

#TICINOMOMENTS – TICINO.CH

# Small moments a great experience



15.30 – 23 July

■ Follow the wind

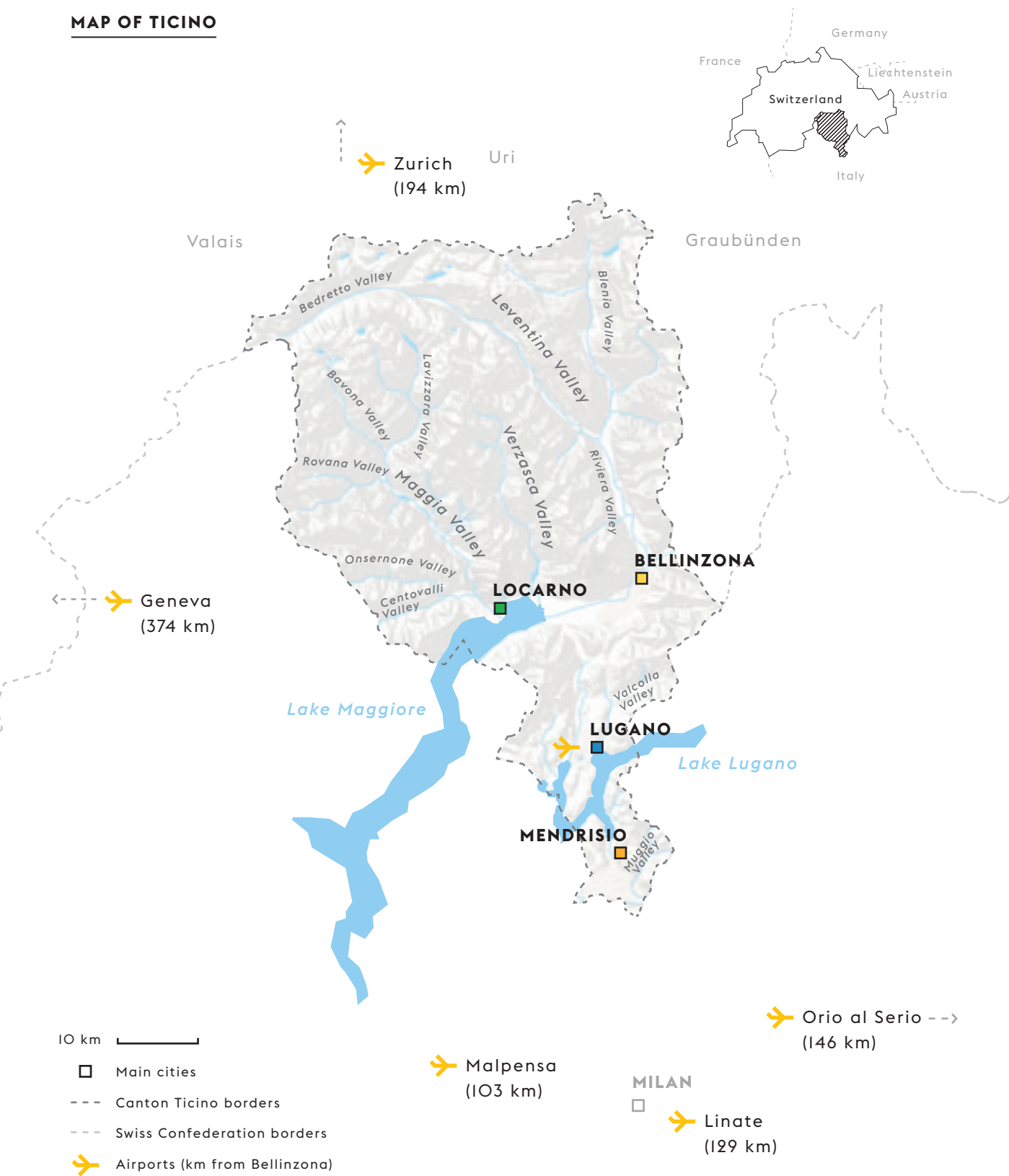




# A journey through Ticino

A few hours, a couple of days or an entire season to explore and learn about a territory rich in surprising landscapes where you can experience great emotions.

