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**BELMOND LAUNCHES 'FIRST LIGHT' EXPERIENCES WITH LEICA SPORT OPTICS
CELEBRATING THE MAGICAL AWAKENING OF NATURE AT DAWN**



Photo: by Michael Edwards, Orange-Breasted Sunbird, Table Mountain, Cape Town

21 February 2018 - Belmond reveals 'First Light' experiences in partnership with Leica Sport Optics; introducing exclusively curated nature walks at dawn. Launching in 2018 at Belmond hotels, trains and cruises in some of the world's most outstanding areas of natural wonder, including Cape Town - South Africa, Iguassu Falls - Brazil and Deiá, Mallorca. The First Light experiences invite curious travellers to explore the wonderful world of Belmond through the Leica lens.

"The mornings are a magical time of day that we rarely have the chance to enjoy in our frenetic, everyday lives. At Belmond, we want to celebrate the mornings - and introduce our guests to new and unexpected views of a destination. Everything sparkles at first light; the ancient buildings, beaches and mountains - the start of the day is full of possibilities and we want to seize them all!" Comments Arnaud Champenois, SVP Brand & Marketing, Belmond.

MAGICAL MORNINGS - EXPERTLY DELIVERED

Leica Sport Optics' nature photography experts have created stunning dawn walks at Belmond La Residencia, Mallorca; Belmond Mount Nelson Hotel, Cape Town and Belmond Hotel das Cataratas, Iguassu Falls. There are three options for guests who can choose to join a Leica expert, a local wildlife expert or head off on a self-guided walk, aided by a map, using



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impressive Leica Binoculars to spot flora, fauna and a wealth of other highlights along the route.

WONDERS OF NATURE IN CAPE TOWN

In Cape Town, photographer and ornithologist **Michael Edwards** has created a dawn walk from Belmond Mount Nelson Hotel, to discover the fabulous flora and fauna of Table Mountain National Park, with sweeping views of False Bay and Robben Island. Along the route, Orange-Breasted Sunbirds can be seen perched on a Protea tree and the Cape Grey Mongoose can often be spotted.

TROPICAL BEGINNINGS AT IGUASSU FALLS

The hidden paradise of Iguassu Falls is revealed by National Geographic Photographer **Luke Massey** on an awe-inspiring nature trail from Belmond Hotel das Cataratas to Devil's Throat, in the heart of the powerful falls. Hummingbirds can be seen drinking the nectar of Brazil's national flower, the Ipe, as flocks of Great Dusty Swifts swoop through the rosy hued falls.

SERENITY IN DEIA

Sebastia Torrens shines a dawn light on Deia's hidden paradise from Belmond La Residencia with a coastal walk between carob and olive trees. Stroll past azure waters towards breathtaking sea views and the early morning enchantment of Cala Deiá with its clear waters and rock pools.

NEW DAWN AWAKENINGS

First Light experiences will soon be available at Belmond Hotel Caruso, Amalfi Coast, where guests will be able to immerse themselves in the splendour of nature on Italy's Sorrentine Peninsula; from Belmond Andean Explorer, Peru with early morning walks alongside Lake Titicaca, a haven for birders and in Botswana as the sun rises across the Okavango Delta, from Belmond Khwai River Lodge.

Further information about the 'First Light' programme: belmond.com/first-light

Further information on Leica Sport Optics here: uk.leica-camera.com/Sport-Optics/Leica-Birding

#BelmondFirstLight #LeicaNatureFirstLight

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About Belmond:

Belmond (belmond.com) is a global collection of exceptional hotel and luxury travel adventures in some of the world's most inspiring and enriching destinations. Established almost 40 years ago with the acquisition of Belmond Hotel Cipriani in Venice, its unique and distinctive portfolio now embraces 47 hotel, rail and river cruise experiences, including one scheduled for a 2018 opening in London, in many of the world's most celebrated destinations. From city landmarks to intimate resorts, the collection includes Belmond Grand Hotel Europe, St. Petersburg; Belmond Copacabana Palace, Rio de Janeiro; Belmond Maroma Resort & Spa, Riviera Maya; and Belmond El Encanto, Santa Barbara. Belmond also encompasses safaris, eight luxury tourist trains, including the Venice Simplon-Orient-Express, and three river cruises. Belmond also operates '21' Club, one of New York's most storied restaurants. belmond.com

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About Leica Camera AG:

Leica Camera AG is an international manufacturer of premium cameras and sport optics products. The company is headquartered in Wetzlar, Germany, with a second production site in Vila Nova de Famalicão, Portugal. Leica Camera AG operates branch offices in the UK, France, Japan, Singapore, Switzerland, South Korea, Italy, Australia and the USA. New and innovative products have been the driving force behind the company's positive development in recent years.

About Luke Massey: Photographer and creator of the First Light Iguassu Falls video, Luke Massey is a London-based artist whose multiple awards include Young Environmental Photographer of the Year 2016 and Wildlife Photographer of the Year 2016–Urban Wildlife. Luke developed a passion for capturing incredible species and landscapes at an early age. Today, through his work, he hopes to educate and inspire proactive conservation.

About Sebastià Torrens: Forays into Mallorca's S'Albufera Natural Park inspired Sebastià Torrens to become a nature photographer. Since then his work has featured in National Geographic, books on the Serra de Tramuntana and Black Vulture, and the BBC's Wild Mallorca documentary.

About Michael Edwards: An interest in bird watching sparked the Cape Town-based photographer's love affair with the camera. A lecturer at the University of Technology and the Cape Town School of Photography, Michael enthuses: "You can never fail to be amazed by Table Mountain. Every time you see it, it blows you away." Michael enjoys the unparalleled optical quality of Leica's iconic cameras, using Leica SL and Leica Q to capture this spectacular wonder of the world.