

Go where the road takes you! This is the moto of the 1600-kilometre-long itinerary of the Grand Tour of Switzerland 2022, which this year also touches on Monte Generoso, which with its 1890 cogwheel railway and its Stone Flower at 1704 metres is one of the emblems of tourism in Ticino and Switzerland.

A Road Trip that, with Roger Federer and Anne Hathaway as exceptional testimonials, crosses four linguistic regions and five Alpine passes, visits thirteen UNESCO World Heritage Sites, two Biospheres and skirts no fewer than 22 lakes, guiding us to the most beautiful and often still unknown places in Switzerland, to be travelled on four or two routes in complete freedom.

"This year, we are also among the top tourist attractions in Switzerland," says Monica Besomi, Head of Marketing & Communication and Vice Director of the Monte Generoso Railway, "the peculiarities of our destination, nature, cogwheel railway, architecture, panorama and food and wine, have allowed us to be part of the destinations of the Grand Tour of Switzerland, which has made holidays in complete freedom its main essence.

To make this itinerary even more unique, each destination has been marked with a photo location that frames the most striking views and allows its visitors to immortalise memories and emotions.

"The perfect view from Mario Botta's 'Stone Flower' on Monte Generoso - one of our Ticino tourist icons is now also the location of a Grand Tour of Switzerland photo spot," says Franziska Brunold, Manager Grand Tour of Switzerland. 'What a joy! It is not for nothing that the Grand Tour of Switzerland is called a 'string of pearls' of Switzerland's absolute



best attractions as a holiday destination. With the new photo point on Monte Generoso, another pearl of the route now stands out in a particularly beautiful way'.

Images: <https://we.tl/t-3THrqlApu9>

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Ferrovia Monte Generoso is one of the oldest rack railways in Switzerland and has been owned by Migros since 1941. It has been preserved thanks entirely to the personal commitment of the founder of Migros, Gottlieb Duttweiler. Today the Migros Culture Percentage supports the rack railway, the “Fiore di pietra” structure at the top of Monte Generoso, designed by architect Mario Botta, and Camping Monte Generoso. www.montegeneroso.ch – www.campingmontegeneroso.ch

The Migros Culture Percentage is a commitment undertaken by Migros, and consolidated in its articles of association, dedicated to activities for the promotion of culture, society, education, leisure time and the economy. www.migros-culture-percentage.ch