**MAP OF TICINO**







## BELLINZONA AND VALLEYS

■ In the heart of the Alps, the Gotthard pass is a symbol of Switzerland. Since the Middle Ages, it brings north and south together.

Pretty little towns are a testimony of the importance of the “people’s route”. Giornico, a village of the Leventina Valley, has no less than seven churches.

Bellinzona, a city fortified by the Dukes of Milan to stop the expansion of the Swiss Confederates, has three castles, now part of the World Heritage List.

The ancient quarters of the Cantonal capital, crossroads for meetings and exchanges, with its many cafés, charming boutiques and market, are an invitation to take a relaxing stroll.





## ASCONA-LOCARNO

Wander along cobblestone lanes winding through stone houses. Two steps away from Lake Maggiore, the most typical side of Ticino unveils itself.

Beyond the palm trees and the dolce vita, the signs of an ancient world come into sight: religious paintings, fountains and arcades. A vivid testimony of the life that once was.

In the old towns or on the river banks, as in the valley's typical grottos, traditions will meet the eyes of those who are gazing.

The lights and the music of the Piazza Grande, the beaches and the flower gardens, are an irresistible call for anyone who loves a classic tourist experience.

Adventure or relax?  
The sun never sets on the charms of the Ascona-Locarno region.





## LUGANO REGION

**Lying among hills and mountains,  
Lugano is a vibrant city.  
Music in the squares, international exhibitions,  
theatre and culture on the lakeshore.**

**The reflections and the colours of the water  
that rims the city shine upon the strolls  
through historical buildings  
and the breaks on the lakeside.**

**Boat sirens are an invitation  
to discover fishing villages,  
suggestive landscapes where to moor  
and rediscover the taste of genuine flavours.**

**The feeling of enveloping warmth  
is a reminder that Lugano is where  
Swiss excellence meets  
Mediterranean passion.**





MENDRISIOTTO

**Beyond the green hills and vineyards rich in tradition and culture, the southernmost region of Switzerland offers unique breathtaking landscapes.**

**Overlooking the shimmering waters of the lake, Monte San Giorgio and Monte Generoso invite hikers to dive into nature.**

**Seen from Capolago the steep walls of Monte Generoso are challenging. For those who love comfort and contemplation the best solution is the cogwheel train that reaches the summit in 40 minutes.**

**To discover the Muggio Valley, just walk down the eastern ridge, where you will see some nevère, the round stonemade buildings used for preserving milk.**

# Did you know that...?

A look at the region

It could be said that Ticino has its own **four seasons: Carnival** in the first part of the year. The long **summer** allows to experience months full of festivals. Before the **ice hockey season** can start, people are busy harvesting the grapes for the well-known **Merlot**

>130

**alpine lakes**  
amidst the mountains

220 m

one of the **highest bungee jumps** in the world



1 hour

the **time required** to reach Milano Malpensa Airport (MXP)



57 km

(35 miles) the **Gotthard Base Tunnel** is the longest in the world

12

number of citizens of Corippo, the **smallest village in Europe**



Italian

**official language** of the Canton



CHF

**Swiss franc:** currency of Switzerland

**Clean & Safe**

Our partners follow safety concepts  
[ticino.ch/cleanandsafe](https://ticino.ch/cleanandsafe)





# Ticino Ticket

Free public transportation and special offers



>1,400

km (900 miles)  
of **free public**  
**transportation**



3

**UNESCO** World  
Heritage Castles  
with discount



20%

**reduction** on over **60**  
chosen **tourist attractions**



1 Canton

**free travel** within the  
whole region



+30 deals

**museums** with  
special rates



for visitors spending at least **one night** at a hotel in the region, the **Ticino Ticket offers free travel on public transportation** plus a range of special offers on other transportation and tourist attractions for the duration of their stay



100

CHF the **value** your clients get for **each night** spent in Ticino



>35

selected **tourist attractions** at a **30% discount**



25

offers: reductions on **mountain railways, funiculars** and **cable cars**



239

**million years old** is the **oldest fossil** at the Fossil Museum



# Ticino is going green

Small steps go a long way



## Get around green

Over 1,400 km (900 miles) of public transport network to enjoy for free, with your Ticino Ticket!



