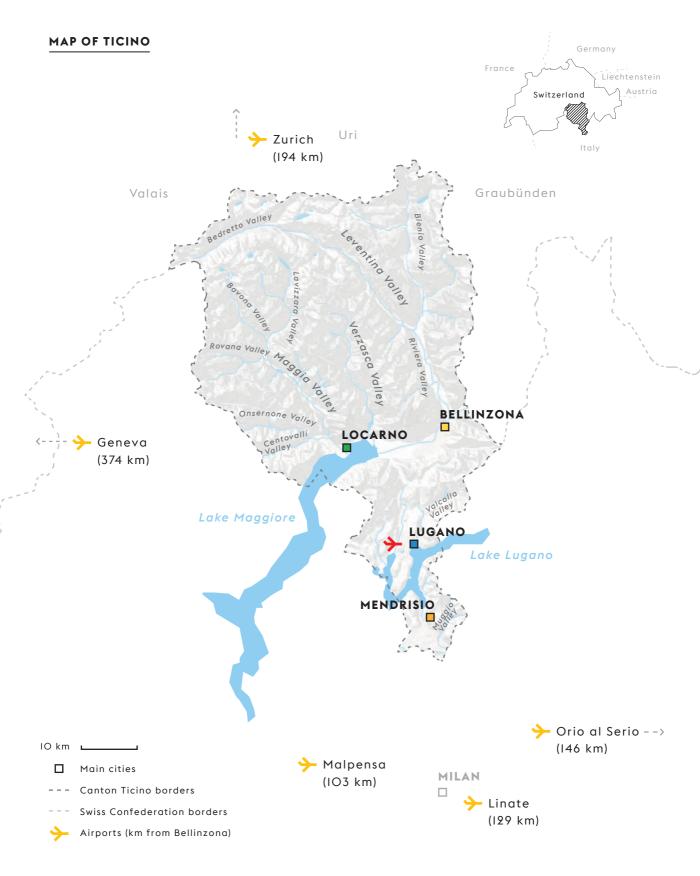
# Selling Ticino b2b guide

14.00 – February 18<sup>th</sup> Dolce Vita





# Welcome!

Ticino is ready to welcome everyone looking for extraordinary experiences. The following pages reveal the secrets of the Italian part of Switzerland.

#### A WORLD TO DISCOVER

7 REASONS	4
TICINO TICKET	8
DESTINATIONS	10
FACTS AND FIGURES	18
events	20
READY-MADE PACKAGES	22

2H EXPERIENCES	_32
SPECIAL INTERESTS	_35
ACCOMMODATION	_36
MICE	_39
DMC	_41
CONTACTS	_43

# Why Ticino?

Let us tell you why Ticino is worth a visit!

**г** ticino.ch







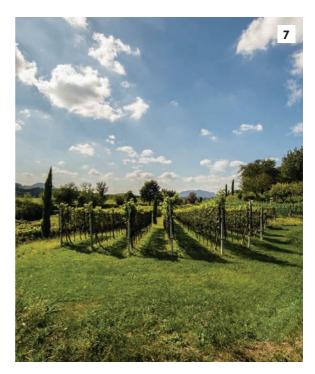


#### AN ENDLESS DISCOVERY

- I. Swiss quality, Italian lifestyle
- 2. Great outdoor activities
- 3. From glaciers to palm trees
- 4. The unexpected Switzerland
- 5. Family adventures
- 6. Gastronomy, simple yet extraordinary
- 7. Wine: white Merlot







#### MOBILITY

# 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



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



## 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



## Lifts and funiculars

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

**∂** 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



## **Bike trails**

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

♂ ticino.ch/cycling



## Trails

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

∂ ticino.ch/hike

#### PANORAMIC ROUTES

# Scenic journeys

## Connecting the most iconic destinations of Switzerland



#### MOBILITY

# **Ticino Ticket**

Free public transportation and special offers

# >1,400

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









reduction on over 60 chosen tourist attractions



# I 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

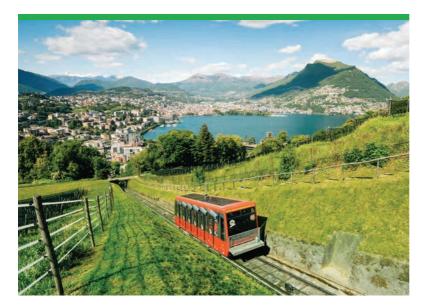


# 100

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

>35

selected tourist attractions at a 30° discount



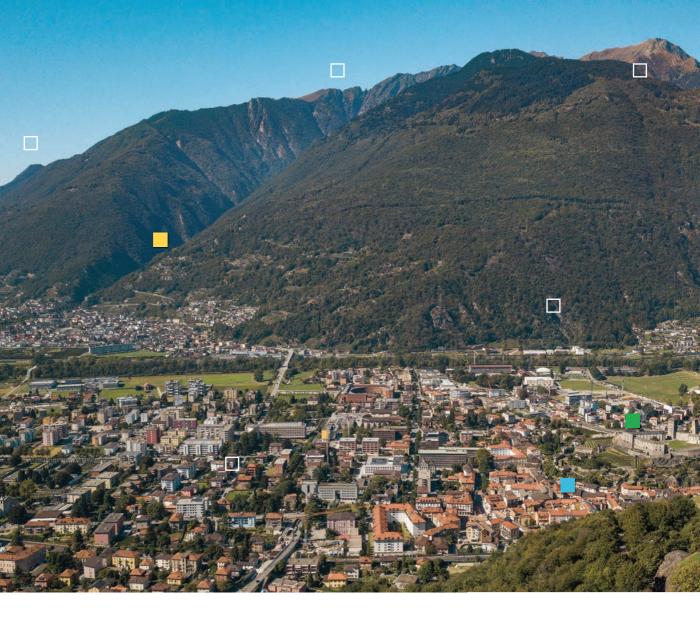


offers: reductions on **mountain** railways, funiculars and cable cars



239

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



#### THE GATEWAY TO THE ALPS

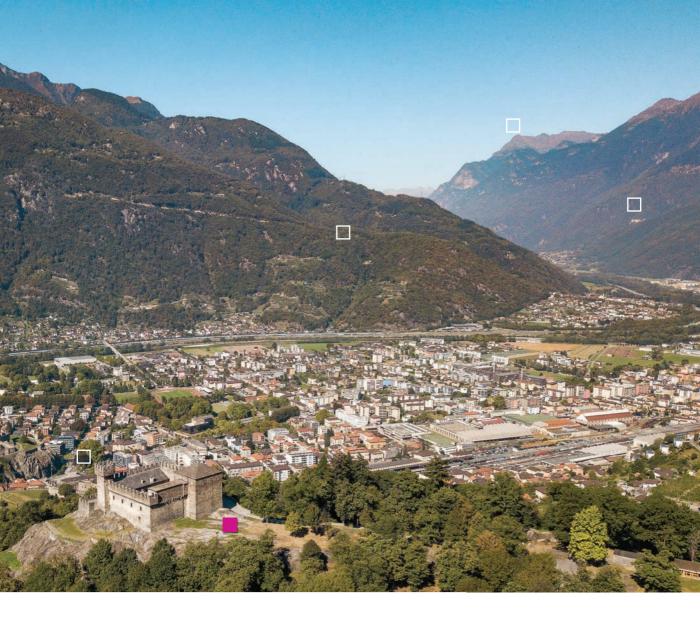
# Bellinzona δ Upper Ticino

# O8.32 am Saturday market

Enjoy breakfast at the year-round Saturday morning market in Bellinzona's old town. Stroll among the UNESCO castles, taste regional delicacies like the "Bissolo" and find the perfect souvenir during a visit of Ticino's capital.

