



Switzerland.



Switzerland.

Ticino: where Swiss quality meets the Dolce Vita.
With Veronica Lafranchi

Switzerland is open again!

All you need to know.

Traveling from the US (by air)



- **Fully vaccinated (within the last 12 months)**
- **Recovered and tested Americans will no longer be able to travel.**
- **Children & young adults (below 16) do not have to show proof of a negative PCR/Rapid antigen test (when traveling together with an adult). Between the age of 16 & 18, a negative test is needed.**
If traveling on their own, a proof of vaccination is required to enter the country.
- *No quarantine or testing required when moving within the Schengen area, **if fully vaccinated** (exceptions may apply, please refer to individual country regulations).*

Traveling from Canada (by air)



- **Only fully vaccinated *travelers can enter the country***
- **Neither quarantine nor a negative Covid-19 test required when fully vaccinated**
- **Children & young adults (below 16) do not have to show proof of a negative PCR/Rapid antigen test nor quarantine (when traveling with their fully vaccinated travelers). For 16 and older, a Covid-19 test (PCR or Rapid) is required.**
If traveling on their own, a proof of vaccination is required to enter the country.

ALL TRAVELERS (BY AIR) MUST COMPLETE THE [ONLINE FORM](#) OF THE FEDERAL OFFICE OF PUBLIC HEALTH



Swiss COVID certificate.

- **The extended COVID certificate duty came into effect from Monday, Sep 13, 2021:**
- At the moment American and Canadian vaccination proof can't be converted into the Swiss COVID certificate.
- For any “**public indoor activity**” (except visiting shops and commuting by public transportation), access will be granted upon a **valid Swiss COVID certificate** (vaccinated, recovered or tested) only.
- All our guests from all non-European countries incl. **USA and Canada will become subject to repeated testing during their stay in Switzerland.** For further details, please read the [official FC statement](#).
- **Rapid test:** guarantees as Swiss COVID certificate for 48h.
- **PCR test:** guarantees as Swiss COVID certificate for 72h.

Switzerland Tourism is lobbying strongly for a pragmatic and easy solution, so that oversees guests vaccinated with a vaccine listed in the WHO emergency listing can continue traveling in Switzerland with as little interference as possible.



Switzerland.

Switzerland update.

What is open and when: www.bit.ly/whatopen

Covid-19 updates: www.bit.ly/updatecovid19-switzerland

Updates on public transportation: www.bit.ly/trainupdates

Clean & Safe label: www.bit.ly/cleanandsafelabel



Our Trade Team in North America.



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Pascal Prinz

Swiss Travel System



Martin Oester

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www.myswitzerland.com/trade

www.facebook.com/stnatrade



Win a Swiss Surprise Box.





Switzerland.

Are you the Winner?

1. **What are the requirements to enter Switzerland for North American adults?**
2. **What is the daily worth of the Ticino Ticket and how much does it cost?**
3. **How long does it take by train from Lugano to Locarno through the brand new Ceneri Tunnel?**

Send your answers to nyc.trade@switzerland.com by Monday, September 20th, 2021



Switzerland.

E-Learning: “Switzerland Travel Academy”.

Complete six core modules in order to become a certified Switzerland travel expert and specialize in specific topics such as “Ticino”: www.bit.ly/switzerlandacademy



Ticino

Graduate before Nov. 30, 2021 for a chance to **win flight vouchers for two** to Switzerland.  **SWISS**



Switzerland.

International au Lac Historic Lakeside Hotel ***S.

The International au Lac Historic Lakeside Hotel, steeped in tradition, is the only lakeshore hotel in the historic centre of Lugano offering own parking garage, garden and swimming pool to their guests. The old-world charm of the Historic Hotel has not been lost, although the house has been consistently modernized in line with the changing needs. The room categories “Chic” and “Panorama” have been completely renovated.

The exclusive location inhibits an exhibition documenting its success story that has endured for more than 100 years.

- In family hands since 1906
- Historic Hotel with honor 2007 by ICOMOS jury of UNESCO



International au Lac Historic Lakeside Hotel ***S.