## Sleep slow

Make a conscious choice, create an impact and opt for an eco-friendly accommodation



## Eco experiences

Carbon-neutral activities in Ticino abound in all seasons



## Eat local

Taste the rainbow selecting our vegetarian restaurants



# For nature lovers



1

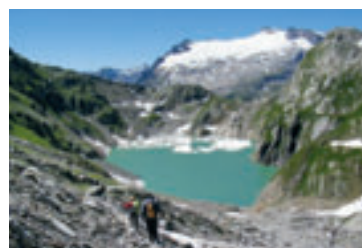
## Green oasis at hand

A thrilling journey leads to the Piora Valley, a natural region with unmatched charm. Wide stretches of green land enriched by the presence of numerous alpine lakes make it a paradise for hikers.

The flat valley floor that extends for 8 kilometres is at a height of 2,000 metres. A family favourite, it is equally appreciated by those who want to go for a walk and take

a break to eat a typical dish in a mountain hut. Climbing up the mountainsides, you can discover unspoiled places and enjoy unusual glimpses.

The Piora Valley can be comfortably reached by means of one of the steepest funiculars in the world. Built in 1917 during the construction of the hydropower plant that fuels the Saint Gotthard railway, the cable railway overcomes a height difference of 786 metres in a stretch of 1,369 metres only.



2

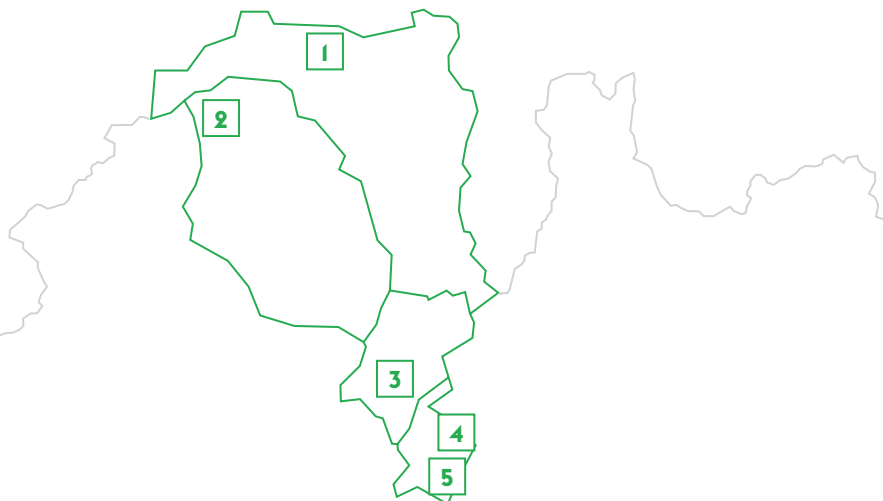
## The sky is around the corner

Snow in Ticino? Sure, even in the summer. From the shores of Lake Maggiore, it takes one hour to reach the top of the Bavona Valley. Temptation is all along the road: gushing waterfalls, stone villages and typical grottos serving flavourful local dishes. The last stretch is the easiest one, from San Carlo a cable car goes up to Robiei. The landscape is arctic, snow is within a hand's reach.





