

MY OWN

# LUGANO REGION

© Enrico Boggia



A TASTE  
OF LUGANO  
IN NYC



**CITY CENTER  
& LAKEFRONT**

*Centro città e lungolago  
Stadtzentrum und Seeufer  
Centre ville et promenade*



**VILLAGES  
& COUNTRYSIDE**

*Villaggi e campagna  
Dörfer und Landschaft  
Villages et campagne*

**LAKE  
& NATURE**

*Lago e natura  
See und Natur  
Lac et nature*



**GASTRONOMY  
& TRADITIONS**

*Gastronomia e tradizioni  
Gastronomie und Tradition  
Gastronomie et traditions*



**ART  
& CULTURE**

*Arte e cultura  
Kunst und Kultur  
Art et culture*



**SPORT  
& LEISURE**

*Sport e tempo libero  
Sport und Freizeit  
Sport et temps libre*

**SHOPPING  
& LIFESTYLE**

*Shopping e lifestyle  
Shopping und Lifestyle  
Shopping et lifestyle*



**HEALTH  
& WELLNESS**

*Salute e benessere  
Gesundheit und Wellness  
Santé et bien-être*



**CLUBBING  
& NIGHTLIFE**

*Clubbing e vita notturna  
Clubbing und Nachtleben  
Clubbing et vie nocturne*



**FESTIVAL  
& EVENTS**

*Festival ed eventi  
Festivals und Veranstaltungen  
Festivals et événements*

**DAY TRIPS  
& SURROUNDINGS**

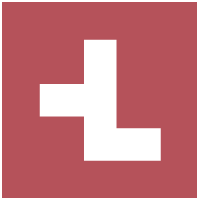
*Escursioni e dintorni  
Tagesausflüge und Umgebung  
Excursions et environs*



**MEETINGS  
& INCENTIVES**

*Meeting e incentive  
Meetings und Incentives  
Réunions et incentives*





MY OWN

**LUGANO  
REGION**

A TASTE  
OF LUGANO  
IN NYC

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# SWITZERLAND



# A TASTE OF LUGANO IN NYC

## Welcome

Greetings from the representatives of Lugano Region, Ticino Tourism and Switzerland Tourism! Together with our partners we are honored to take you on a discovery journey and let you experience **A Taste of Lugano** and Ticino.

Lugano Region and Ticino are a Swiss hidden gem where the longstanding tradition of hospitality perfectly blends with the personalized service to make your clients and guests feel at home and experience culture through the eyes of the locals. Jointly with renowned gourmet chefs of Lugano Region, Christian Bertogna from Grand Hotel Villa Castagnola, Domenico Ruberto from Hotel Splendide Royal and Mauro Grandi from THE VIEW Lugano, we'll let you taste some authentic local dishes paired with excellent Ticino wines.

Set in a strategic position at a crossroads between northern and southern Europe, Lugano and its surroundings are a great starting point to discover a Switzerland that you don't expect: a unique region to make your own. From enchanting nature around the lake to panoramic peaks, from cultural tours to local site discoveries, from leisure walks to more challenging biking adventures, Lugano Region has something to offer for everyone.

Let us reveal some highlights and tell you what's hot and new in Lugano Region and Ticino: a destination to discover and to come back to for more unforgettable memories.

We wish you an enjoyable experience and look forward to welcoming you in Lugano and in Ticino.

Your friends of Lugano Region, Ticino Tourism, Switzerland Tourism and their partners.





# SWITZERLAND



Grüezi, Bonjour, Buongiorno and Allegra.

How about swapping the office for mountains, Wi-Fi for woods and the everyday hustle-bustle for heights. In Switzerland, nature is waiting for you. 2018 is the year of biking and Switzerland is a cyclist's paradise with a route for everyone. Even well trained road cyclists will break a sweat on our Alpine passes. Almost 5,600 miles of marked trails offer mountain bikers of all levels spectacular adventures. And over 7,400 miles of sign-posted cycling routes take road cyclists through the most beautiful countryside and cities. For those who rather skip sweating: The Swiss Travel System is the relaxed and easy way to see all of Switzerland – and Ticino. Ready when you are!