#### Ø

www.bellinzonese-altoticino.ch



## IO.OO am King Arthur's trolley

Travel back in time during a 1.5 hour visit of the three UNESCO castles – Sasso Corbaro, Montebello and Castelgrande. The visit to Montebello Castle can be enriched with a make-your-own-salami workshop.

Ô

www.bellinzonese-altoticino.ch

# I2.23 pm Grotto San Michele

Stop for lunch at Castelgrande's Grotto to enjoy a delicious regional dish – with the option to sit outside on the terrace with a beautiful view of the entire Bellinzona region. However, watch the time as an adventure awaits you!

#### Q

www.castelgrande.ch

# O3.58 pm Tibetan bridge

Rise to the challenge by crossing the 130m (427 ft) high bridge and take in the stunning landscape. The bridge is easily accessible thanks to the Monte Carasso-Curzútt-Mornera cableway.

#### Ø

www.curzutt.ch



#### WHERE GLAMOUR MEETS NATURE

# Lake Maggiore and Valleys

# O8.47 am Lakefront of Ascona

Take a seat on the famous Piazza directly on the Ascona lakeshore - the so-called "Pearl of Lake Maggiore". Sip a delicious cappuccino and admire the view of Lake Maggiore and the Brissago Islands.

#### Ø

www.ascona-locarno.com



# O9.30 am Brissago Islands

Board a boat going to the Islands – the lowest point of Switzerland and a botanical paradise. The Mediterranean atmosphere, the view of the lake and the surrounding natural landscape gives visitors the chance to enjoy the restaurant's gastronomic specialties in a unique environment.

# O3.28 pm Verzasca Valley

Ever wanted to feel like James Bond? The 220m (722 ft) bungee jump at the Verzasca Dam makes it possible. After this adrenalinerich experience relax on the shores of the Verzasca River under the double-arched bridge in Lavertezzo.

#### Ø

www.ticino.ch

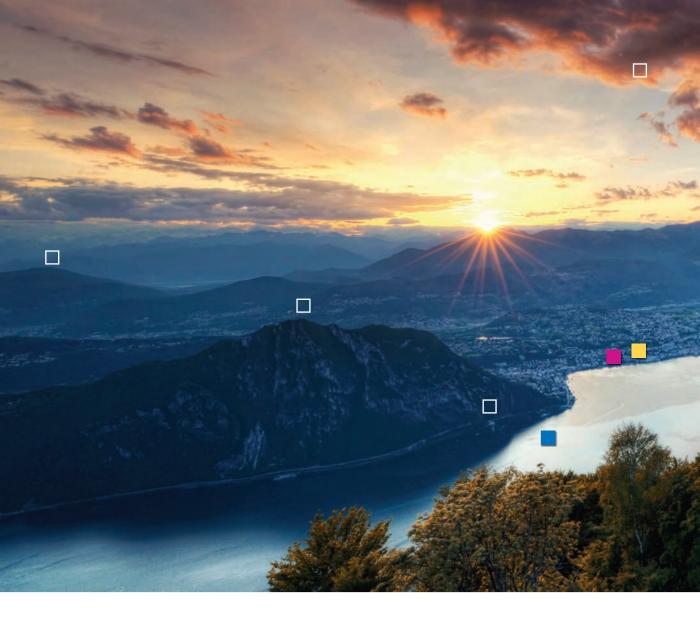
# O8.12 pm Piazza Grande

Savour dinner on Piazza Grande and reflect on an exciting day of experiences while the sun slowly sets and the stars above this worldfamous square begin to sparkle. In summer this square hosts several festivals like the Locarno Festival and Moon&Stars.

#### Ø

www.ascona-locarno.com

Q



#### FROM BOUTIQUE TOWN TO OUTDOOR PARADISE

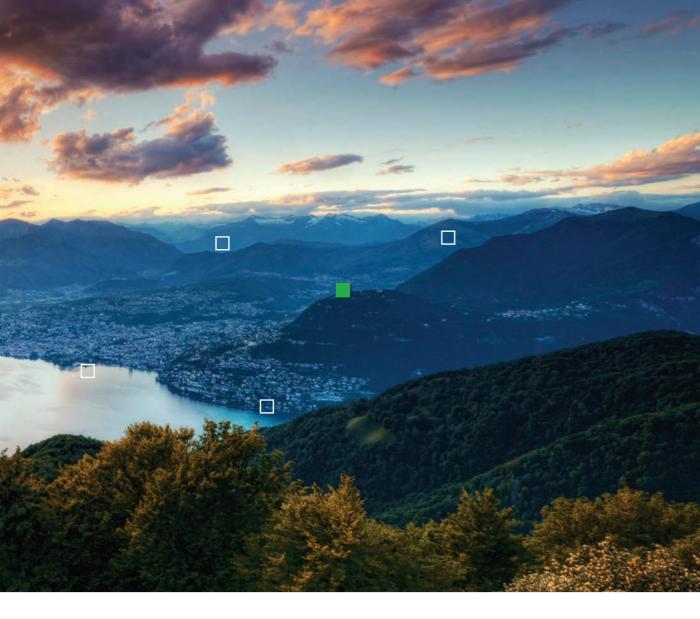
# Lugano Region

# O8.25 am Lakecruise

Start the day with a cruise on Lake Lugano: either make it a leisurely round trip or get off the boat at Morcote, the most beautiful village of Switzerland voted by the Swiss people in 2016. From this picturesque village walk up to Mount San Salvatore or take the bus back to the centre of Lugano.

Ô

www.lakelugano.ch



# I2.14 pmVia Nassa

Have a lunch break on Piazza Riforma then stroll along Via Nassa, the main shopping street of Lugano, which leaves nothing to be desired. Walk back along the lakefront and see the impressive historical buildings along the promenade.

Ø

www.luganoregion.com

# O6.11 pm Sunset at Mt. Brè

In Castagnola, take the funicular which stops directly on the top of Switzerland's sunniest mountain. Breathe in the fresh air and enjoy the view over the whole region and into parts of Italy. Have a delicious dinner while watching the sun go down.

#### Q

www.montebre.ch

# O8.30 pm Concert at LAC

To conclude the day, visit an art exhibition at the LAC Lugano Arte and Cultura centre or enjoy a great concert in its beautiful hall directly on the lakefront. This new Arts Centre promises to become one of Switzerland's most important cultural institutions.