Typically Swiss Hotel:

Contact and further information:

- [+41 91 922 75 41](tel:+41919227541)
- info@hotel-international.ch
- www.hotel-international.ch



Venturing in Ticino.



Switzerland.



Canyoning: [click here](#) to find out more



"GoldenEye" Bungee Jumping: [click here](#) to find out more



Switzerland.

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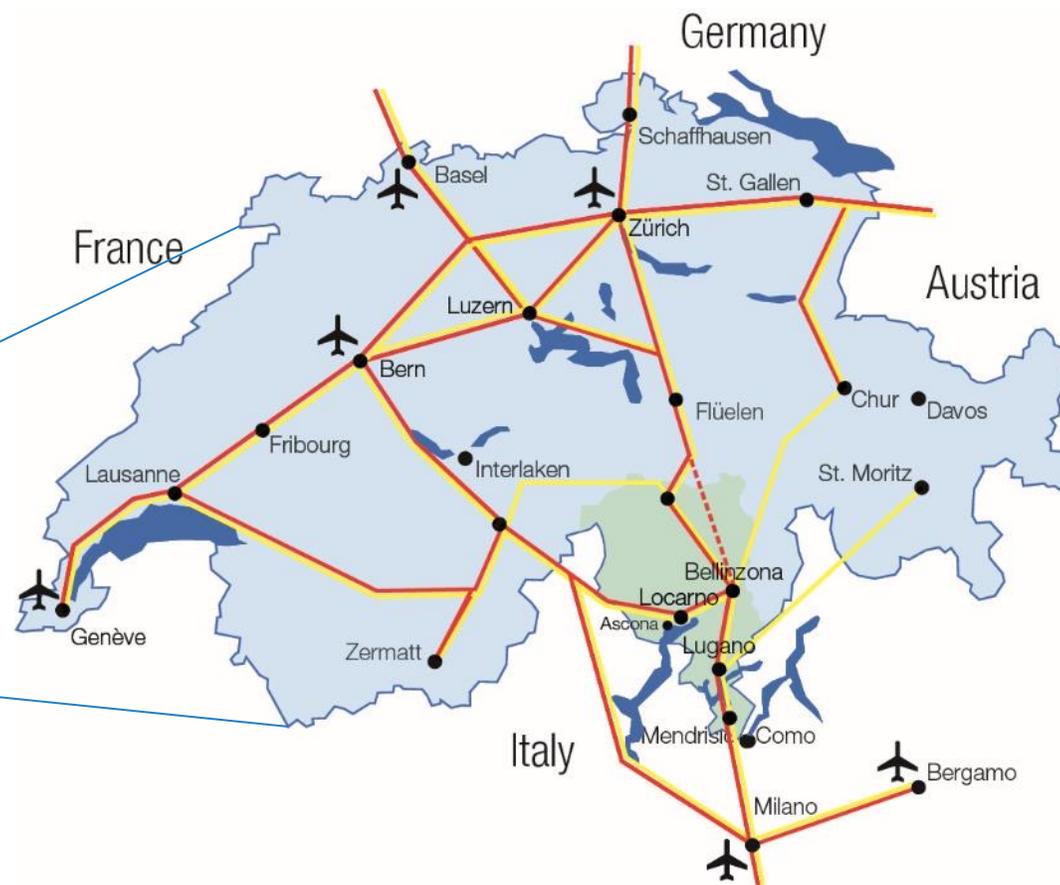
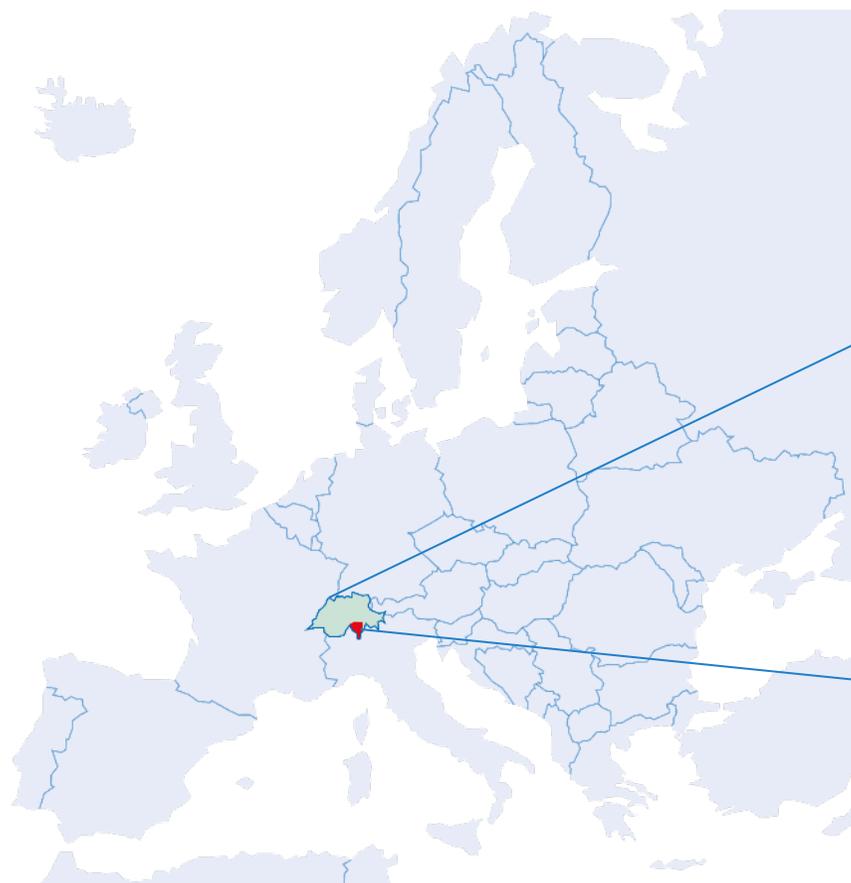
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Ticino where the Swiss quality meets the Dolce Vita

