



★★★★[☞] Hotel in Ticino has a record year in 2015: The Hotel Belvedere in Locarno draws a positive balance sheet during the crisis.

Milan - Locarno 22.12.2015 – Despite an economical difficult year, the Hotel Belvedere Locarno ★★★★★[☞] closes the year with a very positive balance sheet. In 2014 the cornerstone was laid to re-position the hotel. On the one hand a new management team took the challenge and on the other hand the continuous investments made by the hotel owners guaranteed success.

Over the last 15 years more than 16 million Swiss Francs have been invested in the structure. This is certainly one of the reasons why the Belvedere began the difficult year of 2015 with excellent conditions. Product upgrading and market strategy were consistently followed making the difference in its ultimate success. There were months with a negative balance sheet but at the end of November the years total sales increased by 6,4 percent.

„Now the level must be maintained so that the hotel has a positive 2016“, according to Beck, Hotel director from Belvedere Locarno. „We have further major plans. From January until March 2016 a large remodeling of the restaurant „Fontana“ is scheduled. At its re-opening there will be a completely new cuisine featuring themed gastronomy“, highlights Gregor Beck.

The Hotel is located directly above the sanctuary “Madonna del Sasso”. For those who wish to take it easy one can travel by the funicular railway (stop „Belvedere“) directly up to the hotel. On foot one easily reaches the historic city center and can enjoy the film festival city’s Mediterranean charm and climate. Both the funicular railway and the aerial tramway are available so that the hiker can reach Monte Cardada – a special place with spectacular alpine views and numerous hiking trails. Other activities in the Lago Maggiore area include cycling and golf, which thanks to the mild climate is also possible in wintertime. The Lugano airport Agno is 40 km distant- a 45-minute car drive. The Milan Malpensa airport remains 110 km to the south. After the completion of the Alp-Transit in 2016 the hotel can be reached via the Gotthard base tunnel from Zurich, Lucerne and Zug by train in about two hours.

For further information or material please contact our press office:

CB Consulting
PR & Communications
Via Prina 7
I-20154 Milan
Tel.: +39 02 65560 952
Mobile: +39 345 4370 814
Email: catharinaberni@me.com

