

PRESS RELEASE

Capolago, 22 March 2021

Camping Monte Generoso is reopening as planned on 27 March 2021, offering guests a safe and sustainable holiday amidst natural surroundings.

After the winter break and various lockdowns, the summer season is here at last, and with it the desire to be outdoors, to immerse yourself in nature, and to enjoy long swims in the lake, cycling and hiking, carefree moments in good company, relaxation and the chance to sit down with a good book.

"We can't wait to welcome both regular guests and new arrivals", notes Lucas Escardò, manager of Camping Monte Generoso in Melano on Lake Lugano. "We're starting again with great energy and lots of new things for our guests: from a new motor boat to 50% off trips on the Monte Generoso rack railway, not to mention a 20% discount on all purchases at the Fiore di Pietra shop, excluding tobacco and alcohol".

Four-legged friends are always welcome, as indicated by the new 'dog friendly' label: their presence on the campsite is regulated by precise rules that owners are required to observe, for the peace of mind of all campers.

Alongside the always eagerly anticipated Argentine barbecues, there are plenty of new evening events, including a fun Street Food evening featuring various food trucks serving mouth-watering dishes and Pasta Parties, where guests can taste various delicious pasta recipes. "And to make our sunset cocktails even more special", Escardò explains, "we have created a *Chiringuito* by the lake, so guests can drink our new signature cocktails – invented by the bartender – while enjoying a paddle. All events are also open to non-guests too, as long as they register in advance at reception". www.campingmontegeneroso.ch/en/events

However, the pandemic is not over yet, and protecting the health of all guests and staff remains one of Camping Monte Generoso's key objectives. The strict sanitation



procedures in public areas and the protection plans adopted means the campsite will reopen this year with 'Clean & Safe' recognition from Switzerland Tourism.

The pitches, distributed across a 20,000 m² lakeside plot, are all positioned so that the tents, camper vans, private caravans and seven rented caravans (5 are air-conditioned and fully equipped, including bed linen) are well spaced out, with room to move around safely. The same applies to all communal areas, with clearly visible signs and markings.

This year, in addition to the warmth, helpfulness and competence of the multilingual staff, campsite guests will also find the opportunity to make their 'Climate-neutral stay' thanks to Camping Monte Generoso's participation in the important myclimate initiative "Cause We Care" –

www.campingmontegeneroso.ch/my-climate - www.causewecare.ch

"Camping Monte Generoso is the first campsite in the whole of Switzerland to take part in this project," explains Monica Besomi, Head of Sales & Marketing at Ferrovia Monte Generoso, "which sees us involved in the front line with all our guests. In fact, by committing to invest their voluntary contribution of CHF 1.- per night per parcel, doubled by the management in sustainable projects, we actively support the adoption of sustainable measures locally and in the company itself and offset the CO₂ emissions of their stay. Sustainability,' Monica Besomi concludes, 'is a common, urgent and no longer postponable challenge".

For all the latest news, follow us on **Instagram (@campingmontegeneroso)**
www.campingmontegeneroso.ch

Images of Camping Monte Generoso by **photographer Jacques Perler**:
<https://we.tl/t-XDaCJlawpZ>

For further information, contact:

Viviana Carfi

Media Manager – Ferrovia Monte Generoso

media@montegeneroso.ch - T. 091 630 51 11 – M. 079 307 00 94



The Monte Generoso Railway is one of the oldest rack railways in Switzerland, and has been owned by Migros since 1941. Its preservation is due solely to the personal commitment of Migros founder Gottlieb Duttweiler. Today, the Migros Culture Percentage supports the rack railway and the 'Fiore di Petra' structure at the summit of Monte Generoso, designed by architect Mario Botta. www.montegeneroso.ch

Migros Culture Percentage is a voluntary initiative organised by Migros, anchored in its articles of association and dedicated to activities promoting culture, society, education, leisure and the economy. www.migros-culture-percentage.ch