

**THE 2024 MONTE GENEROSO SEASON IS ALL SET AND READY: AN ALL-ROUND DESTINATION OF DISCOVERY AND FUN FOR ALL!**

March 30 and 31 once again marks the start of the season, and the Ferrovia Monte Generoso is excited to herald a year that promises to be full of new additions, special events and the welcome return of the public's most popular initiatives. This season will bring a wind of change and renewal, promising unforgettable experiences for every visitor in one of the most fascinating natural settings in Ticino, at 1,704 metres above sea level.

To celebrate this new start, all weekend round-trip tickets on all routes from Capolago to Vetta will be 50% off!

**Opening weekend, cogwheel train rides and special promotions**

All set, let's go! The weekend of March 30 and 31 marks the return of the 2024 FMG season. In fact, as of April 1, the cogwheel train will also return to its daily weekday service, with four runs per day. Then, starting from May 4, the service will be expanded to include up to seven daily runs. The Fiore di pietra Restaurant will reopen its doors on the same day as well, once again offering its guests exquisite dishes to delight the palate.

The opening weekend in late March will see the grand return of Circus Tonino, promising shows and entertainment for the whole family. "We invite everyone to celebrate the start of the 2024 season with us by taking advantage of the special 50% discount on round-trip tickets," invites Monica Besomi, FMG Vice-Director and Head of Marketing & Communication, "After the opening weekend, there will be several offers that will remain valid throughout the season, such as the 30% discount for Ticino residents."

To view all current offers, you can visit the FMG website via the following link: [www.montegeneroso.ch/en/offers](http://www.montegeneroso.ch/en/offers).

**Your ideal destination for...unique events!**

There are lots of new additions to look forward to in the 2024 season on Monte Generoso, bringing a wind of change and renewal, and highlighting once again that Monte Generoso is an all-round, ideal destination for everyone, all year round.

"This year, Monte Generoso will be transformed into a stage for events the likes of which have never been seen before, offering our guests the chance to experience moments of pure magic," Besomi says.

Among the most anticipated initiatives are a dinner and show with mentalist Federico Soldati, workshops at the Buffet Bellavista where participants can learn the art of cheese making, and a special event in collaboration with La Soleggiata - the famous chain of pop-up bars positioned in exclusive locations throughout Ticino.

"This partnership with La Soleggiata represents a bridge between the natural beauty of Monte Generoso and the typical energy of La Soleggiata," Besomi asserts, highlighting the importance of these synergies. "We are always looking for partnerships to offer our guests unique events, as well as memorable experiences."



The schedule of events for the 2024 season also includes cooking classes, mixology evenings and themed dinners in the Bellavista Buffet grotto, as well as the return of the popular Sunset Aperitif, Best of Music Nights with Maxi B and Grill & Chill nights.

In essence, you can expect a harmonious fusion of unprecedented events and the classic “workhorses” that have been highly appreciated in previous years.

To get more details about the 2024 events, find out the latest news and make a booking (soon directly online as well) please check the website regularly: [www.montegeneroso.ch/en/book/events](http://www.montegeneroso.ch/en/book/events)

### **A full calendar for the Camping too**

The Camping Monte Generoso is once again the star of the season. Starting March 23, in fact, it will reopen its doors to guests by offering, among other activities, its signature Aperitif by the Lake.

Another date to circle on the calendar is May 18, when Camping Monte Generoso will again host a Street Food event, featuring a wide selection of different cuisines and where street food lovers can enjoy exotic dishes and local specialties.

“We want our campsite to be somewhere people can come together and celebrate, a place that is open to anyone wanting to experience the lake and nature in an authentic way,” says Lucas Escardò, Manager of Camping Monte Generoso.

“For us, it is crucial that every guest feels like they are at home; the difference here is that we can add that touch of magic and serenity through our events and service, in an atmosphere and location that frankly speak for themselves!”

Of course, events are also open to people from outside the campsite, with prior booking.

Another significant change this year concerns the option to book your place at the campsite directly online, thanks to the new booking service available on the revamped FMG website.

For information about the campsite, to book your own pitch or caravan for hire and, finally, to find out about or book yourself into the campsite’s events, you can visit [www.montegeneroso.ch/camping](http://www.montegeneroso.ch/camping).

### **A renewed commitment to the environment and the community**

Monte Generoso is more than a destination; it is an example of commitment to sustainability and respect for the environment. “Every one of our initiatives is driven by sustainability values, because we believe in responsible and inclusive tourism,” emphasizes Chiara Brischetto, Marketing Project Manager and the person responsible for sustainability initiatives.

Sustainability is at the core of our mission. “We are working to reach level 3 of Swisstainable, a sustainability programme from Switzerland Tourism. This reflects our commitment to responsible tourism,” Brischetto continued, “Being recognized as a sustainable tourism destination is essential for us, as this underscores our continued dedication to environmental protection.”



### **Art and culture: a bridge between nature and creativity**

As part of the Migros Culture Percentage, this year Monte Generoso will host the exhibition “Colori del Ticino” by Ecuadorean-born Ticino artist Alejandra Abad. “His art, deeply inspired by nature and music, is a celebration of the colours and life that characterise Ticino.”

In keeping with the theme of sustainability, a value that both Alejandra and FMG hold particularly close to their hearts, the artist chose to use old FMG flyers as a tool to make some of her creations, thus embodying a powerful message of rebirth and sustainability.

The exhibition will be open to the public from April 28, 2024, with free admission from that date.

FMG warmly invites schools and the public to visit the exhibition and also offers the opportunity to book guided tours with the artist for an even deeper immersion in her works and creative process.

In this year of new additions and confirmations, Monte Generoso is confirmed as a destination of choice for all those seeking an experience rich in nature, gastronomy, events and culture, with a constant commitment to sustainability.

We look forward to sharing the magic of the 2024 season together, on a journey of discovery and fun, always respecting our precious environment!

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The Ferrovia Monte Generoso is one of Switzerland’s oldest cogwheel railways. It has been owned by Migros since 1941. Its preservation is solely due to the personal commitment of Migros founder Gottlieb Duttweiler. Today, Migros Culture Percentage supports the cogwheel railway and the “Fiore di Pietra” structure at the top of Monte Generoso, which was designed by architect Mario Botta. [www.montegeneroso.ch](http://www.montegeneroso.ch)

Migros Culture Percentage is a commitment made by Migros and anchored in its charter that is dedicated to activities promoting culture, society, education, leisure and the economy. [www.migros-culture-percentage.ch](http://www.migros-culture-percentage.ch)