September 2021



Where are we?



Where are we?

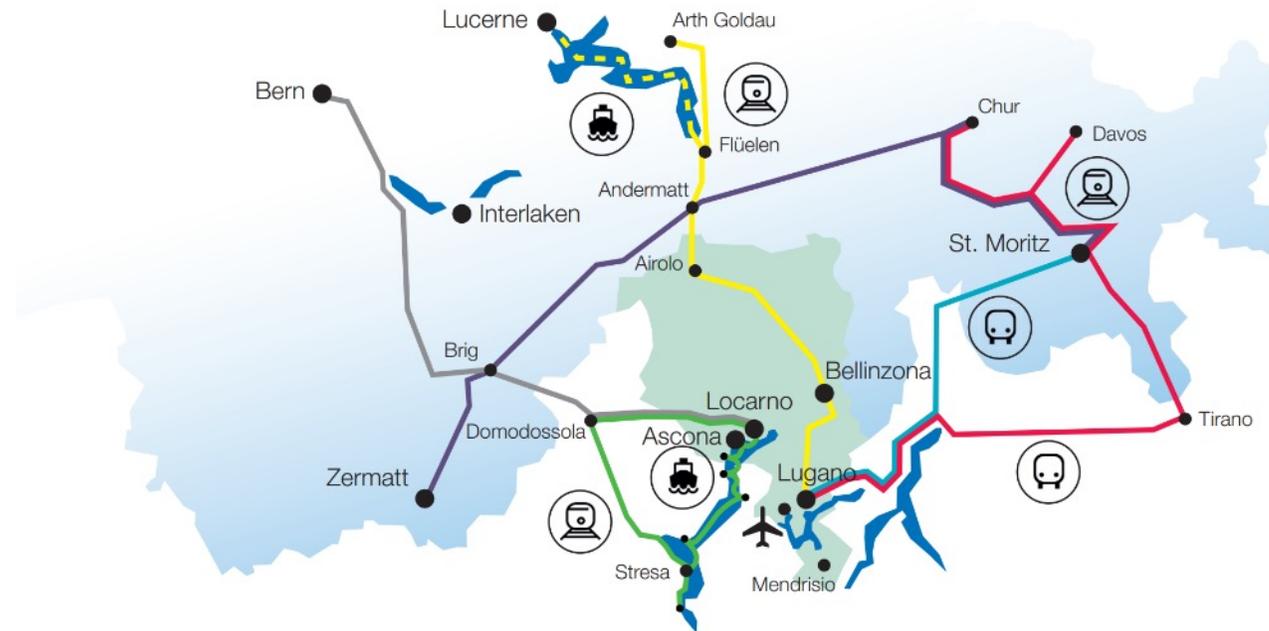




Reasons to come to Ticino

- Ticino: The unexpected Switzerland **from palm trees to glaciers**
- **Swiss quality Italian lifestyle**
- Nice **climate** throughout the year. Not only summer but our spring and fall are stunning!
- **Gastronomy...** with white Merlot & Grottos