Alex Herrmann,  
Director North America Switzerland Tourism

Contact

## SWITZERLAND TOURISM

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Switzerland.  
get natural.



- 1 *Swiss urban feeling,  
Boutique Towns*
- 2 *Swiss nature wants you back*
- 3 *The Bernina Express –  
One of Swiss Travel  
System's many highlights*
- 4 *SWISS - Your Airline  
to Switzerland*
- 5 *Enjoyable arts  
of highest levels*

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# TICINO



Ticino, the part of Switzerland where people speak Italian and the climate is mild throughout the year. An immense world enclosed in a small region rich of contrasts: palm trees and glaciers, lakes and mountains, gourmet restaurants and grottos, trends and traditions. The region features popular destinations such as Lugano, Ascona-Locarno, Bellinzona and Mendrisio and is the perfect destination for families, honeymooners and nature lovers looking for luxurious properties with first class service.

Here quality and efficiency are Swiss, whereas the lifestyle is typical Italian. Be seduced by the many suggestive spots, the colours and the flavours of the “Dolce Vita” that make this land unique and unforgettable.

Our mission: Ticino Tourism is taking care of the promotion of the region. We match service suppliers with foreign buyers, providing support to both of them.

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- 1 *Locarno*
- 2 *Lugano*
- 3 *Verzasca*  
© *Chris Burkard/Massif*
- 4 *Mendrisiotto*
- 5 *Bellinzonese*  
© *Chris Burkard/Massif*



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# LUGANO REGION



Perfectly nestled between the lake and the mountains, Lugano is a happening place offering numerous activities for those who wish to take advantage of Swiss hospitality while enjoying the influence of the Mediterranean lifestyle. Don't miss a visit to the cultural center LAC Lugano Arte Cultura, the heart of cultural events, exhibitions and performances. Explore the region by taking a cruise on the lake, reaching one of the nearby panoramic peaks or simply visiting one of the wineries to taste some local award-winning Merlot wine.

Lugano is a destination of its own. An extensive choice of cultural offerings, adventures in a spectacular natural environment, excellent restaurants: all this make it a place to discover and to come back to for more unforgettable experiences.

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MY OWN

**LUGANO  
REGION**

- 1 *Chiesa di Santa Maria degli Angeli*
- 2 *LAC*
- 3 *Lake promenade*
- 4 *Shopping in the city center*
- 5 *Lugano by night*

1



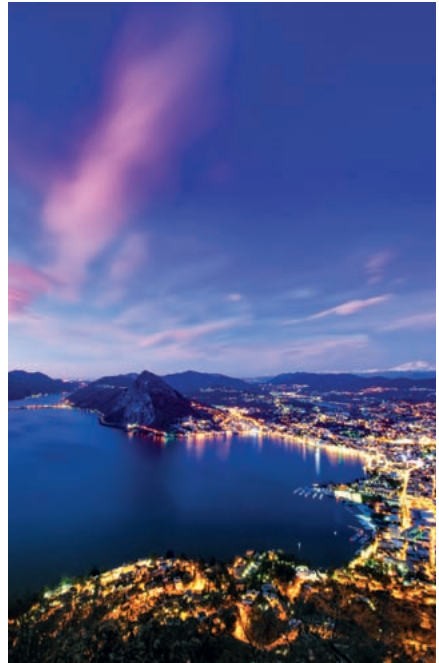
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- 1 *Malcantone*
- 2 *Monte Boglia*
- 3 *Grotto Cavicc, Montagnola*
- 4 *San Lucio*
- 5 *Chiesa degli Angeli*  
*(by Mario Botta) – Monte*  
*Tamaro*

