

Ready, steady, go! Ferrovia Monte Generoso swings back into operation for the new season on 25 and 26 March, with a 50% discount on tickets on all journeys between Capolago and the Summit for the whole weekend!

With its upgraded track and the official reopening of the Bellavista Buffet, which enhances the offering of the Ticino's only rack railway, of the Fiore di pietra at altitude 1704 metres and of the Melano Campsite on the shores of Lake Lugano, Monte Generoso becomes the complete, ideal destination for the whole family, all year round.

"Perhaps because we couldn't wait for the upgrading of the track to be completed, and because the renovation of the Bellavista Buffet was so exciting, these years have flown past even though they've been such busy ones," comments Monica Besomi, Head of Marketing & Communication and Vice-Director of Ferrovia Monte Generoso SA.

"In fact, four winters passed between the first pick striking the rails and the laying of the last piece of track, and it took ten months to renovate the historic Bellavista buffet. But from 25 March, the grotto will again be open every day to provide the ideal place for visitors to enjoy a refreshing break, an aperitif or a lunch packed with authentic, genuine flavours. Above all, though, its reopening returns a special place, steeped in history, memories and emotions, to the people of Mendrisiotto and of Ticino, available for everyone to book for exclusive evening parties with friends and relatives."

After completion of the works to repair the entire washroom block and after the finishing touches to the energy-saving systems, the staff of Camping Monte Generoso are also ready to reopen the gates and welcome guests with their usual warmth and professionalism.

"The array of products we offer is outstanding within the Ticino tourism industry," Monica Besomi explains, "with the Canton's only rack railway, Mario Botta's Fiore di pietra, the Bellavista Buffet, the places so dear to the local people and the campsite, a lakeside oasis of greenery. There's so much to choose from! However, the most important thing is that protecting the environment and sustainability always have a key role in our company's strategy."

In keeping with the determination to become a green destination in every way, even the works to upgrade the 1890 track were supervised by a team of expert environmental engineers. This 'once-in-a-century project', requiring an investment of 22 million Swiss francs and involving 150 workers and five contractors from Ticino, brings a major change in its wake: from now on, the season will also include the winter months.

"During the last few years our commitment has broadened from purely ecological aspects to embrace social and economic factors too," explains Chiara Brischetto, Marketing Project Manager of Ferrovia Monte Generoso SA. "Today, our aim is to achieve level three of Switzerland Tourism's Swisstainable certification - www.myswitzerland.com/swisstainable. This means that everything our company does will be assessed by an external organisation, TourCert - *Travel for Tomorrow*, which will decide whether we make the grade for this coveted accolade."

It is worth remembering that Ferrovia Monte Generoso SA is a member of the Migros Culture Percentage, which has been offering support since 1957 to a variegated mix of cultural and social projects serving an ever-broadening population. What's more, Migros is one of the world's most



sustainable retailers (according to the 2019 ISS-oekom rating), so every aspect of Ferrovie Monte Generoso's operations is closely linked to the concept of sustainability.

"The summit exhibition, *Conversations with Sustainability* by Giacomo Braglia, also faces us fairly and squarely with the problem of pollution, waste disposal and reckless use of resources," Chiara Brischetto underlines. "With an innovative technique, the young Ticino artist gives his photographs three-dimensional substance, transforming them into sculptures with urgent messages against irresponsible consumption and the generation of waste." We urge everyone, especially school groups, to visit the exhibition, which is accessible free of charge from 26 March. You can even book a guided visit with the artist himself."

Apart from the breath-taking view, guests will be attracted to Monte Generoso's summit by the many events scheduled throughout the season.

Everything gets underway from the opening weekend of 25 and 26 March, with a mouth-watering discount of 50% on fares for all journeys and a special price for the traditional Ticino menu at the Bellavista Buffet.

Visitors of all ages will also be welcomed to the Fiore di pietra by the Corni dal Generus Alpine horn players and the Circo del Mago Tonino circus troupe.

The schedule for the following weeks includes the return, by popular request, of the Sunset Apéro, with various artists performing Country or Reggae, the Best Music Night with the famous MAXI B, Murder Mystery Dinners, VettaBrunch summit brunches and the sophisticated Wine&Dine tastings with a selection of Ticino wines.

There will also be new events such as Monocolour Dinners, Dress Code Parties and Yoga Face sessions for restored wellbeing. Outdoors, guided excursions on the Via Ferrata will alternate with walks to discover the flora of Monte Generoso. For yet more exciting events, visit

www.montegeneroso.ch/events

Lovers of evenings by the lake will not want to miss the events, also open to non-residents, in the lavish calendar offered by Camping Monte Generoso at Melano, already available online. And at the new *Pizza&Grill* you can give your gourmet imagination free rein by inventing your very own pizza toppings for yourself and your friends. www.campingmontegeneroso.ch

Images: <https://we.tl/t-jKVPeQSPFX> *Please quote the photo copyright if required.*

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

