

Ferrovia Monte Generoso and Camping Monte Generoso announce the start of the new tourist season for Saturday 2 and Sunday 3 April. There are plenty of offers, events and new developments lined up for the 2022 season, both in Fiore di pietra and at Camping Monte Generoso, where 'sustainability' and 'respect for the environment' remain the order of the day. A chance to finally enjoy the natural landscape in total freedom while prioritising the environment.

From 2nd of April trips aboard the rack railway will be even more comfortable thanks to the redevelopment work that has been carried out on three quarters of the track, including the sections of the intermediate stations of San Nicolao and Bellavista, where access to the trains has been made easier and more straightforward thanks to the lighting of the pavements, crossings and visual and tactile signs for the hearing impaired.

"The third and penultimate phase of the redevelopment work on the 1890 rack railway has just been completed, another investment on the part of the Migros which, added to that of Fiore di pietra, opened in 2017, comes to around 50 million francs", explains Monica Besomi, Head of Marketing & Communication and Vice-Director of Ferrovia Monte Generoso, "we are without doubt writing **a new chapter in the history** of Monte Generoso, the most important mountain in the Sottoceneri. As well as the railway renovation work, Buffet Bellavista, now completely refurbished with natural materials like local chestnut wood and modern, energy-efficient systems, will reopen in September after nine years".

The opening of the new Buffet Bellavista will also be a chance to thank all of the supporters of Ferrovia Monte Generoso who have contributed to the initiative launched to mark its 130th anniversary, still ongoing today, the proceeds of which will help to fund the maintenance of the little church at the summit.

In fact, those who wish to be a part of the story of the only rack railway in the Ticino can still make their contribution by virtually purchasing one or more of the poles dotted along the 9 km track. For more information: montegeneroso.ch/en/monte-generoso/130-years

Opening weekend

50% discount on train tickets for all routes on the weekend of 2-3 April. At the top of the mountain we will be celebrating the new season with Circo Tonino, the music of the Corni dal Generus and some delicious food and drink.

On Saturday 2 April those who wish to do their bit for the environment can take part in the **Clean Up Day** organised by FMG together with the volunteers of the Summit Foundation of Vevey, cleaning the green areas around Fiore di pietra. It is possible to register by 30 March 2022 directly on the [website](https://montegeneroso.ch/en/monte-generoso/130-years).

Art lovers, and photography enthusiasts in particular, can visit the exhibition of **Yuri Catania**, award-winning artist and well-known organiser of 'I Gatti di Rovio', the biggest exhibition of Ticino street art. The artist brings his intimate and personal vision of Monte Generoso, observed and photographed from the exclusive perspective of his home in Rovio, to Fiore di pietra. The exhibition '**my Monte Generoso una montagna per amico**' (Monte Generoso, my mountain and friend) can be visited free of charge every day from 3 April to 30 June 2022.



Packages and offers

30% discount for residents of the Ticino canton on tickets for the entire Capolago–Vetta–Capolago route for the whole season.

Lots of amazing special offers in the **months of April and May** with the **Family Train** and **Train & Lunch** at the Self-Service restaurant packages. **Digital Detox** is back, a chance to spend a day immersed in nature without your smartphone. An experience that everyone should try: social media addicted children or parents, managers looking to recharge their batteries, friends that want to see who can last longer without their phone, but also companies that want to make sure their employees are fully concentrated during strategic getaways.

Once again this year, lovers of amazing high-altitude panoramas will be able to climb aboard three Swiss rack railways - Montreux-Oberland-Bahn, Rigi Bahnen and Ferrovia Monte Generoso – with a single ticket: **the 3-Top-Pass**. montegeneroso.ch/offers

Events

The packed calendar of events at Fiore di pietra begins on **Friday 8 April with the Season Opening Rock Night** in collaboration with **Radio Morcote International**, which celebrates its second birthday on the very same day. The live show will be presented by speakers Grant Benson and Daniela Moroni with rock band ReadHead performing live at the summit. This is followed by a series of signature events like the nostalgic trips aboard the steam train, the Sunset Apéro evenings, the Candlelight Dinners, the Sunday VettaBrunch, and various Latin American, jazz and country music evenings. There are also new events like the Indian Dinner, Karaoke Night and the Afternoon Tea, a British-inspired moment to book at the 'Fiore di pietra' restaurant. montegeneroso.ch/events

New

The 2022 season will above all be characterised by two important new developments once again connected with a topic very close to the heart of FMG: **sustainability**.

Ferrovia Monte Generoso is to become part of the Direct national service (DNS), meaning that it will be possible to purchase tickets for Monte Generoso Vetta (e.g.: Zurich–Monte Generoso Vetta) online. The digitalisation of the service will reduce the use of paper and, by providing direct access to the trains, also improve the customer experience.

In addition, in collaboration with Simone Galli of Erbe Ticino and Gabriele Bianchi of Azienda Agricola Bianchi, the **Monte Generoso herbal tea has been produced, an original new blend of herbs, grown, collected and dried using strictly organic methods, and including the 'Queen of the Alps', the edelweiss**. "As well as encapsulating the fragrances and flavours of Monte Generoso", underlines Monica Besomi, "this infusion reflects our strong desire to dialogue with the local area and the local businesses that share our **philosophy of sustainability**. With the funds raised from the myclimate initiative, which involves us in first person together with our guests, we will sponsor a garden of organic medicinal herbs, including the edelweiss, at Azienda Agricola Bianchi and possibly another one at the summit of Monte Generoso in due course".

It will be possible to taste the Monte Generoso herbal tea together with sweets and savoury snacks during the **Afternoon Tea**, or at the end of meals at the 'Fiore di pietra' restaurant. Those who wish to take some home can purchase it from the Fiore di pietra shop.

Camping Monte Generoso

After an incredible 2021, the staff at Camping Monte Generoso are ready to welcome their guests again. "We are really looking forward to the new season which, judging by the number of bookings we have taken, should be just as dynamic and interesting", comments Lucas Escardò, Manager of Camping Monte Generoso and Member of the Management Board, "during the break we took care of



lots of little details to ensure that our guests' holidays are even more comfortable, unforgettable and, most importantly, sustainable".

Efforts to raise the environmental awareness of guests continues with the myclimate Cause We Care initiative (www.myclimate.org). Those that take part can in fact offset the CO₂ emissions connected with their holiday thanks to a voluntary contribution of 1 CHF per night per plot. This figure is doubled by FMG and reinvested in sustainable projects in the area or within the same company. With last year's contributions it was possible to purchase the PET-Recycling Schweiz waste recycling bin and to cover part of the cost of the next-generation boiler for the toilet block, which will guarantee improved energy savings.

But life at the campsite is also much more than this: it is relaxation, water sports, games, excursions and sociable evenings with drinks on the beach, the Food Truck festival, the Pasta Parties and lots of other culinary events also open to the general public. campingmontegeneroso.ch

Images: <https://we.tl/t-Jd51UVIP2k>

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For more information contact:

Viviana Carfi

Media & PR Manager

T. +41 (0) 91 640 23 42 – M. +41(0) 79 307 00 94

E-Mail: media@montegeneroso.ch

Ferrovie 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