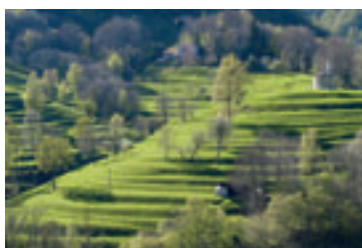
1. Piora Valley, view on the alpine lakes of Cadagno and Ritom.
2. Robiei, lake at the foot of the Basodino glacier.
3. San Grato Park, luxuriant vegetation and view on Lake Lugano.
4. Muggio Valley, view on the terracing of Turro.
5. Breggia gorges, natural park in the Mendrisiotto region.



3

## A garden above the city

Lugano is a garden city. Green areas and flowerbeds are everywhere. Some places though are enchanted and deserve a detour. One is the botanical garden in Carona, which can be reached following the path that descends from Monte San Salvatore. In springtime, azaleas and rhododendron cover the park in a fragrant blanket of colour.



4

## Memories of an ancient way of life

Some regions escaped urban development. In the Muggio Valley, not too far from the city of Mendrisio, traditional landscape elements are preserved. The Bruzella Mill, as well as old constructions like roccoli and nevère have been promoted by the ethnographic museum of the southernmost valley of Switzerland.



5

## Signs of a prehistoric sea

There was a time when the southern part of Ticino was submerged by the sea. Granted, it was in a different geological era. However, signs of the past are still visible: the stratified rocks of the Breggia riverbed clearly show it. To experience a thrilling journey in the past you need only to follow a path or to join a guided tour organized by the Breggia Gorge Park.

# The taste of delicacies



1

## A new wine culture

Since ancient times the culture of wine has permeated the territory, shaping the landscape of Ticino. Over 3,600 winemakers cultivate small, often very steep plots. It is a very particular reality, characterized by an almost heroic viticulture, typical of the alpine and pre-alpine areas.

In the course of a century, Merlot has established itself as the main vine variety in Ticino.

A slow evolution, which was first centred on quantity and then, in the nineties, shifted on quality as well. These days many are the wineries that pay special attention to wine-making. Selected grapes, handpicked and skilfully pressed, whose juice is left to age in small durmast barrels.

A world that can be quietly discovered, strolling through the estates, stepping in the wineries and in the grottos or visiting the Casa del vino Ticino in Morbio Inferiore.

2

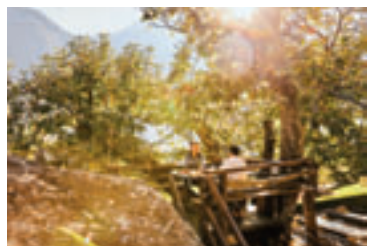
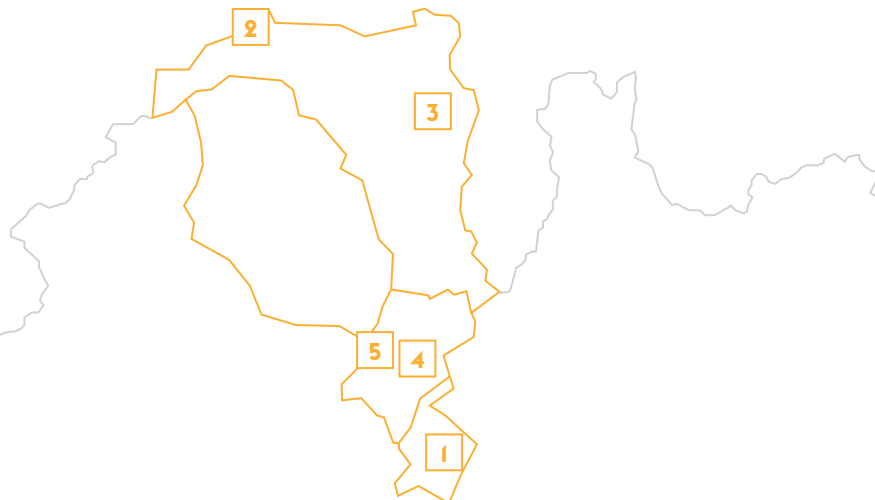
## The flavour of mountain pastures

The beauty of Ticino's landscape is inherently related to the traditional lifestyle. The alpine transhumance repeated through the centuries has permanently engraved the land. With the warm season on its way, men and cattle would leave the valley floor to follow the same paths, one step after the other, along stone stairways. Summers were spent on the alp. Up there, cheese with the scent of flowering pastures is still produced today.