- Beautiful nature, **great outdoor** activities
- **Smiley people**
- **Easy to reach!** 1h 30 from Zurich, 1h from Milan

Scenic train routes



-  Bernina Express
-  Palm Express
-  Gotthard Panorama Express
-  Lago Maggiore Express
-  Glacier Express
-  Lötschberg-Centovalli Express



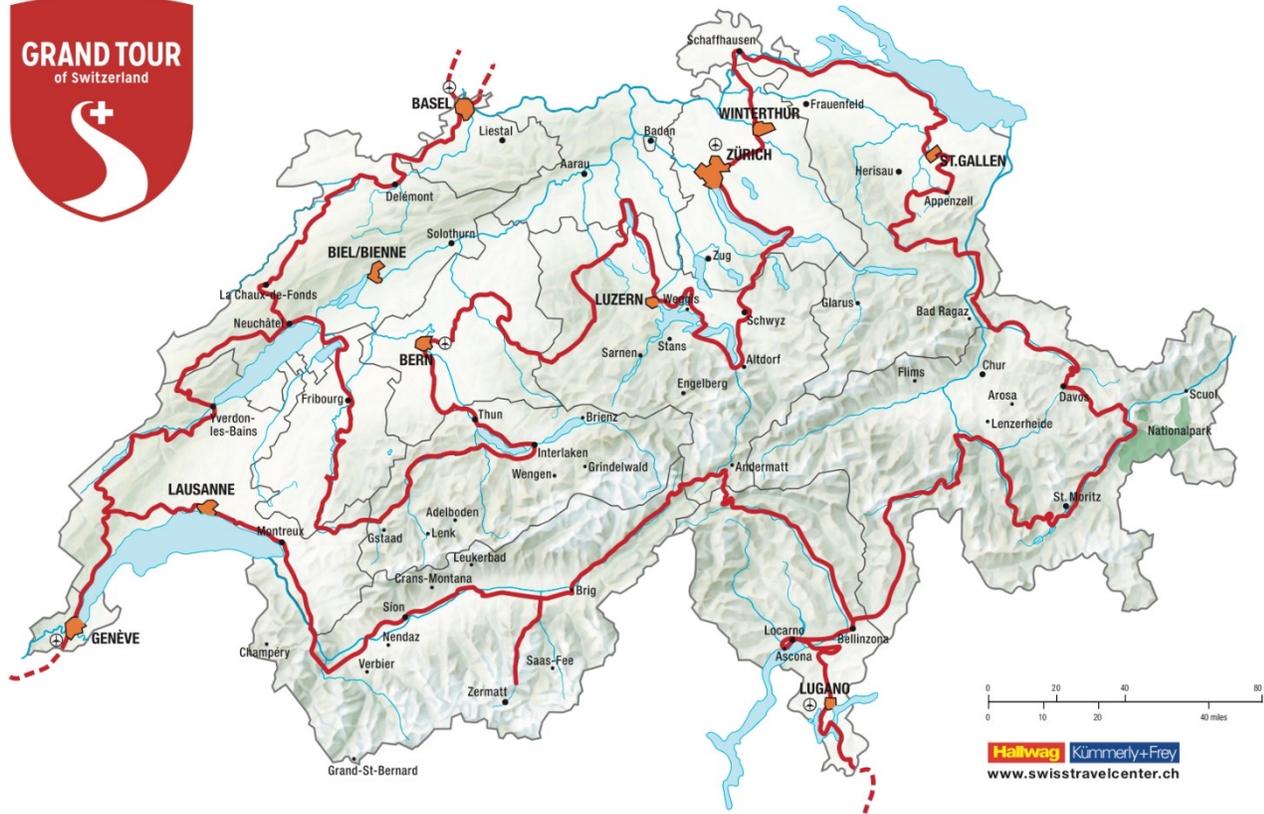
The world's longest
Railway tunnel
Zurich – Bellinzona in 1.39h!



