

Ticino: where time stands still and beauty lasts forever

The southernmost region of Switzerland combines the Mediterranean lifestyle of Italy with the Swiss alpine austerity and delights visitors from all over the world with its diversity and contrasts. Spectacular views, deep blue lakes, rushing river streams in pristine valleys, snow-capped mountains, subtropical parks and romantic vineyards, unspoilt landscapes, ancient stone houses and state-of-the-art architecture, movie nights on the piazza under the stars... That's Ticino!

Indeed, the canton of Ticino, with its diversity and contrasts in a very small area, is a little world of its own: as a bridge between North and South, the Italian-speaking Ticino is the region in Switzerland that extends furthest south and, with perfect transport links, is located on one of the most important European north-south connections. Milan, Italy's important economic and cultural city, with its international airports, can be reached easily and in a very short time by car or, even better, by public transport. In the opposite direction, to the north, the journey to the financial metropolis of Zurich (and from there on to Munich or via Basel to France) takes far less than two hours thanks to ultra-modern trains and perfectly thought-out connections through the recently opened world-record St. Gotthard-tunnel: with 57km it is the longest railway tunnel in the world.

Ticino is a nature lover's dream: hikers and outdoor enthusiasts appreciate the region with its mild climate and about 300 days of sunshine a year thanks to its modern infrastructure, a wide-ranging and ever-growing (but always respectful of landscape and history) tourist offer in intact nature. Lively cities with a high quality of life and an impressive cultural offer and their festivals, often world-class, attract travellers around the whole year and in every season. A rich gastronomy, from typically local to widely known star-chefs, and a deep-rooted tradition of viticulture with its top-quality products complete the experience. Ticino offers a mix that few other regions can match.

Hardship famously leads to creativity. That explains the richness of **Ticino cuisine**, dishes which are often based on the basic recipes of the "peasant's cuisine". The traditional Ticino culinary culture is groundbreaking insofar as it is now where everyone wants to be: close to its roots. Today, more and more young producers are rediscovering traditional recipes combining them with modern technique and original ideas. One of the regions best known for its culinary culture and the production of quality wines is Mendrisiotto, the southernmost region of Switzerland. Here, you can live a **unique experience: Bike&Wine** is a guided bicycle tour through the hills, with visits to three wineries and a tasting of at least ten local wines, accompanied by local delicacies. During this gastronomic bike ride, suitable for everyone, you have the opportunity to meet the winemakers in person and discover the passion they put into their work.

The **accommodation options** in Ticino are as varied as the region itself: from luxury hotels to hammocks in the vineyards, the region offers everything. Of particular interest is **Corippo**, a small village of 12 inhabitants in the Verzasca Valley. Corippo is also a fascinating „scattered“ hotel with 12 rooms. 5 renovated historic stone houses invite visitors to a unique holiday experience. Original architecture meets modern service. A second scattered hotel has recently been opened in Scudellate, in the Muggio Valley.

For those looking for accommodation in a more urban but equally unique setting, **Hotel Bigatt** in Lugano is the place to go: opened in 2020, hotel, restaurant and meeting location are housed in an ancient farmhouse, surrounded by nature with a breath-taking view on the Lake Lugano. Local products and organic vegetables come directly from the hotel-garden. The employees of Hotel Bigatt are part of a social and work reintegration programme.

One of the best ways to enjoy the scenery of Ticino is by taking a train ride. This year marks the centennial anniversary of the **Centovalli Railway**, a spectacular rail journey that weaves through the picturesque Centovalli (which means Hundred Valleys). Stretching over 52 kilometers (about 32 miles), this narrow-gauge railway connects Locarno, a charming town on the Swiss side of Lake Maggiore, to Domodossola in Italy, offering travelers breathtaking views of the region's unspoiled landscapes. The Centovalli Railway is renowned for its scenic beauty, crossing deep gorges and rushing waterfalls, traversing dense forests, and skirting vineyards and chestnut groves. It passes over dozens of bridges and viaducts, offering glimpses of traditional stone houses and quaint villages along the way. This rail journey is not just a means of transportation but a destination in itself, inviting passengers to immerse themselves in the natural beauty and tranquility.

From one overnight stay in a hotel, youth hostel or camping sites, travellers receive the newly digitalised "**Ticino Ticket**" and can use free of charge public transport everywhere in Ticino: thanks to a modern infrastructure, even remote towns and peripheral regions can be reached easily and comfortably – with almost zero CO2-emissions. Travel times, even between regions with very different characters, are impressively short and make your holiday safe and the planning easy. A large network of partners accepts the "Ticino Ticket" and grant attractive discounts and offers for leisure and culture, also on cable cars and boat connections.

Michel Cavadini, Head of foreign markets at Ticino Turismo underlines: "These events position us in our most important over-sea market, the USA. For us that's a fantastic opportunity to present our so unique and fascinating region to a wide audience. Ticino, with its soul between North and South and tradition and modernity, today offers its visitors in all sectors the extraordinary and the unexpected – and at the highest level thanks to a modern infrastructure and numerous attractive offers. Tailor-made packages and perfectly coordinated connections make a stay in our region a pleasure between Mediterranean "dolce vita" and relaxation on one hand and a lot of adventures and adrenaline-charged experiences on the other. Benvenuti in Ticino!"

[Selection of pictures here.](#)

For further information:

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Some facts about Ticino

Holidays in the South of Switzerland - Ticino is a Swiss Canton with an unusual personality. It is, in fact, the only Canton situated entirely south of the Alps. It is also the only Canton where Italian is the only official language. The variety and quality of the accommodation on offer, the range of products and the quality of its services make Ticino a first-class tourist region.

Population - 356'370 Inhabitants (about 4.3% of Switzerland's population)

Official language - Italian

Currency - Swiss franc

Position - The canton of Ticino has roughly the shape of an upside down triangle with its base facing north and backing on the Alps whilst the southern tip extends into Italy to a point about 50 kilometres from Milan. The triangle is 100km long as the crow flies with a surface area of 2,800 km² 7% of the Swiss territory.

Highest point - Peak Adula 3.402 m

Lowest point - Brissago Island on Lake Maggiore 193 m (at the same time the deepest point of Switzerland)

Climate - The territory of Canton Ticino is equidistant from the North Pole and the Equator, in the middle of the temperate zone. In the region of the lakes the average annual temperature is 12°C, and temperatures are rarely recorded below zero or above 30°C. Ticino is a particularly sunny region. Locarno, in an average year, has 2,154 hours of sun, 56% of the possible maximum number of hours. This compares with Zurich which has only 1,482 hours of sunshine and 1,618 in Turin. Moreover the amount of cloud cover is minimal: 50% in Lugano compared to 67% in Zurich 65% in Milan.

Service Sector - Lugano is the third financial market in Switzerland, while in Ticino the full-time employees in the services sector are 130,102 (72% of the labor force).

Tourism - Ticino counts 438 hotels with 19,139 beds, over 30,000 accommodation options in holiday homes and dwellings, lodgings, mountain huts and youth hostels. The tourism sector occupies 13,275 employees.

Industry - Ticino counts 2,034 industrial companies that employ 28,295 workers. The main sectors are the clothing industry, electronics, metallurgy and mechanics with the presence of prestigious companies.

Agriculture - Ticino counts 1187 agricultural, forestry and fishery companies. Some of its products are very appreciated, in particular alp cheeses, local cold cuts and the Merlot wine