

Monte Generoso concludes an intense season and is ready to restart with enthusiasm for a winter full of new experiences!

After months of success, the upcoming weekend, October 25-26, will mark the end of the 2025 high season for the Ferrovia Monte Generoso with the traditional closing celebration. Thanks to collaboration with local partners, as well as Mendrisiotto and Ticino Turismo, Monte Generoso has attracted a diverse audience: families, sports enthusiasts, culture lovers, and foodies.

Highlights of the season

- **100-100-100 Campaign:** To celebrate Migros' first century, in April, the first 100 visitors each day were able to travel on the cogwheel train at the price from 100 years ago, just 13 francs! This initiative successfully combined history and innovation and was highly appreciated by customers.
- **FMG Open Day:** On June 9, an intergenerational event attracted a wide audience, with an exhibition of model trains, photographs, posters, and historical accessories dating back over 130 years.
- **The return of the steam train:** An emotional experience that brought a piece of history back to life, selling out every time.
- **Amici del Generoso:** The new subscription for families and mountain enthusiasts made Monte Generoso more accessible, with over 300 subscriptions sold in the first days of its launch.



"The success of this subscription shows how important it is, especially for families, to have a leisure destination that is both close and affordable," says **Carolina Russbach, Head of Marketing, Communication & Digital**. "Many new customers come from the Mendrisiotto region and are eager to discover the wonders of Monte Generoso at an unbeatable price."

Closing and reopening events with 50% off train tickets

- **Closing Celebration (October 25-26):** On Saturday, October 25, the Tonino Circus will delight the little ones, while in the evening, Wine & Dine at the Fiore di pietra will offer fine wines and delicious dishes.
- **Long reopening weekend (December 6-7-8):** Three days of festivities and on Sunday 7 December the much-awaited Saint Nicholas Train will mark the start of the winter season.

A season of growth

On October 19, the **Camping Monte Generoso** closed the season with a 6% increase in revenue compared to the previous year, which had already stood out for its excellent results. "Compared to 2024, without the Gotthard closure and with more favorable weather conditions, **the railway** also recorded a significant 30% increase in passenger numbers, with a majority of Swiss-German and Ticino visitors, followed by a significant presence of Italians and Germans," explains Russbach.



Monte Generoso doesn't sleep in winter!

"Even during the winter months, Monte Generoso offers unique panoramas and activities on weekends, holidays, and every day, from December 22 to January 6 to fully enjoy the Christmas holidays. Furthermore, we are available to organize pre-Christmas corporate lunches and dinners always with a focus on sustainability and authenticity. Tickets and events can be easily purchased online directly on our website," concludes **Chiara Brischetto, Head of Marketing, Communication & Sustainability.**

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