Adding value thank to the Ticino Ticket!

- All public transports free with the «Ticino Ticket»
- This offer is for visitors who stay overnight in hotels, youth hostels and on camping sites
- Special rates for various leisure activities during the stay in Ticino
- **About 100 \$ a day value of money FOR FREE!**

Grand Tour of Switzerland: our route 66



5 HIGHLIGHTS



Tremola



Ascona



Mount San Giorgio



3 Bellinzona fortresses



Mount Bre



TIPPS & ITINERARY IDEAS



FROM BOUTIQUE TOWN TO OUTDOOR PARADISE

Lugano Region

■ 08.25 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.

■ 12.14 pm Via 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.

■ 06.11 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.

■ 08.30 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.



A true Swiss serendipity

- A beloved Swiss boutique town with a long-standing tradition of hospitality
- A broad cultural offering
- Excellent gastronomy and local wines
- Nearby mountains and lake for outdoor activities, hiking and mountain biking excursions



Lugano City Tour

- Enjoy the sunset behind Mount San Salvatore by sitting on a bench at Parco Ciani after a shopping tour in Via Nassa
- Finish your cultural experience in Lugano with a concert at the LAC or visit its art gallery

luganoregion.com



Mount Brè

- Sunniest mountain in Switzerland
- See San Salvatore and lake Lugano
- 925 m / ~ 3000 feet
- 15 minutes

montebre.ch



Morcote

The most beautiful village of Switzerland, located directly on the Lake Lugano and reachable by lake cruise

morcoteturismo.ch



Food & Wine Tour

- Guided tour with several stops to explore the boutique town Lugano and its gastronomic specialties
- Booking:
Patricia Carminati
tours-in-ticino@bluewin.ch



Cruise & Cook

- Enjoy the surroundings of Lake Lugano during a cruise and cook tour.
- Risotto workshop in Grotto
- Booking:
Patricia Carminati
tours-in-ticino@bluewin.ch



7 Wonders – Tasting Experience

- Seven local dishes marry seven local wines
- Cruise + Grotto
- Booking:
Patricia Carminati
tours-in-ticino@bluewin.ch



WHERE GLAMOUR MEETS NATURE

Lake Maggiore and Valleys

08.47 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.

09.30 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.

03.28 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 adrenaline-rich experience relax on the shores of the Verzasca River under the double-arched bridge in Lavertezzo.

08.12 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 world-famous square begin to sparkle. In summer this square hosts several festivals like the Locarno Festival and Moon&Stars.