#### Q

www.luganolac.ch



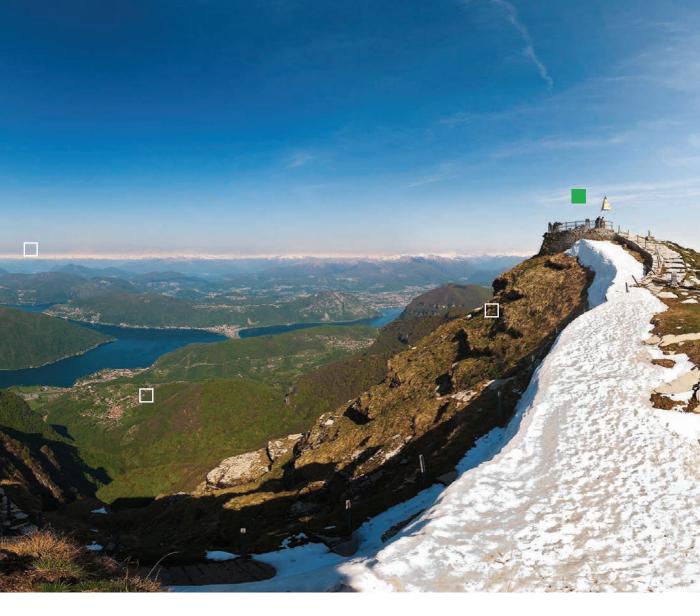
#### THE SOUTHERNMOST PART OF SWITZERLAND

# Mendrisiotto Region

# O8.15 am Mt. San Giorgio

Go up to Serpiano and take a walk in the forests of Mount San Giorgio. This mountain is a UNESCO World Heritage site because of the numerous fossils that have been found and they can be admired at the Fossil Museum in Meride. San Giorgio is surrounded by two branches of Lake Lugano and offers a stunning view.

Q



# IO.58 am Baptistery

Get immersed in the history of the Mendrisiotto region and visit the baptistery of Riva San Vitale, the oldest still existing baptistery in Switzerland. Admire the original mosaic floor and the immense baptismal font. The frescoes inside the church date back to the end of the 12th century and show amongst other scenes the birth of Christ.

# 14.02 pm FoxTown

Visit Ticino's shopping paradise and the biggest factory-store-centre in Southern Europe: 250 brands on three floors. From sporty to elegant, from classy to extravagant, FoxTown turns a shopping spree into an unforgettable day.

#### Ô

www.foxtown.com

# O7.25 pm Mt. Generoso

Take the cogwheel railway from Capolago and relax during the 40-minute ride up to the top of Mount Generoso. Take in the stunning view over Lake Lugano while having a refreshing drink at one of the restaurants in the iconic "Fiore di Pietra" building designed by starchitect Mario Botta.

#### Ô

www.montegeneroso.ch

Q

# Did you know that...?

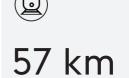
A look at the region

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** 



# l hour

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



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

>130

**alpine lakes** amidst the mountains

**220** m

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



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** 



# 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





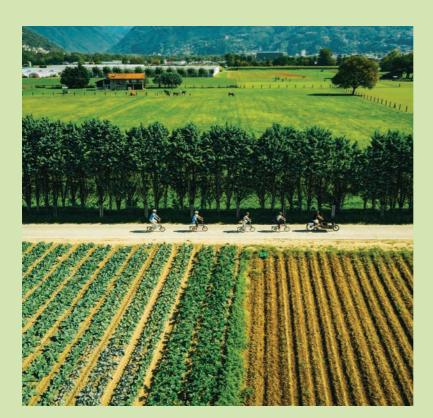
#### **Eco experiences**

Carbon-neutral activities in Ticino abound in all seasons



Eat local

Taste the rainbow selecting our vegetarian restaurants



# **Events not to be missed**

There is always something going on in Ticino

## January (November / December)

Christmas at the Piazza, Lugano www.luganoregion.com

Locarno on Ice, Locarno www.locarno-on-ice.ch

## February / March

Rabadan Carnival, Bellinzona www.rabadan.ch

Camelie Locarno, Locarno www.camellia.ch

## April

Processions of the Holy Week, Mendrisio www.processionimendrisio.ch

Easter in the City, Lugano www.luganoregion.com

SlowUp, Locarno and Bellinzona slowup.ch/ticino

## May

La Bacchica, Lugano www.luganoregion.com

Open whine cellars, whole Ticino www.ticinowine.ch

The Sword in the Stone, Bellinzona www.laspadanellarocca.ch

International Festival of Street Artists, Ascona www.artistidistrada.ch

#### June

International Buskers Festival, Ascona www.artistidistrada.ch

JazzAscona, Ascona www.jazzascona.ch

LongLake Festival, Lugano www.longlake.ch

## July

LongLake Festival, Lugano www.longlake.ch

Estival Jazz, Lugano www.estivaljazz.ch

Moon & Stars, Locarno www.moonandstars.ch

### August

Swiss National Day (August 1st), whole country

Locarno Festival, Locarno www.locarnofestival.ch

## September

PerBacco!, Bellinzona www.perbaccobellinzona.ch

Blues to Bop Festival, Lugano and Morcote www.bluestobop.ch

Sagra del Borgo (wine festival), Mendrisio www.sagradelborgo.ch

## October

Autumn Festival, Lugano www.luganoregion.com

Chestnut & Autumn Festival, Ascona www.amascona.ch





#### Ć'

- 1. Locarno Festival, Locarno.
- 2. The Sword in the Stone, Bellinzona.
- 3. Processions of the Holy Week, Mendrisio.
- 4. Estival Jazz, Lugano.







# Guided tours with cooking workshops



# From farm to table

This experience starts with shopping for ingredients at Bellinzona's Saturday market and purchasing directly from farmers and producers. The participants then have a cooking class to learn the culinary secrets of this beautiful region. Under the guidance of an experienced chef, they make their own pasta and prepare a seven-course lunch. A local guide will be present throughout the whole day for assistance.

Price from CHF 265

#### Q

tours@alpsandbeyond.com ticino.ch/trade/packages



#### 2

# Slow food cycle

The trip starts with collecting the ingredients for a local dish at the only rice field in Switzerland, in the greater Locarno area. Pedalling along the river banks, participants reach the area where they stop to learn more about wild herbs and collect the ones that will compose the lunch menu eaten in a typical Ticinese Grotto. Last but not least, the participants savour some delicious regional wines on the way back.

Price from CHF 180

#### Ø

info@bike-port.ch ticino.ch/trade/packages



ſ.

3

2

# Ravioli workshop

Participants are involved in every phase of the process: making the pasta dough, preparing the filling and assembling the ravioli, each step explained and guided by the Chef. Afterwards, participants enjoy a meal composed of the ravioli they created, local wines and a dessert. **Price from CHF 185** 

#### Ô

tours-in-ticino@bluewin.ch ticino.ch/trade/packages

Prices on a p.p. basis additional participants might decrease the individual fee.

# Cruise δ Cook: Cooking like a Chef

The unique experience starts with a charming cruise on Lake Lugano followed by a stop on the opposite shore in a Grotto to enjoy a drink on a terrace with a wonderful view of Ticino's largest city and cultural hotspot. Afterwards, with the help of the Chef, participants prepare a typical Ticinese meal, such as risotto or ravioli to be enjoyed accompanied by a glass of delicious wine. This offer could be further customized with an activity.

#### CONTACT

tours-in-ticino@bluewin.ch ticino.ch/trade/packages T +41 76 616 68 42



## GuideSl

GuideSI is an association of professional guides. From Italian and English to Russian and Japanese, they can fulfill any request. In addition to offering dependable and professional services, they convey to visitors their passion for Ticino. The tours introduce a region rich in history, culture and traditions and give visitors the opportunity to experience the local lifestyle.