1. Somazzo, wine cellar of the Grotto Eremo San Nicolao.
2. Airolo, tasting at the Caseificio del Gottardo.
3. Ludiano, table on the tree at the Grotto Milani in Blenio Valley.
4. Lugano, gourmet cuisine at the Michelin star restaurant Arté al Lago.
5. Malcantone, roasted chestnuts picked along the Chestnut Path.



3

## At the grotto with friends

Sitting around a stone table and lively discussing everyday life. We are at the grotto, Ticino's favourite gathering spot in the hot summer evenings. They are scattered all over. Most of the time, grottos are in the valleys or in shady quiet places. Formerly, they were used as pantries for cheese, cold meats and wine. Today, they are a get-together where to converse while enjoying the taste of tradition.



4

## Cooking becomes art

In some places, good cuisine is glorified. One of these is Ticino. Sophisticated atmospheres enhanced by attentive service satisfy even the most refined clientele. Among the Michelin star restaurants, one is especially worth mentioning. At the foot of Monte Brè, a true art gallery is the suggestive setting for the surprising creations of one of the most renowned chefs of the region.



5

## The beloved tree of bread

Over 100 kg of chestnuts a year. That's how much just one person consumed in the Middle Ages in Ticino. Nowadays, it has dropped to 1 kg, though the love for the tiny fruit is still deeply rooted in people's hearts. In Malcantone, along the Chestnut Path, you can admire marvellous chestnut woods where the beloved tree is carefully cultivated. The smell of roasted chestnuts always lingers in the squares where you will also find vermicelles and marron glacé.

## 5 TIPS

# Cultural ideas



1

## A forgotten ancient world

A table filled with local products, wine, crabs and cherries. An unusual Last Supper guarded between the walls of a church in the woods. A few steps away, numerous stone houses recall that hundreds of people used to live on the hill opposite the Bellinzona castles. Following the path, after the church, a breathtaking suspension bridge rises 130 m above the ground. In Curzútt, there is no lack of surprises.



Curzútt, frescos of the church of San Barnard.



2

## The charms of prehistory

More often than not, one visit to the Monte San Giorgio won't suffice. The gorgeous panoramic view of Lake Lugano goes as far as the eye can see. But the real treasure lies under your feet, which rest on one of the most important fossil deposits in the world, that is included in the World Heritage List. To go deeper, you must visit the museum in Meride.



Meride, Fossil Museum of the Monte San Giorgio.

3

## Church of Negrentino

Situated among green pastures and woods, the little church of S. Ambrogio Vecchio is a wonderful example of Romanesque architecture.

4

## Fiore di pietra

A landmark signed by the starchitect Mario Botta. The structure can be reached with the historic Monte Generoso cogwheel train.

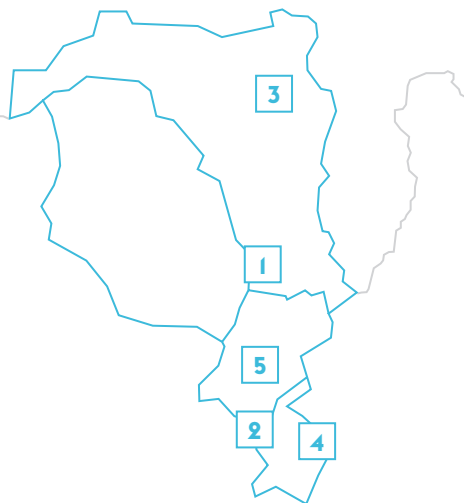
5

## Lugano Arte e Cultura

Throbbing heart of the city of Lugano, the LAC is a place where different forms of art meet and collide.