Ascona-Locarno

- Located on the Swiss side of the Lake Maggiore
- In 1 hour from the palm trees to the glacier
- 2'300 hours of sunshine a year
- Ascona: the pearl of Lake Maggiore and an exclusive tourist destination
- Locarno: the city of movies on Lake Maggiore. The Piazza Grande is the heart of the city
- Typical villages, waterfalls, forests, alpine lakes: the magic of our valleys



Brissago Islands

- Botanical paradise with flowers of all over the world
- Gourmet restaurant & dinner with a view

isolebrissago.ch



Ascona

So called “Pearl of Lake Maggiore” with a beautiful carfree old town “Borgo” and famous lakefront to take a walk while enjoying an icecream

ascona-locarno.com



Verzasca Valley

- Verzasca Valley, known for its crystal clear waters and swimming holes
- Are you brave enough to jump from the famous “Ponte dei salti” of Lavertezzo?

ascona-locarno.com



Bellinzona,
the door
to the Alps



UNESCO Fortresses

- Castelgrande
- Castello Montebello
- Castello Sasso Corbaro

bellinzone-altoticino.ch



King Arthur's trolley

Travel back in time and visit all the three castles of Bellinzona on a 1.5h tour.

bellinzone-altoticino.ch



Grotto Castelgrande

Enjoying traditional gastronomy accompanied by Ticino's best wines while admiring Bellinzona's stunning oldtown and the upper castles.

ristorantecastelgrande.ch



Saturday market Bellinzona,
delicacies among
the UNESCO castles



2021, what's new?

Shooting stars above Lugano!



3 new Restaurants have been awarded with 1 Michelin star

- Restaurant “**I Due sud**” by Chef Domenico Ruberto

Hotel Splendide Royal*****s

- Restaurant “**Principe Leopoldo**” by Chef Christian Moreschi

Hotel Villa Principe Leopoldo*****s

- Restaurant “**META**” by Chef Luca Bellanca

Palazzo Mantegazza



GUIDA MICHELIN SWITZERLAND

Galleria Arté al Lago

Lugano
Moderna



GUIDA MICHELIN SWITZERLAND

Principe Leopoldo

Lugano
Mediterranea, Classica



GUIDA MICHELIN SWITZERLAND

I Due Sud

Lugano
Mediterranea



GUIDA MICHELIN SWITZERLAND

META

Lugano
Mediterranea, Italiana

Ticino is going green!

- New landingpage www.ticino.ch/green



Get around green



Sleep slow



Eco experiences



Eat local

- We reached level II of «Swisstainable» program



...we definitely love
holes even more in Switzerland...





More #ticinomoments
My «not to be missed»

My personal top 3 food experiences



Terreni alla Maggia



Cruise & Cook



Grotto Pozzasc



Food & Wine Tour

- Available in Lugano, Locarno and Bellinzona
- Vegetarian, vegan and gluten-free versions on request

tours-in-ticino@bluewin.ch



Torta di Pane

- 3 hours workshop to learn how to bake the traditional Ticino cake
- In a grotto or in Lugano city center

tours-in-ticino@bluewin.ch



Market to fork

- Stroll around with local hosts in Lugano or Bellinzona
- Discover the highlights of the city and shop at the market to get some of the ingredients to prepare your meal

