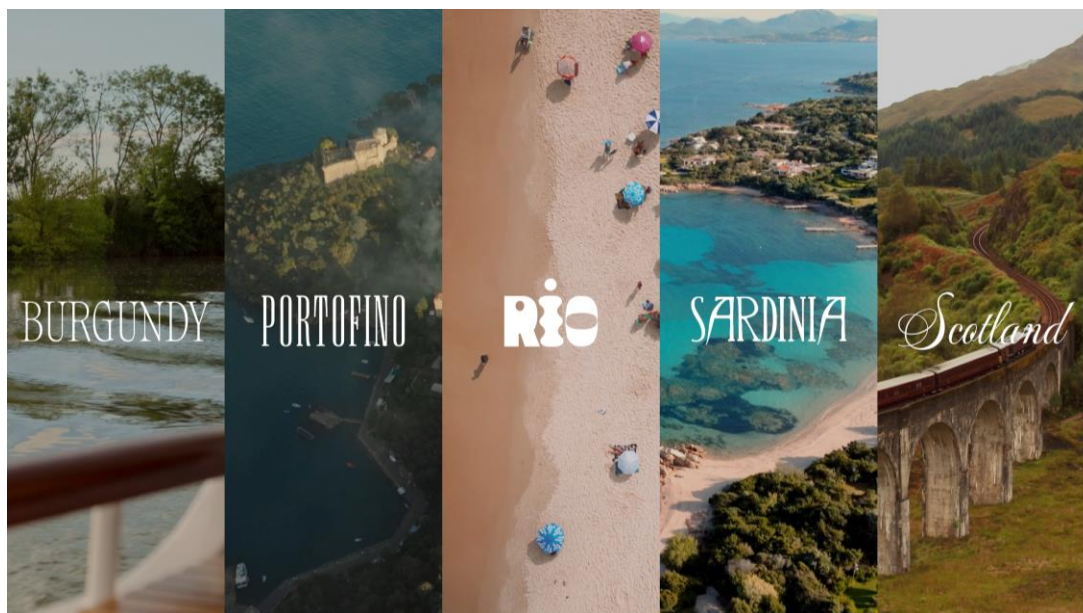


GO WITH SLOW: BELMOND LAUNCHES 'LONG SHOTS', THE FIRST SLOW TV SERIES FROM A MAJOR HOSPITALITY BRAND, EMBRACING MINDFULNESS THROUGH AMBIENT TRAVEL



JANUARY 2025 – This January, Belmond invites you to start the year with a sense of calm and tranquility with the launch of its new film series, "[Long Shots](#)". Embracing the 'slow TV' phenomenon, these 60-minute films are designed for passive viewing and active dreaming, capturing the sights and sounds of Belmond destinations around the world, in exquisite detail. Anchored to Belmond's 'Slow Luxury' brand DNA, steeped in the value of time and mindful living; to discover a new pace of travel, "Long Shots" offers a taster of Belmond's incomparable experiences.

"Long Shots" offers viewers an immersive experience, transporting them to Belmond's enchanting locations starting with Portofino, Rio de Janeiro, Scotland, Sardinia, Amalfi and Burgundy. These films are best enjoyed on a large screen with the volume turned up, allowing you to fully immerse yourself in the serene beauty of each destination.

In a world where social media video clips are becoming shorter and attention spans are dwindling, the so-called 'slow TV' phenomenon has emerged as an intriguing counterbalance. Originating in Scandinavia back in 2009, 'slow TV' has since gained global popularity, with the New York Times describing it as 'soothing digital rooms.' These ambient films, whether depicting a crackling log fire or softly falling snow, have been linked to improved mental health and enhanced concentration.

DISCOVER LONG SHOTS ON YOUTUBE

Images and short videos for web and social use can be found [here](#)

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EMBARK ON A VOYAGE TO...

PORTOFINO: 60 minutes of Slow TV from the historic heart of the Italian Riviera

Watch the gentle waves washing across the pebbled shore of Baia di Paraggi and witness Portofino's famous Piazzetta come to life as people stroll in the sunshine. Marvel at the morning light sparkling on the Ligurian Sea and relax on the famous terrazza at the Splendido, A Belmond Hotel, Portofino watching boats glide across the bay.

[WATCH: CLICK HERE TO VIEW ON YOUTUBE](#)



SCOTLAND: 60 minutes of Slow TV from the scenic Highlands by train

Settle into a plush tartan-covered armchair aboard the Royal Scotsman, A Belmond Train, Scotland as you witness a dramatic landscape of lochs, mountains, and woodlands pass by your train window. Wind through rolling hills, be lulled by the rhythms of the wheels, and sip from a glass of aged whisky before dining on the finest produce Scotland has to offer, all while the sun dips over the sea.

[WATCH: CLICK HERE TO VIEW ON YOUTUBE](#)



RIO: 60 minutes of Slow TV from Brazil's most vibrant city

Feel the heat on the white sands of Copacabana Beach as you reach for a cold Caipirinha beneath your umbrella. Watch the poolside palm trees sway in the breeze, listen to the waves crash on the shore, and retreat to your suite inside Copacabana Palace, A Belmond Hotel, Rio de Janeiro to prepare for a night out exploring the city – or climb Sugarloaf Mountain to witness an electric sunset.

[WATCH: CLICK HERE TO VIEW ON YOUTUBE](#)



Belmond's "Long Shots" series is your invitation to slow down and dream up future adventures while enjoying the serene beauty of some of the world's most captivating destinations. Because life's best journeys happen at a slower pace.

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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 45 properties spread across 26 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 Iguazu 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).

[belmond.com](https://www.belmond.com)

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