#### **SEASONALITY**

April – October Offer without cruise available the whole year

**DURATION / VALIDITY** 4h

#### PRICES FROM

CHF 145

Including: boat ride, aperitivo, risotto workshop, complete meal with beef, vegetables, risotto, dessert, coffee, soft drinks and wine NUMBER OF PARTICIPANTS Minimum: 1 Maximum: 50

LANGUAGE

**COMISSIONABLE** Commissionable package

# Middle Ages δ Breweries

A "step back in time" into the enthralling atmosphere of the Middle Ages with a guided tour of Bellinzona, its imposing Castelgrande and the charming historical centre. Enjoy a coffee break and taste the famous "Bissolo", a praline unique to this town. The visit will conclude at a cosy pub to sip excellent artisanal beers produced at a local microbrewery, accompanied by a platter of ticinese cheeses. An option to stay for lunch to taste the regional cuisine could be added.

#### CONTACT

tours@alpsandbeyond.com ticino.ch/trade/packages T +41 78 891 20 41



## Alps δ Beyond

Alps and Beyond is a tour operator based in Bellinzona offering exclusive, active and sightseeing tours for groups or individual travellers. Alps and Beyond works with tour operators, travel agents and individual travellers to design the perfect bespoke program to suit all their needs. The professional guides are an integral part of the places and cultures one experiences.

#### **SEASONALITY** Whole year

**DURATION / VALIDITY** 4 - 6h

#### PRICES FROM

CHF 8O Including: gu

Including: guide service, dessert tasting and coffee, beer tasting with cheeses, admission fee to Castelgrande museum NUMBER OF PARTICIPANTS Minimum: 1 Maximum: 20

LANGUAGE

**COMISSIONABLE** Commissionable package

#### **READY-MADE PACKAGES**

# Guided tasting-tours



2

# Food & Wine tour in Lugano

A guided tour through the historical city centre of Lugano with several stops to enjoy various specialties from Ticino, including the delicious white Merlot. During the numerous stops participants will discover more about the many curiosities of the most characteristic inns, bars and restaurants of this boutique town. **Price from CHF 125** 

#### Q

tours-in-ticino@bluewin.ch ticino.ch/trade/packages



#### 3

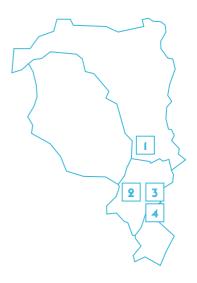
# Urban discovery

Lying among hills and mountains, Lugano is a vibrant city with music in the squares, international exhibitions, theatre and culture on the lakeshore. The southernmost city of Switzerland surprises with its diversity. Participants discover this multifaceted boutique town by strolling around and tasting a local beer, an ice cream or a local wine of their choice.

Price from CHF 50

#### Ô

tours-in-ticino@bluewin.ch ticino.ch/trade/packages





# 4

# Discovering treasures

Discover the surroundings of Lugano and its hidden treasures! You will have the opportunity to admire not only beautiful views but above all to get to know the local people, producers of excellent wines or delicious cheeses and the local handicrafts: from ceramics, to handmade violins by the master luthier up to impressive alphorns. The tour is available in the Ascona-Locarno region as well. **Price from CHF 195** 

#### Ø

tours-in-ticino@bluewin.ch ticino.ch/trade/packages

Prices on a p.p. basis – additional participants might decrease the individual fee.

# Guided activities, secret spots



# Hike δ Wine: Locarno's gems

To start the day take a panoramic morning hike above the city and Lake Maggiore. During this walking tour participants benefit from 360° views of the Alps to the Apennines and from the lowest point of the country to the highest. A delicious typical meal will be served in a mountain restaurant for lunch. The journey continues with a ride on the famous Centovalli train taking the participants to a small wine producer. A wine tasting accompanied by local cheeses and meats concludes the day. A professional guide will accompany the participants throughout the whole experience. The hike can be adjusted to physical fitness levels and weather conditions. All transfers will be by public transportation. Optional private transportation is possible. **Price from CHF 220** 

#### rice from CHF

#### Ô

tours@alpsandbeyond.com ticino.ch/trade/packages



3

2

ſ.

# Quintour: Bike & Deli

2

The first part of the trip is a ride on an e-bike with lunch carried in a practical backpack. Composed of typical local products, the picnic will be enjoyed in one of the many local green spaces of the fertile Magadino Plain. On the way back, after having learnt about local traditions and history, the participants can savour some regional delicacies during an aperitivo at a deli.

Price from CHF 140

#### Q

info@bike-port.ch ticino.ch/trade/packages

# Bike, hike and a million stars

Two unforgettable days in Ticino paradise. E-bike and hike amongst splendid mountains, alpine lakes, grazing cattle and carpets of wildflowers (July is perfect for spotting edelweiss). Sleep in a mountain hut under a million stars and witness the art of alpine cheese making, a real Swiss mountain experience! One day of e-biking on pleasant paved and gravel roads, with sightseeing along the way and one day of hiking over a mountain pass. Good fitness level required.

#### CONTACT

This package is a joint venture of Alps and Beyond and BikePort.

tours@alpsandbeyond.com T +41 78 891 2O 41 info@bike-port.ch T +41 91 243 O9 78 ticino.ch/trade/packages



#### **BikePort**

The team at BikePort is passionate about everything on two wheels. The certified Swiss Cycling MTB Guides offer their professional services in several languages to FITs (individuals), groups, companies and institutions. From bike rentals, to tailor made packages or ready-made package tours, from beginners to experts, there is a vast range of options to choose from. **SEASONALITY** June – September

DURATION / VALIDITY 2 days / I night

#### PRICES FROM

CHF 455

Including: Overnight stay in a mountain hut, e-bike rental, bike guide, hiking guide, all guide expenses, picnic, funicular ride, public transportation from Bellinzona NUMBER OF PARTICIPANTS Minimum: I Maximum: I6

LANGUAGE

**COMISSIONABLE** Commissionable package



# Multi-day experiences



## 1

# Grand Tour of Switzerland

This road trip leads through 1600 km (994 mi) of the country's most beautiful regions, over five Alpine passes, to twelve UNESCO World Heritage Sites, two Biosphere Reserves and along 22 lakes. Itinerary: Zurich – St. Gallen – Davos – Lugano – Zermatt – Montreux – Gstaad – Lucerne

#### 9 days / 8 nights Price from CHF 956

#### Ø

touroperating@stc.ch ticino.ch/trade/packages



#### 2

# Grand Train Tour of Switzerland

Explore the cultural differences and the 4 national languages within the country, all while taking in some spectacular countryside and staying in beautiful Swiss towns. Itinerary: Zurich – Interlaken – Montreux – Zermatt – St. Moritz – Lugano – Lucerne

#### 8 days / 7 nights Price from CHF 1365

Ô

touroperating@stc.ch ticino.ch/trade/packages



## 3

# E-Grand Tour of Switzerland

With the inauguration of the E-Grand Tour of Switzerland in April 2017 the concept of the Grand Tour of Switzerland also stands for ecofriendly touring. Itinerary: Zurich – St. Gallen – St. Moritz – Lugano – Zermatt – Lausanne – Interlaken – Lucerne

#### 9 days / 8 nights Price from CHF 2594

#### Ø

touroperating@stc.ch ticino.ch/trade/packages

Prices on a p.p. basis additional participants might decrease the individual fee.





