

Monte Generoso: High Season 2025 Reopens

With spring, a successful winter season concludes on Monte Generoso, which continues to attract visitors with events, promotions, and sustainable initiatives.

Simply Generoso: Celebrating 100 Years of Migros

Monte Generoso launches the **100-100-100 Campaign**: the first 100 customers in April can purchase the Capolago-Summit-Capolago ticket for 13 francs, the price from 100 years ago. A Cumulus Card per family unit is required.

Official Opening with Big Discounts

On the official opening **weekend of May 3 and 4, 2025**, there is a 50% discount on all tickets and all routes of the cogwheel railway. There will be the Tonino Circus for the delight of the children.

Cultural and Musical Events

- **Exhibition "Beyond the Horizon"** by street artist Andrea Ravo Mattoni at the Fiore di pietra from April 13 to October 26.
- **Outdoor aperitifs**: at the panoramic Sunset Aperò at Fiore di pietra and the pieds dans l'eau at Camping Monte Generoso, which heralds another record season, is joined by the nature-immersed aperò offered by Buffet Bellavista. Throughout the season, from the lake to the summit, countless events for all tastes. For information and reservations: www.montegeneroso.ch/en/book/events

FMG Open House

On **June 9, 2025**, the Ticino cogwheel railway, one of the oldest in Switzerland, will showcase all its rolling stock on the square in front of the offices on via Lüera in Capolago. From 11 a.m. to 4 p.m., guided tours with the most experienced in the field: the train drivers!



Musical Events

Exceptional musical lineup at Fiore di pietra:

- Techno and electronic performances with the **Polyamore label on May 31**.
- After the success of 2024, artists from **La Soleggiata return on July 12**.
- Highly anticipated on **August 16** is the performance by **Resonica** artists.

Return of the Steam Locomotive

After meticulous restoration, the 1890 locomotive returns to action, offering unique moments aboard its Belle Époque carriage. Here are the dates: www.montegeneroso.ch/en/book/events

Strong Connection to the Territory

By popular demand, the event calendar is enriched with collaborations with local producers. From cheese workshops with local cheesemakers at Buffet Bellavista to Wine & Dine evenings with Ticino terroir wineries. Food and wine meet to enhance each other.

Treasures of the Peaks Between Nature and Technology

With the interactive project supported by Lugano Region, Mendrisiotto Tourism, Basso Ceresio, and tourism development entities, the six peaks of Ceresio, including Monte Generoso, are enhanced and explored. Fun and prizes galore www.montegeneroso.ch/en/treasures-of-the-peaks-of-ceresio.

All About Sustainability

Monte Generoso promotes eco-friendly corporate events with a new video in collaboration with Ticino Tourism, positioning Monte Generoso as an ideal location for low-impact environmental meetings and conferences.

Commitment to the environment is also realized in other initiatives:

- **Monte Generoso Iced Tea**: in collaboration with Simone Galli of Erbe Ticino, the summer version of herbal tea based on local herbs, including Queen of the Alps and Edelweiss, is coming soon.
- **Swisstainable Hub**: Monte Generoso has been selected and included in the 2025 catalog of activities by Ticino Tourism "**Become a Swisstainable Ambassador for the Ticino destination.**"



- **Innovative Waste Management:** Implementation of advanced systems for reducing and recycling waste in managed facilities, from Camping Monte Generoso to offices and Fiore di pietra.

Images to download:

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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

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