



## Ice floats via drone directly to hotel guests:

**The Hotel Belvedere Locarno on Monday August 10th, 2015 will provide ice cream to their guests in the hotels garden floating into their hands via a drone.**

*Milan/Locarno 31.07.2015* - Gone are the "good" old days, where the butler came to serve the guest his favoured ice-cream in a livery. Many times we have seen them humming in the sky and have asked us what this strange thing was up there in the air. In the dark they make rather the appearance of UFOs if one follows the blinking lights. They are actually drones that are so-called unmanned flying objects. They have recently been used in the competition from Google and Amazon for innovative delivery methods and the Hotel Belvedere now wants to use this method for a very special purpose during the famous Locarno Film Festival:

On Monday, August 10<sup>th</sup>, 2015 exactly halfway through the film festival, whose "Official Partner" Hotel Belvedere is. They plan to offer their hotel-guests an ice cream in the garden. Between 2:00 p.m. and 4:00 p.m. ice cream will float directly from a professional pilot of the company Multify into the hosts hand. But that's not all. After the Ice delivery the guests are allowed to fly under the guidance of the pilot the drone themselves.

The hotel asks all journalists who wish to attend the "Event" to obtain information directly on the homepage <http://www.belvedere-locarno.com/en/corporate/press> about the current state of affairs, since everything can take place only under good weather conditions.

Hotel Belvedere is only a five-minute walk from Locarno's old city center and the Piazza Grande. The funicular, Locarno-Madonna del Sasso, presents a comfortable option for reaching the city. The hotel has its own stop "Belvedere". With its strategic location, the Belvedere is the ideal venue to explore life in Locarno's historic city center, visit EXPO in Milan, or through the funicular railway and aerial cable car discover Monte Cardada – starting point for many hiking trails. Other activities include touring Lake Major with its popular swimming, biking and golfing attractions. The airport Lugano-Agno, 40 km distant, lies within an easy 45-minute car ride. The airport Milan-Malpensa is positioned 110 km south.

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  
Cell: +39 345 4370 814