# Since 1906: hospitality and historic charm nestled among the city, arts and lake

At the International au Lac Historic Lakeside Hotel guests enjoy:

- a prime city location on the lakeside promenade
- LAC Lugano Arte e Cultura cultural center is nearby
- convention and exhibition centers are within walking distance
- rooms with an intimate atmosphere, individually decorated, from classic to elegant
- a rich and varied buffet breakfast, served from 6:30 until late
- a lush garden with a swimming pool and a recreation area
- 36 indoor private parking spaces

We are looking forward to welcoming you and your guests.

Hotel International au Lac • Fam. Schmid, propr. dir. • Via Nassa 68 • CH-6901 Lugano • Switzerland Tel. +41 91 922 75 41 • Fax +41 91 922 75 44 • info@hotel-international.ch • www.hotel-international.ch



# Multi-day experiences



## 1

# Highlights of Ticino

Hike approximately 11 km (6,8 mi) every day through the southernmost part of Switzerland from the sublime castles of Bellinzona on to Mendrisio, with views of the many lakes in Ticino. Itinerary: Bellinzona – Isone – Tesserete – Cimadera – Lugano – Mount San Salvatore – Morcote – Serpiano – Meride – Mendrisio

7 days / 6 nights Price from CHF 885

#### Ø

eurotrek@eurotrek.ch ticino.ch/trade/packages



#### 2

## Ticino gastronomy explorer

Ticino is perfect for a relaxing summer holiday with sunshine and blue sky. Lugano is full of Mediterranean flair and southern joie de vivre and the 3-day gastronomy package is a perfect way to experience some of the culinary delights of this fascinating part of the country.

#### 3 days / 2 nights Price from CHF 990

#### Ø

touroperating@stc.ch ticino.ch/trade/packages



### 3

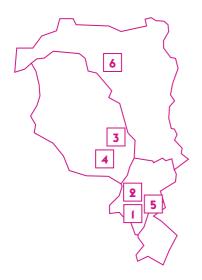
# Leisurely discovery: Bellinzona - Locarno

This 5-day break provides the perfect way to visit some of the most known sights of Ticino at your own, leisurely pace. Based in Bellinzona and Locarno, discover the regions highlights using public transport and enjoy the rich cultural history and heritage of these two picturesque towns.

5 days / 4 nights Price from CHF 632

#### Ô

touroperating@stc.ch ticino.ch/trade/packages





4

# Via Gotthard to Vallemaggia

From a boat cruise across Lake Lucerne to the GoPEx train along the historical route to Ticino. During two days in the region, you will discover Locarno, the surroundings of Bosco Gurin in the Vallemaggia and the Brissago Islands, a botanical paradise. Highlights: Gothard Panorama Express, Locarno guided city tour, hike at Bosco Gurin, Brissago Islands.

4 days / 3 nights Price from CHF 2355

#### Ø

smtravel@dmcgva.ch ticino.ch/trade/packages



5

# Bernina Express: the exotic tour

Having UNESCO World Heritage status, the scenic rail journey climbs over the spectacular Bernina pass to more than 2253 m (7392 ft), then descends towards Tirano, the end of the Bernina line. Here clients change to the bus which will take them to Lugano. Itinerary: St. Moritz – Tirano – Lugano

#### 3 days / 2 nights Price from CHF 461

#### Ô

touroperating@stc.ch ticino.ch/trade/packages Prices on a p.p. basis additional participants might decrease the individual fee.



6

# Switzerland rail adventure

This journey is composed of travel with the three most famous express trains in Switzerland and on a nostalgic paddle steamer to discover the diverse regions and cultures of the country. Itinerary: Lucerne – Lugano with leisure day – Tirano (IT) – St. Moritz – Zermatt

8 days / 7 nights Price from CHF 1211

#### Q

touroperating@stc.ch ticino.ch/trade/packages

#### SHORT EXCURSIONS, TRIPS AND ACTIVITIES

# 2h experiences to fill your day



# Swissminiatur: Switzerland in Ih

Peaks of the majestic Swiss Alps are within a hand's reach, surprisingly perfect remakes of famous buildings in miniature, lakes and scale models of trains, funiculars and cableways. All this among over 15,000 fragrant flowers: Swissminiatur, Switzerland in miniature, offers all this and more.

Ô

sales@swissminiatur.ch www.swissminiatur.ch



#### 2

# Falconry: the ultimate bird show

Experience a close encounter with majestic birds of prey at the Falconry in Locarno. Observe and photograph eagles, hawks, owls and vultures. These beautiful birds, will lead you into a dimension where humans and nature meet, in a natural and animal friendly setting.

#### Ô

info@falconeria.ch www.falconeria.ch



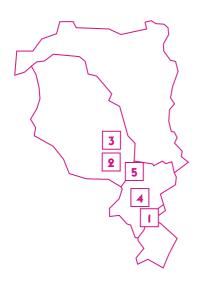
#### 3

## Cardada – Cimetta: 360° Switzerland

On the summit of the mountain, 1671 meters (5482 ft) above sea level, a viewing platform overlooks the entire region of Lake Maggiore. To the east, the view stretches from the Magadino Plain to Bellinzona. To the west, the view extends over some of the most famous peaks of the Swiss Alps such as the Dufourspitze and the Matterhorn.

#### Ô

info@cardada.ch www.cardada.ch





4

# San Salvatore: Lugano's sugar loaf

A few steps away from the frenetic pace of the city, you can reach the summit of Mount San Salvatore with the picturesque funicular. The sugar loaf stands tall in the Lugano skyline allowing your eyes to wander off into the horizon. It is a place that can satisfy the needs and desires of all gourmet aficionados, avid hikers and climbers, culture enthusiasts and nature lovers.

Ô

info@montesansalvatore.ch www.montesansalvatore.ch



5

# Mt. Tamaro and Splash e Spa

Tamaro Park originated from the union of Splash & Spa Tamaro and Monte Tamaro, two unique attractions located in Rivera (10 minutes north of Lugano). Mount Tamaro's mountain peak is reachable by cableway (departing from Rivera) and offers numerous activities for everyone who wants to have outdoor fun.

#### Ø

info@tamaropark.ch www.tamaropark.ch



#### 6

# Casino: challenge the luck

With the highest density of casinos in Europe, visitors can try their luck gambling at the Casinos of Locarno, Lugano and Mendrisio.

#### Q

Casino Locarno info@casinolocarno.ch www.casinolocarno.ch

Casino Lugano info@casinolugano.ch www.casinolugano.ch

Casino Admiral info@casinomendrisio.ch www.casinomendrisio.ch

# RESORT COLLINA D'ORO

Hotel & Residence

Only a few minutes away from Lugano city centre, surrounded by an enchanting natural landscape with breath-taking panoramic views over the Alps and the lake, the Resort Collina d'Oro includes a luxury Hotel with 16 double rooms and 30 suites, a SPA & Fitness Centre with indoor and outdoor pools, as well as a gourmet restaurant and two modern meeting rooms. The Resort also boasts various apartments with hotel services, elegantly furnished and rentable for both short and long-term periods, starting from one month.



