

MONTE GENEROSO 2026: A LONGER AND MORE OPTIMISTIC SEASON

The historic Monte Generoso Railway, which has remained open for the third consecutive winter, pioneering the destagionalization of Ticino, announces an extended operational period until **November 9th**.

“This way, we ensure optimal coverage even for autumn holidays,” says **Carolina Russbach, Head of Marketing, Communication & Digital at FMG**. “The extension reflects our commitment to the destagionalization of the tourism offer, in line with the **Ticino365 project**. The last winter season was **the best since 2017: with nearly 2,800 visitors in December**, we surpassed the record set during the inauguration year of Fiore di pietra. This success motivates us to look to the future with enthusiasm and determination”.

Opening Weekend: Tradition and Surprises

The season kicks off with the traditional Opening Weekend from May 1st to May 3rd, offering visitors a 50% discount on train tickets. Among the events are the unmissable Corni dal Generus in folkloric attire, the fun-filled Circo Tonino for the little ones, and the special live broadcast by Radio Morcote International, which will capture the festive atmosphere through the voices of participants and the Monte Generoso Railway staff.

Iconic Events and New Features

The 2026 calendar promises a mix of music, sports, cultural, and gastronomic events to suit all tastes. Iconic events such as brunches and barbecues at Buffet Bellavista, 90s-themed evenings with DJ Maxi B, romantic dinners at Fiore di pietra, sunrise hikes, and monthly steam train rides starting in May will be complemented by exciting new offerings like sustainable foraging activities with gastronomist and botanist Milo Bissegger and the renowned Scenic Trail.

A family-friendly addition is the event in collaboration with **Grotta dell’Orso**, featuring a climb and guided tours inside the cave to explore its geological and historical secrets.

For lovers of **open-air musical events**, highlights include **the techno/tech house group Salient**, moving from Sighignola to Monte Generoso for a special evening, and the energetic and sarcastic performance by **the colorful Sgaffy**, a true local institution.

Apart from the rich event calendar, the focus of the 2026 season will be promoting Fiore di pietra and Buffet Bellavista as ideal venues for corporate, private, and wedding events, thanks to their unique combination of breathtaking views and high-quality gastronomic offerings.



The New Cantonal Marketplace: Unique experiences at your fingertips

Original and increasingly accessible proposals are now available through the new digital platform developed in collaboration with Mendrisiotto Turismo. The new Cantonal Marketplace enhances the customer experience by enabling the sale of combined packages (train + lunch, train + snack), simplifying planning and strengthening regional collaboration.

In the same vein, partnerships with strategic players like Swissminiatur, FoxTown, and Galleria Baumgartner continue to offer diverse and engaging experiences.

Friends of Generoso: A growing success.

The big news is the “Friends of Generoso” subscription, which continues to gain popularity. “Since its launch in September 2025, the results have been outstanding,” notes Carolina Russbach, “with over 1,250 subscribers, 84% of whom are families, and 90% are from Mendrisiotto Region! With the arrival of the warmer season, we anticipate further growth, focusing particularly on Northern Italy, where we see great potential for this offer.”

Thanks to the **Tesori delle Vette** project, which connects Ticino’s main mountain destinations in an interactive treasure hunt, families have an additional incentive to discover and enjoy the beauty of Ticino’s peaks.

A record-breaking Camping Monte Generoso season

The Camping Monte Generoso season has already begun with excellent results, confirming the positive trend of recent years and raising high expectations for 2026. This small gem, nestled directly by the lake, is cherished by an international clientele for its unique atmosphere and the quality of its services. Numerous lakeside events, including aperitifs and street food, are also open to external visitors.

Sustainability and Cultural Projects

Sustainability is central to FMG, and thanks to its daily commitment with local partners, a tree will be dedicated to it as part of the **Arboreal Project of Rocolo di Pianspessa**, led by the **Luca Cereghetti’s Foundation Pianspessa**. The initiative restores a green architectural structure of cultural and landscape value, which has disappeared in Switzerland. Each tree will bear a dedicated plaque, symbolizing care for the territory and its historical memory. “This dedication is deeply gratifying for us,” says **Chiara Brischetto, Head of Marketing, Communication & Sustainability**, “as it represents a meaningful collaboration for the protection of the landscape, local history, and the values tied to the territory that we fully share.”



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You can contact the Ferrovia Monte Generoso at:

Viviana Carfi

Communication and Media Manager

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

E-mail: viviana.carfi@montegeneroso.ch

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, the "Fiore di Pietra" structure at the top of Monte Generoso, which was designed by architect Mario Botta, the iconic Buffet Bellavista and the Camping Monte Generoso. 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