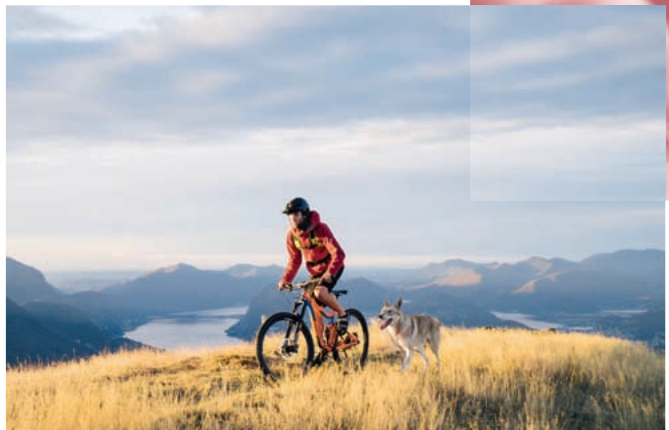


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# HOTEL DELFINO LUGANO



The Delfino Lugano, a typical family run Hotel, welcomes you in a smart&friendly atmosphere, in a strategic position for all kinds of activities. In fact, we are just a short walk from the heart of the central pedestrian city district.

- Nice garden, lake view terrace and a cosy pool
- Welcoming “Smart & Friendly” atmosphere
- Best value-for-money
- Close to the historic Center and tourist attractions
- Genuine, local and seasonal gastronomic offer

Contact

**Federico Haas**  
Managing Owner

## HOTEL DELFINO LUGANO

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# HOTEL DE LA PAIX



The Hotel De La Paix is housed in a stylish 18th-century building near Lake Lugano, about 1 km from the city center and the train station. It offers an outdoor pool, free WiFi, free parking on site, 2 restaurants and multilingual staff who will be delighted to welcome you with warmth and cordiality.

- Historical property with all the modern comfort
- 131 rooms, 5 different categories
- Rooms with lake view
- Great position: walking distance to the lake and city center
- Large private parking

Contact

**Sonia Spinelli**  
Director

## **HOTEL DE LA PAIX**

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SALONE ANTOINE UNISEX

HOTEL LUGANO DANTE



estivo  
LUGANO  
essorti

classic

LA

# HOTEL LUGANO DANTE CENTER



Extremely easy to reach, located in the heart of Lugano in a fascinating pedestrian area rich in history, shops and urban lifestyle. Discover Hotel Lugano Dante Center for a total stay customization.

- Strategic location: 0,0 km from the city center
- An unforgettable Breakfast buffet to sweeten your morning
- Free non-alcoholic drinks in the minibar
- Free Wi-Fi in every guest room and in the common areas
- Room customization with MyPage

Contact

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Marketing Director

## **HOTEL LUGANO DANTE CENTER**

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# GRAND HOTEL VILLA CASTAGNOLA



Excellence by the lake: A 5 star property located within its own subtropical park, facing the Lake and a member of SLH. 74 rooms and suites, 3 restaurants, one with 1\* Michelin, a Spa and an impressive art collection.

- Family owned Villa built in 1882, became Hotel in 1885
- Private Terrace on the Lake
- Breakfast included
- Free public transport Ticket

Contact

**Antonella Archidiacono**  
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*Grand Hotel*  
*Villa Castagnola*  
6906 Lugano - Switzerland



LENDIDE

# HOTEL SPLENDIDE ROYAL



Embrace Lugano's Mediterranean flair and Swiss spirit at the Splendide Royal. A Belle Epoque Palace from the 19th century, overlooking the lake. Fine gastronomy, wine and a dedicated team for a Splendide experience.