WWW.RESORTCOLLINADORO.COM VIA RONCONE 22, 6927 AGRA, LUGANO INFO@RESORTCOLLINADORO.COM Tel. +41 (0)91 641 11 11



# YOUR FASHION OUR PASSION



FoxTown Factory Stores is the paradise of shopping: 160 stores, 250 prestigious brands

## Discounts from 30% to 70% all year

Armani • Bally • Boss • Burberry • Church's • Coach • Dolce & Gabbana • Dsquared2 • Etro • Furla • Gucci • Guess • Hogan • Jimmy Choo • Lacoste Michael Kors • Nike • Philipp Plein • Polo Ralph Lauren • Prada • Puma • Saint Laurent Paris • Salvatore Ferragamo • Swarovski • The North Face • Timberland Tommy Hilfiger • Ugg • Valentino • Vans • Versace • Villeroy & Boch • Woolrich ... and many others

#### SPECIAL INTERESTS

# Health and Education



## 1

# Health and medical care

From luxury health resorts to specialised wellness centres and medical wellness facilities, the Italian part of Switzerland is the place to be for focussing on health and well-being: high quality and professionalism are guaranteed. Ticino Health sources and organises individualised treatments and health trips for health tourism clients.

www.ticinohealth.ch

Q



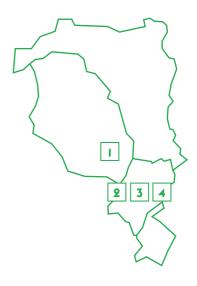
## 2

## Wellness with a view

Discover a region that likes to take care of its guests. With its mild climate, Ticino is the ideal oasis for escaping life's stresses during any season of the year. Clients are taken care of in excellent fivestar hotels, famous for their Swiss quality, providing pampering in the best wellness centres with saunas, hammams and massages.

Q

ticino.ch/wellness



## 3

# **Franklin University**

The small liberal arts university offers Bachelor's and Master's degrees, study abroad and much more.

Q

www.fus.edu

4 TASIS

The American School in Switzerland is open to day and boarding students from Pre-Kindergarten to Postgraduate.

#### Ø

www.switzerland.tasis.com

## **Additional infos**

Find out more about education in our region.

#### Ô

ticino.ch/education

#### ACCOMMODATION

# Your partner hotels

Bellinzona and Upper Ticino	sales manager / e-mail / website	#rooms /#beds
Hotel & SPA Internazionale*** CH-6500 Bellinzona	Mr. Michele Santini info@hotel-internazionale.ch www.hotel-internazionale.ch	71 124
Hotel Unione*** CH-6500 Bellinzona	Mr. Laura Berini info@hotelunione.ch www.hotelunione.ch	41 82
Hotel Liberty CH-6500 Bellinzona	Mr. Rocco Lettieri info@hotelliberty.ch www.hotelliberty.ch	60 144
Hotel Bellinzona Sud*** CH-6513 Monte Carasso-Bellinzona	Mr. Walter Caranzano info@hotel-bellinzona-sud.ch www.hotel-bellinzona-sud.ch	55 123
Motel Gottardo Sud*** CH-6776 Piotta	Mr. Massimo Scroccaro info@gottardo-sud.ch www.gottardo-sud.ch	80 140
Hotel Al Giardinetto*** CH-6710 Biasca	Ms. Aleksandra Kovacevic info@algiardinetto.ch www.algiardinetto.ch	25 65
Hotel Forni*** CH-6780 Airolo	Mr. Davide Rinaldi info@forni.ch www.forni.ch	20 43
B&B Motta*** CH-6780 Airolo	Ms. Graziella Bonoli welcome@bbmotta.ch www.bbmotta.ch	30 60
Lake Maggiore and Valleys	sales manager / e-mail / website	#rooms / #beds
<b>Lake Maggiore and Valleys</b> Hotel Eden Roc***** CH-6612 Ascona	sales manager / e-mail / website Mr. Ryan Imboden r.imboden@tschuggenhotelgroup.ch www.edenroc.ch	<b>#rooms / #beds</b> 95 188
Hotel Eden Roc*****	Mr. Ryan Imboden r.imboden@tschuggenhotelgroup.ch	95
Hotel Eden Roc****** CH-6612 Ascona Hotel Giardino Ascona*****	Mr. Ryan Imboden rimboden@tschuggenhotelgroup.ch www.edenroc.ch Sales Office sales@giardino.ch	95 188 72
Hotel Eden Roc****** CH-6612 Ascona Hotel Giardino Ascona****** CH-6612 Ascona Villa Orselina*****	Mr. Ryan Imboden rimboden@tschuggenhotelgroup.ch www.edenroc.ch Sales Office sales@giardino.ch www.giardino-ascona.ch Mr. Daniel Schälli marketing@villaorselina.ch	95 188 72 144 28
Hotel Eden Roc***** CH-6612 Ascona Hotel Giardino Ascona***** CH-6612 Ascona Villa Orselina***** CH-6644 Orselina Castello del Sole****	Mr. Ryan Imboden         rimboden@tschuggenhotelgroup.ch         www.edenroc.ch         Sales Office         sales@giardino.ch         www.giardino-ascona.ch         Mr. Daniel Schälli         marketing@villaorselina.ch         www.illaorselina.ch         Ms. Carla Loustalot         info@castellodelsole.com	95 188 72 144 28 56 78
Hotel Eden Roc***** CH-6612 Ascona Hotel Giardino Ascona***** CH-6612 Ascona Villa Orselina***** CH-6644 Orselina Castello del Sole***** CH-6612 Ascona Hotel Belvedere Locarno*****	Mr. Ryan Imboden         rimboden@tschuggenhotelgroup.ch         www.edenroc.ch         Sales Office         sales@giardino.ch         www.giardino-ascona.ch         Mr. Daniel Schälli         marketing@villaorselina.ch         www.villaorselina.ch         wws.carla Loustalot         info@castellodelsole.com         www.castellodelsole.com         Ms. Gloria Spagnoli         reservations@belvedere-locarno.com	95 188 72 144 28 56 78 149 90
Hotel Eden Roc***** CH-6612 Ascona Hotel Giardino Ascona***** CH-6612 Ascona Villa Orselina**** CH-6644 Orselina Castello del Sole**** CH-6612 Ascona Hotel Belvedere Locarno****s CH-6600 Locarno Hotel Ascona****	Mr. Ryan Imboden         rimboden@tschuggenhotelgroup.ch         www.edenroc.ch         Sales Office         sales@giardino.ch         www.giardino-ascona.ch         Mr. Daniel Schälli         marketing@villaorselina.ch         www.villaorselina.ch         Ms. Carla Loustalot         info@castellodelsole.com         www.castellodelsole.com         Ms. Gloria Spagnoli         reservations@belvedere-locarno.com         www.belvedere-locarno.com         Mr. Andrea Biasca-Caroni         booking@hotel-ascona.ch	95 188 72 144 28 56 78 149 90 182 67