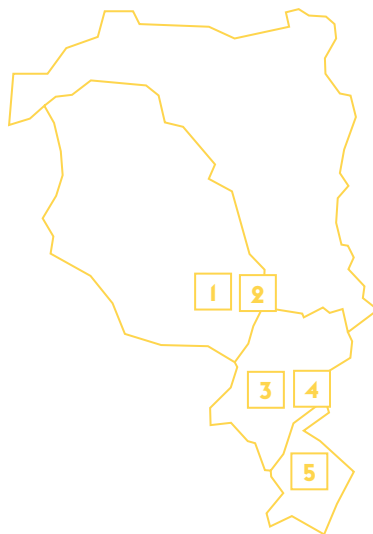
[ticino.ch/UNESCO](http://ticino.ch/UNESCO)  
[ticino.ch/exhibitions](http://ticino.ch/exhibitions)





## 5 TIPS

# Suggestions for connoisseurs



1

## Dolce vita on Lake Maggiore

Some things never change. Ascona is synonymous with holidays. Strolling through the streets of the centre, enjoying a coffee in the piazza or sipping an aperitif on a sun-kissed terrace all have a special taste in Ascona. Enjoying life on the lake shore, in a refined and picturesque atmosphere, which over the years has renewed itself and yet maintained the romantic charm of an old fishing town intact.



Ascona, port and square on the lake shore.



2

## Oasis of delight on the lake shore

Choosing between sea or mountain is never an easy task. In Locarno, right on the shores of Lake Maggiore, an innovative offer combines these two opposites. Amid caves, pools and waterfalls that reproduce the main features of the valleys in Ticino, salt water flows. The salty taste makes the atmosphere relaxed and invites you to enjoy a regenerating break indulging in a sensorial experience.



Locarno, infinity pool of the Termali Salini & Spa.

3

## Via Nassa

Each city has a street that defines it and strongly recalls its image. For shopping lovers, the luxurious via Nassa in Lugano is iconic.

4

## Casinos

Taking a chance at the roulette, try your luck at the black jack or tap the slot machines. The refined casinos of Locarno, Lugano and Mendrisio offer special evenings to enjoy in company.

5

## FoxTown

The very best international brands under one roof. A reference point for those who are in search of a bargain.



[ticino.ch/shopping](https://ticino.ch/shopping)  
[ticino.ch/wellness](https://ticino.ch/wellness)

# How to get around

Reaching Ticino and discovering its attractions has never been easier



## Train

The Gotthard Base Tunnel has revolutionized the access to Ticino. The old alpine railway line and the Centovallina have maintained their charm intact.



[ticino.ch/train](https://ticino.ch/train)



## Navigation

A cruise on Lake Lugano or on Lake Maggiore offers a different and surprising viewpoint on the lake landscape and the towns on the shores.



[ticino.ch/boat](https://ticino.ch/boat)



## Car

Driving through the valleys is a unique experience. It is no surprise that the hairpin turns of the Tremola are the centre-piece of the Grand Tour of Switzerland.



[ticino.ch/car](https://ticino.ch/car)



## Lifts and funiculars

More than twenty between cable cars, funiculars, chair lifts and mountain trains to comfortably reach the mountain tops.



[ticino.ch/cableway](https://ticino.ch/cableway)



## Airports

Lugano-Agno airport is a regional hub for private transportation. But Ticino is also easy to reach from Milan and Zurich.



[ticino.ch/airplane](https://ticino.ch/airplane)



## Bike trails

Not only cycling paths. Over 30 bike hotels, various bike shuttles, specialized guides and customized services.



[ticino.ch/cycling](https://ticino.ch/cycling)



## Trails

A stroll around the city, a hike in the green or a challenging trek in the mountains?



[ticino.ch/hike](https://ticino.ch/hike)