature and creative terroir."

AMPLIFYING EPIC JOURNEYS

Belmond is a pioneer in slow travel experiences with a legacy of leadership spanning over four decades. It offers extraordinary experiential rail journeys on three continents, where it operates its six, and soon seven luxury trains that blend glamour, enchantment and adventure. These 'time capsule' experiences act as time enhancers: the traveller lives a journey within a journey, immersed in moving landscapes, cultural heritage and exceptional art de vivre. On river boats in France, curated itineraries offer a delightful exploration of unique terroir.

In July 2025, Belmond will launch the first luxury sleeper train in England and Wales: **Britannic Explorer, A Belmond Train, UK**. It will fuse a celebration of exceptional rail history and epic touring with contemporary British gastronomy, culture and style, offering three or six-night journeys with a selection of three captivating routes through the spectacular natural landscapes of Cornwall, the Lake District, and Wales. Fine dining experiences will be designed by acclaimed Michelin star Chef Simon Rogan, pioneer of the farm-to-fork movement. A considered cultural programming will offer exclusive access to some of the nations' rare or hidden gems. Wilderness will be enjoyed through open-water swimming and invigorating hikes. The train, crafted in England with elegant interiors by Albion Nord, will feature 18 cabins (15 Suites and 3 Grand Suites), a wellness suite, two restaurant cars and a bar located in the Observation Car.

The Royal Scotsman, A Belmond Train, UK will introduce a majestic seven-night new journey, the Grand Tour of Scotland, a new Grand Suite carriage named Heron in July 2025 and Chef Tom Kitchin will be back onboard for a unique gastronomic experience on the rails.

In March 2025, the **Venice Simplon-Orient-Express, A Belmond Train, Europe's** most extraordinary new carriage will join the rake, redefining the modern luxury rail experience and setting a new milestone and legacy for the future of the industry. **L'Observatoire by artist JR** is the train's first carriage designed by an artist, and is its most exclusive and spacious accommodation type, encompassing an entire carriage. The interiors flow through several micro-environments, from the bedroom featuring a free-standing bathtub, a bathroom, a lounge with a daybed, library, hidden Tea Room, with never-seen-before oculus-shaped skylights. This artwork in motion pays tribute to the train's rich history of timeless craftsmanship and its myriad mythical journeys: inspiring wonder and curiosity, it adds a new dimension to time travel and invites travellers to reconnect with their creative selves.

The **Venice Simplon-Orient Express** will continue to launch new itineraries pairing the Art Deco journey on board with a lavish stay in storied Belmond Italian properties to convey a sense of time-travelling grandeur. The highly acclaimed **Paris to Portofino** route launched in 2024 will return and can be combined with a stay at Splendido, A Belmond Hotel, Portofino.

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In spring 2025, a **Paris to Tuscany** route will launch and the journey can be extended to Castello di Casole, A Belmond Hotel, Tuscany.

Les Bateaux Belmond, France, whose fleet of seven luxurious floating villas is the epitome of slow-paced travel and gastronomic indulgence, will enhance its meticulously crafted epicurean itineraries through the tranquil French countryside of Burgundy, Champagne and Southern France. 2025 will see the debut of Michelin star chef Dominique Crenn as Les Bateaux Belmond's first culinary curator, with two signature menus highlighting local produce and the region's rich heritage. From July 2025, a new journey through the characterful winemaking waterways of the Bordeaux region will invite guests to explore vineyards and visit revered châteaux: highlights include the celebrated Saint-Émilion vineyards, the Sauternes haven of Château d'Yquem and a trip to the Caudalie Spa. This new itinerary will complement existing spectacular journeys, including a "12-Star Michelin Cruise", "La Semaine des Grands Crus" in Burgundy or "Grand Champagne Voyage" in Champagne.

CRAFTING A HERITAGE OF EXCELLENCE

Belmond is dedicated to creating a remarkable collection of places and a lasting legacy for its properties through thoughtful renovations that preserve their beauty and offer outstanding environments for travel experiences. In Italy, such places are an invitation to experience *villeggiatura*, the art of the unhurried holiday.

2025 will be the year of the grand reopening of Portofino's global icon: **Splendido, A Belmond Hotel**, and the unveiling of Belmond's first-of-its-kind private villa, a majestic summer residence with awe-inspiring views, that will become one of Italy's most elevated and unique retreats: Villa Beatrice.

Nestled in the tranquil and verdant hillside above Portofino, **Splendido, A Belmond Hotel** an emblem of the Ligurian Riviera, will celebrate its elegant renaissance in June 2025 following a multi-year renovation by renowned designer, Martin Brudnizki Design Studio. The restoration of this former 16th-century monastery captures the spirit of local craftsmanship and will feature newly renovated rooms and suites, a redesigned cocktail bar and a Dior Spa.

In July 2025, Portofino will welcome the opening of **Villa Beatrice**, one of the most scenic villas on the Italian Riviera and a one-of-a-kind private residence for the Belmond portfolio, taking exclusivity to new heights. Perched on a private spit, Villa Beatrice commands an unparalleled panoramic viewpoint over the bay. Acquired by Belmond in 2021, this three-storey palazzo has been masterfully restored and restyled by Martin Brudnizki with modern sophistication. This majestic residence, once known as Castello Odero and the theatre of lavish family parties, will offer five exceptional suites and offer guests seclusion and intimacy, sea access, a secret subtropical marine garden and a plunge pool whilst benefiting from all the services of the Splendido hotel, just a short walk away.