Romantik Hotel Castello Seeschloss**** CH-6612 Ascona	Mr. Filippo Ris hotel@castello-seeschloss.ch www.castello-seeschloss.ch	45 80
Hotel & Lounge Lago Maggiore**** CH-6600 Locarno	Silvana Redemagni hotel@lagomaggiore.ch www.lagomaggiorehotel.ch	46 82
Albergo Losone CH-6616 Losone	Mr. Diego Glaus diego@albergolosone.ch www.albergolosone.ch	59 110
Hotel City Locarno***s CH-6600 Locarno	Fam. Brunner city@hotelcitylocarno.ch www.hotelcitylocarno.ch	40 70
Hotel La Campagnola**** CH-6575 Vairano	Ms. Nicole Zoppè n.zoppe@campagnola.ch www.campagnola.ch	48 120
Piazza Ascona Hotel*** CH-6612 Ascona	Mr. F. Franscioni / Mrs. R. Borioli marketing@hotelpiazza.ch www.hotelpiazza.ch	51 88
Jazz Hotel Ascona CH-6612 Ascona	Ms. Barbara Freitag info@jazzhotelascona.ch www.jazzhotelascona.ch	18 36
Hotel Dell'Angelo*** CH-6600 Locarno	Mr. Americo Dadò hotel@dellangelo.ch www.hotel-dell-angelo.ch	55 112
Hotel Garni Du Lac*** CH-6600 Locarno	Ms. Désirée Green info@du-lac-locarno.ch www.du-lac-locarno.ch	31 57
Hotel Geranio au Lac*** CH-6600 Muralto-Locarno	Fam. Brunner smart@hotelgeranio.ch www.hotelgeranio.ch	42 72
Hotel La Barca Blu*** CH-6644 Orselina-Locarno	Mr. Daniel Schälli marketing@villaorselina.ch	22 45
	www.villaorselina.ch	
Eco-Hotel Cristallina CH-6678 Coglio	www.villaorselina.ch Mr. Marco Kälin info@hotel-cristallina.ch www.hotel-cristallina.ch	12 26
	Mr. Marco Kälin info@hotel-cristallina.ch	
CH-6678 Coglio	Mr. Marco Kälin info@hotel-cristallina.ch www.hotel-cristallina.ch	26
CH-6678 Coglio Lugano Region Grand Hotel Villa Castagnola*****	Mr. Marco Kälin info@hotel-cristallina.ch www.hotel-cristallina.ch sales manager / e-mail / website Ms. Antonella Archidiacono sales@villacastagnola.com	26 <b>#rooms / #beds</b> 74
CH-6678 Coglio Lugano Region Grand Hotel Villa Castagnola***** CH-6906 Lugano Hotel Splendide Royal*****	Mr. Marco Kälin info@hotel-cristallina.ch www.hotel-cristallina.ch sales manager / e-mail / website Ms. Antonella Archidiacono sales@villacastagnola.com www.illacastagnola.com Mr. Alex Chamley sales@splendide.ch	26 <b>#rooms / #beds</b> 74 148 93
CH-6678 Coglio  Lugano Region  Grand Hotel Villa Castagnola*****  CH-6906 Lugano  Hotel Splendide Royal*****  CH-6900 Lugano  The View Lugano*****	Mr. Marco Kälin info@hotel-cristallina.ch www.hotel-cristallina.ch <b>sales manager / e-mail / website</b> Ms. Antonella Archidiacono sales@villacastagnola.com www.villacastagnola.com Mr. Alex Chamley sales@splendide.ch www.splendide.ch Mr. Chadi Harkous sales@theviewlugano.com	26 <b>#rooms / #beds</b> 74 148 93 176 18
CH-6678 Coglio  Lugano Region  Grand Hotel Villa Castagnola*****  CH-6906 Lugano  Hotel Splendide Royal*****  CH-6900 Lugano  The View Lugano*****  CH-6900 Lugano-Paradiso  Swiss Diamond Hotel Lugano*****	Mr. Marco Kälin info@hotel-cristallina.ch www.hotel-cristallina.ch sales manager / e-mail / website Ms. Antonella Archidiacono sales@villacastagnola.com www.villacastagnola.com Mr. Alex Chamley sales@splendide.ch www.splendide.ch Mr. Chadi Harkous sales@theviewlugano.com www.theviewlugano.com Mr. Andrea Sinigrilli salesdept@swissdiamondhotel.com	26 <b>#rooms / #beds</b> 74 148 93 176 18 40 84
CH-6678 Coglio  Lugano Region  Grand Hotel Villa Castagnola***** CH-6906 Lugano  Hotel Splendide Royal***** CH-6900 Lugano  The View Lugano***** CH-6900 Lugano-Paradiso  Swiss Diamond Hotel Lugano***** CH-6921 Vico Morcote  Villa Principe Leopoldo*****	Mr. Marco Kälin info@hotel-cristallina.ch www.hotel-cristallina.ch <b>sales manager / e-mail / website</b> Ms. Antonella Archidiacono sales@villacastagnola.com www.villacastagnola.com Mr. Alex Chamley sales@splendide.ch www.splendide.ch Mr. Chadi Harkous sales@theviewlugano.com www.theviewlugano.com Mr. Andrea Sinigrilli salesdept@swissdiamondhotel.com www.swissdiamondhotel.com Sales Office sales@ticinohotelsgroup.com	26 <b>#rooms / #beds</b> 74 148 93 176 18 40 84 160 37
CH-6678 Coglio  Lugano Region  Grand Hotel Villa Castagnola***** CH-6906 Lugano  Hotel Splendide Royal***** CH-6900 Lugano  The View Lugano***** CH-6900 Lugano-Paradiso  Swiss Diamond Hotel Lugano***** CH-6921 Vico Morcote  Villa Principe Leopoldo***** CH-6900 Lugano  Kurhaus Cademario Hotel & SPA****	Mr. Marco Kälin info@hotel-cristallina.ch www.hotel-cristallina.ch         sales manager / e-mail / website         Ms. Antonella Archidiacono sales@villacastagnola.com www.villacastagnola.com         Mr. Alex Chamley sales@splendide.ch www.splendide.ch         Mr. Chadi Harkous sales@theviewlugano.com www.theviewlugano.com         Mr. Andrea Sinigrilli salesdept@swissdiamondhotel.com www.swissdiamondhotel.com         Sales Office sales@ticinohotelsgroup.com www.leopoldohotel.com         Sales Office sales@ticinohotelsgroup.com	26 <b>#rooms / #beds</b> 74 148 93 176 18 40 84 160 37 74 82
CH-6678 Coglio  Lugano Region  Grand Hotel Villa Castagnola***** CH-6906 Lugano  Hotel Splendide Royal***** CH-6900 Lugano-Paradiso  The View Lugano***** CH-6900 Lugano-Paradiso  Swiss Diamond Hotel Lugano***** CH-6921 Vico Morcote  Villa Principe Leopoldo***** CH-6900 Lugano  Kurhaus Cademario Hotel & SPA****  CH-6936 Cademario  LUGANODANTE ****	Mr. Marco Kälin info@hotel-cristallina.ch www.hotel-cristallina.ch         sales manager / e-mail / website         Ms. Antonella Archidiacono sales@villacastagnola.com         Ms. Antonella Archidiacono sales@villacastagnola.com         Mr. Alex Chamley sales@splendide.ch         Mr. Alex Chamley sales@splendide.ch         Mr. Chadi Harkous sales@theviewlugano.com         Mr. Andrea Sinigrilli salesdept@swissdiamondhotel.com         Sales Office sales@ticinohotelsgroup.com www.leopoldohotel.com         Sales Office sales@ticinohotelsgroup.com www.kurhauscademario.com         Ms. Sabrina Dandrea sabrina.dandrea@luganodante.com	26 <b>#rooms / #beds</b> 74 148 93 176 18 40 18 40 18 40 37 74 82 164 84 84