- An iconic Belle Epoque Palace from the 19th century
- Breathtaking views of lake Lugano and the Alpine foothills
- Prime location on the Promenade and close to the city center
- Executive Chef Domenico Ruberto, awarded Gault Millau Rising Chef 2018
- Simone Ragusa, best Sommelier of Switzerland presents new wine cellar

Contact

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## **HOTEL SPLENDIDE ROYAL**

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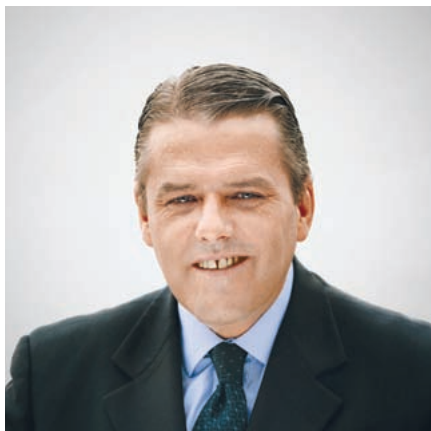
**HOTEL SPLENDIDE ROYAL**  
LUGANO







# THE VIEW LUGANO



Nestled in the hillside of Lugano, overlooking the Lake and the mountains beyond, this elegant and contemporary, design boutique hotel, welcomes the most discerning traveller, offering the very best in comfort, privacy and luxury.

- All junior suites and suites have lake view and offer 24 hour room service
- Complimentary use of Electric Smart Cars and electric bicycles
- Stunning large terrace “350” hosting Pommery Champagne Bar
- 1000 sqm SPA with Himalayan salt room and large indoor pool
- Fine dining restaurant serving specialties from Ticino and Mediterranean cuisine

## Contact

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General Manager

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# SWISS DIAMOND HOTEL – LAKE LUGANO



Swiss Diamond Hotel 5\*, located on the enchanting shores of Lake Lugano, in the lovely village of Morcote, is a unique property with an intimate atmosphere with a breathtaking view over the lake and the surrounding mountains. 84 rooms, including 7 suites, with lake view and their own terrace.

- Located on the shores of Lake Lugano, a unique scenario
- The Diamond SPA with private spa suite and Venus wellness center
- Spacious Suites: one, two and three bedroom with enchanting lake view
- Two Restaurants: one on lake level and the other on the rooftop
- Private marina for boat tours and excursions

Contact

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# MONTE GENEROSO



“Fiore di pietra”, the new landmark of Monte Generoso (1704 m) on Lake Lugano, is a unique structure created by the star architect Mario Botta. The building stands majestically on a rugged mountain plateau and offers breathtaking 360° panoramic views.

- The only cogwheel train in the south of the Alps
- Gourmet Restaurant at 1704 metres
- Wines selected by Paolo Basso winner of the 2013 World’s Best Sommelier
- 360° View – Appennins to the Alps
- Bear Cave and Astronomical Observatory

Contact

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# KURHAUS CADEMARIO HOTEL & SPA



Kurhaus Cademario, a 4 star luxury hotel with breath-taking views on Lugano lake in the peace of mountain environment. 82 rooms and suites, restaurant, indoor & outdoor wellness, fitness & spa.

- Highest wellness hotel in the mountains of Ticino region
- 24,000 sq feet SPA, Wellness & Fitness area
- Bike, hiking, yoga and other sports activity hotel
- Gourmet restaurant with Mediterranean and healthy cuisine
- Breath-taking views of Lugano region and its mountains

Contact

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# VILLA PRINCIPE LEOPOLDO LUGANO



Villa Principe Leopoldo, a 5 star luxury boutique hotel located in Lugano with views of the lake. 37 Suites, an award winning restaurant, spa and top service in a refined and timeless environment.

- Exclusive Collina d'oro (Golden Hill) backdrop
- Award-winning restaurant since 25 yrs by Chef Dario Ranza
- Sommelier wine selection. Own label Merlot Rosso Principe
- Panoramic views of Lugano and its lake
- Privacy and top service

Contatto  
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Head of Sales

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VILLA PRINCIPE LEOPOLDO  
— LUGANO —



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## Legal

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ETL does not assume any  
responsibility for the data.  
For additional, constantly  
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we kindly ask you  
to consult our website:  
www.luganoregion.com*

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*Swiss  
Serendipity*