CREATING HAVENS OF RELAXATION

On the Amalfi Coast, one of the world's most iconic pools will unveil its beautifully restyled terrace and offer a new opportunity to experience **Caruso, A Belmond Hotel**'s slow pace, inspired by a local concept, *otium creativo*, which favours disconnection, contemplation and reset. The 11th-century palace, with its cascading gardens, is the crown jewel of Ravello and a delightful place to savour the best flavours of Campania.

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In the Caribbean and Mexico, thoughtful renovations have recently been undertaken to create multi-sensory and holistic places of wellbeing in harmony with nature, fostering a sense of deep peace: **Maroma, A Belmond Hotel, Riviera Maya** unveiled the **Maroma Spa by Guerlain**, a temple of rejuvenation harnessing the culture and energy of the Mayan civilisation.

Cap Juluca, A Belmond Hotel, Anguilla, located on the most beautiful beach in the Caribbean, has opened the **Cap Juluca Spa by Guerlain**, a haven of relaxation, drawing inspiration from Anguilla's Arawak tribe.

NURTURING A CULTURAL SENSE OF TASTE

At the heart of Slow Luxury and of mindful living stands the connection to the land and to the body. Belmond's focus on high quality ingredients, local artisan production and an authentic taste of the locale is core to its culinary offerings.

Garden-to-table and *farm-to-table* principles nurture local chefs' practices across the portfolio. A fresh take on seafood is emphasised by two recently appointed female chefs who blend creativity, international influences and local terroir: Michelin star **Chef Dominique Crenn, Les Bateaux Belmond's** first Culinary Curator, artfully reinterprets the flavours of French rivers and iconic wine-making regions; in Venice, Chef **Vania Ghedini** joined the Michelin star Oro restaurant at Hotel Cipriani, A Belmond Hotel as Head Chef alongside acclaimed visionary chef Massimo Bottura as Culinary Creative Director.

Aboard Belmond's iconic trains, Michelin star chefs pay tribute to the diversity of the landscapes they journey through: **Britannic Explorer, A Belmond Train's** Chef **Simon Rogan** immerses the palate in the culinary richness of England and Wales' diverse terroirs; **Eastern & Oriental Express, A Belmond Train's** Culinary Curator, Chef **André Chiang**, offers a modern take on sophisticated Malaysian cuisine; **Venice Simplon-Orient-Express, A Belmond Train's** Chef **Jean Imbert** offers a seasonal reinterpretation of French delights. **The British Pullman, A Belmond Train** will offer a unique exploration of Britain's evolving dining scene, inviting Chefs Theo Randall, Atul Kochhar, Phil Howard and Andrew Wong from April 2025.

SHARING THE PASSION FOR TRAVEL

To celebrate the diversity and richness of our local food cultures, Belmond launched **"Recipes & Wanderings"** – a new cookbook series exploring the vibrant traditions of regional cuisines from around the world. Published with Apartamento, each book represents artistic perspectives from renowned photographers and writers. The latest edition introduces *Penang* this winter, following the launch of *Liguria* last summer.

This initiative complements Belmond's recent launch of collectible photography books: the **"As Seen By"** collection, published by RVB, that lenses properties and destinations through the eyes of contemporary photography.

In spring 2025, the first **Belmond Photographic Residency** will take place at **Castello di Casole, A Belmond Hotel, Tuscany**. With this newly created annual award, the brand opens its doors to emerging photographic talent.

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A JOURNEY OF CHANGE

Belmond's commitment to preserving its storied heritage and valorising savoir faire and creativity extends to the conservation of local ecosystems. Slow Luxury allows for mindful living in which incomparable experiences and practices are steeped in being good to the environment and good for people.

In June this year, **Belmond and Parley for the Oceans** announced a new partnership to raise awareness of the fragility of the oceans and to act together to protect them. The partnership forges an enduring legacy for the oceans through education and active conservation. **Maroma, A Belmond Hotel, Riviera Maya** has been selected as a pilot for the programme; the collaborative framework will be extended to more coastal properties from 2025.

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Belmond's identity of *Slow Luxury* underpins its strategic expansion into 2025 through innovative and considered initiatives paired with continued enhancement of signature travel experiences. Belmond strengthens its position as the market leader within the global luxury railway space whilst further enhancing its distinctive portfolio in outstanding destinations around the world. Through celebration and custodianship, Belmond perpetuates the legendary art of travel with incomparable and genuine experiences.

ENDS

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The images can be downloaded [here](#)

ABOUT BELMOND

Belmond was born from a passion for connecting discerning travellers with the world's most remarkable properties, locations and journeys. From hotels and trains to river cruises and safaris, Belmond curates incomparable experiences and crafts unforgettable stories. With a legacy spanning over 45 years, since the acquisition of Hotel Cipriani in Venice in 1976, Belmond has grown into a global collection of 47 properties spread across 28 countries and territories. Exceptional destinations connected by legendary journeys are the very soul of Belmond, where the path that brings you to a place is as important as the destination itself. A pioneer of slow travel, Belmond has been operating the Venice Simplon-Orient-Express since 1982. The group later expanded to include pristine beach resorts, such as Maroma on the Riviera Maya, historic hideaways such as Villa San Michele in the Florentine foothills, urbane icons, such as Copacabana Palace in Rio de Janeiro, and gateways to UNESCO world heritage sites, such as Hotel das Cataratas in Brazil's Iguassu National Park. As proud custodians of storied properties, Belmond is committed to building on the past to create a new legacy: the heritage of the future. Working with communities and local talents, together with the world's most respected chefs, designers and artists, Belmond continues its purpose of perpetuating the legendary art of travel. Since 2019, Belmond has been part of the world's leading luxury group, LVMH (Moët Hennessy Louis Vuitton).

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