48
78
131 231
42 84
65 138
113 207
50 100
76 120
59 95
27 53
33 56
70 140
33 70
70 47
70 47 88 39
70 47 88 39 75 50
70         47         88         39         75         50         100         38
70       47       88       39       75       50       100       38       70       54
70         47         88         39         75         50         100         38         70         59         59         59         59         59         59         59         82
70         47         88         39         75         50         100         38         70         53         54         82         164
70         47         88         39         75         50         100         54         82         164         108
70         47         88         39         50         500         38         70         82         64         #rooms / #beds         108         40

#### MEETINGS & WEDDINGS

# Business moments a great experience



# 1

# Business venues

Ticino is the perfect setting for every kind of MICE event, offering a variety of different facilities. Whether it involves seminars, meetings, congresses, private events or product presentations, the solution is always to hand. Within just a few kilometres, you will find the location tailored to your needs and the ideal scenario for your events. Search for the most suitable facility on our dedicated website.

#### Ô

meetings.ticino.ch/venues



## 2

# Incredible incentives

The unique climate and the wonderful landscape with its lakes, mountains and waterfalls create a perfect scenario for hosting an original incentive. Be inspired by the variety of business incentive activities that can be adapted to groups of different sizes. From cooking classes, guided visits, local wine tasting to adrenalin-packed activities like canyoning, you will be spoiled for choice, all year round.

#### Ø

meetings.ticino.ch/incentives

# 3

### Weddings

Ticino, Switzerland's romantic getaway, offers dreamy settings for weddings and celebrations.

♂ ticino.ch/weddings

4

## Partners for your event

In Ticino you will find very competent partners who can help you coordinate and organise your MICE event.

Ô

meetings.ticino.ch/partner

## 5

## Inspirations

Get inspired by suggested business experiences or incentive itineraries for an unforgettable company event.

#### Q

meetings.ticino.ch/inspirations

# Switzerland in 1h

Peaks of majestic Swiss Alps are within a hand's reach, surpisingly perfect remakes of famous bulidings in miniatur, lakes and scale models of trains, funiculars and cableways.

All this among over 15,000 fragrant flowers: Swissminiatur, Switzerland in miniature, offers all this and more.

HH

**30%** Ticino Ticket Swiss Travel Pass

Management Swissminiatur SA // CH-6815 Melide // Switzerland // T. +41(0)91 640 10 60 // info@swissminiatur.ch www.swissminiatur.ch

**SINCE 1959** 

# Your local experts



Alps and Beyond Anna Bezzola anna@alpsandbeyond.com www.alpsandbeyond.com



**BikePort** info@bike-port.ch www.bike-port.ch



Bucher Travel incoming@buchertravel.ch www.buchertravel.ch



**China Star** Wenyi Fan fanwenyi.cs@gmail.com



Eurotrek@eurotrek.ch www.eurotrek.ch



GuideSI info@guidesi.ch www.guidesi.ch



Luke Event info@lukevent.com www.lukevent.com



Railtour info@railtoureurope.com www.railtoureurope.com



#### SM Travel smtravel@dmcgva.ch www.smtravel.com



STC touroperating@stc.ch www.trade.switzerlandtravelcentre.c

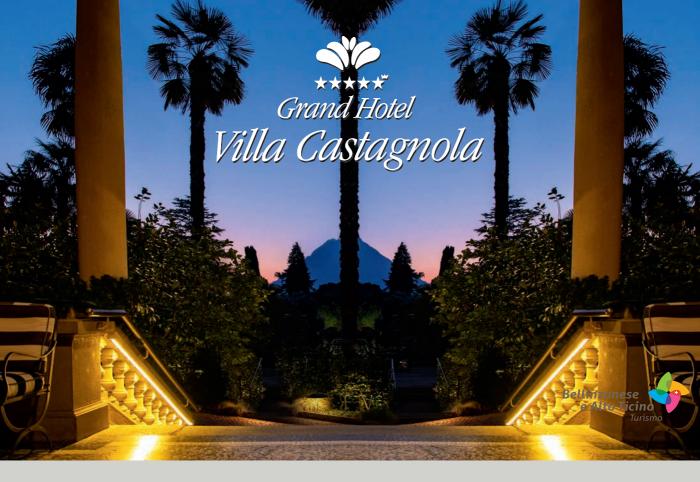


Tim Travel Tours info@timtraveltours.com www.timtraveltours.com





ticino.ch/image



# Villa, Art & Gastronomy

The Grand Hotel Villa Castagnola, member of the "Small Luxury Hotels of the World", is a five star superior Hotel in Lugano and enjoys a privileged position inside a large sub-tropical park, with a beautiful view towards the lake. The elegant villa, built in 1880, combines the charm of a bygone era with the comfort and the care of a modern luxury hotel. 74 rooms & Suites, of exceptional charm, individually styled, with stunning park and/or lake views, balcony or terrace. Two Gourmet Restaurants, one easy dining Restaurant, Fitness, Wellness Area with indoor poll and Hydropool. The place to be in Lugano.



VIALE CASTAGNOLA 31 - 6906 LUGANO, SWITZERLAND Tel. + 41 (0)91 973 25 55 - FAX + 41 (0)91 973 25 50 INFO@VILLACASTAGNOLA.COM WWW.VILLACASTAGNOLA.COM



# Regional tourism organizations

## \*ASCONA LOCARNO

c/o Stazione FFS CH - 66OO Locarno-Muralto T +41 848 O91 O91 trade@ascona-locarno.com media@ascona-locarno.com www.ascona-locarno.com



Piazza della Riforma - Palazzo Civico CH - 6900 Lugano T +41 58 220 65 00 incoming@luganoregion.com media@luganoregion.com www.luganoregion.com



Palazzo Civico CH - 6500 Bellinzona T +41 91 825 21 31 bellinzona@bellinzonese-altoticino.ch www.bellinzonese-altoticino.ch



Via Angelo Maspoli 15 CH - 6850 Mendrisio T +41 91 641 30 50 incoming@mendrisiottoturismo.ch www.mendrisiottoturismo.ch

#### PARTNERS





HotellerieSuisse Ticino

**GASTR®TICINO** 







# 

# **Ticino Ticket** Travel within Ticino for free

Guests will be able to get around for free in the whole region by using public transport during their stay. The Ticino Ticket offers additional advantages such as discounts on mountain railways, boat trips on the Swiss part of the lakes and on the main tourist attractions. The offer is proposed to guests who stay in hotels, youth hostels and camping sites only. Everyone will receive the Ticino Ticket at the arrival upon check-in and it can be used until midnight of the departure day. Lakes, rivers and mountains – everything at hand with Ticino Ticket!



ticino.ch/ticket