tours-in-ticino@bluewin.ch



Tour de Suisse

- The tour de Suisse in 2 hours!
4 national languages ,4 wines,
4 specialties

tours-in-ticino@bluewin.ch



White Merlot



Locarno Festival,
event under
the stars



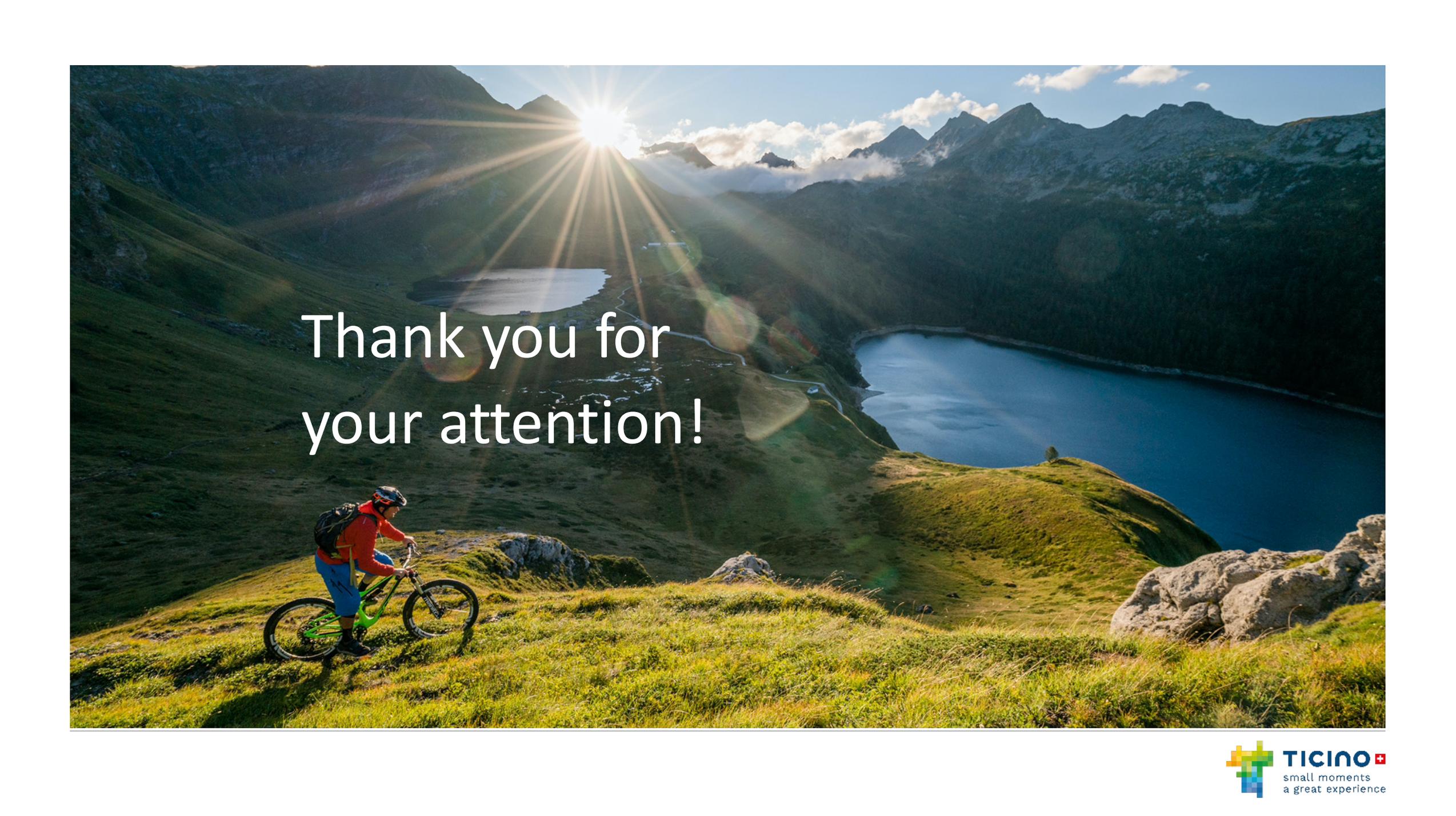
Saturday market Bellinzona,
delicacies among
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GROTTO time,
the best time!



More infos at:

www.ticino.ch/trade

A scenic mountain landscape. In the foreground, a cyclist wearing a red jacket, blue shorts, and a black helmet is riding a green mountain bike on a grassy slope. The middle ground features a large, calm blue lake nestled in a valley. The background shows rugged, rocky mountains under a bright sky with a sunburst effect. The text "Thank you for your attention!" is overlaid in white on the left side of the image.

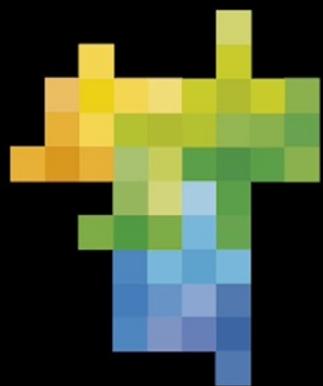
Thank you for
your attention!

Veronica Lafranchi

Country Manager North America

veronica.lafranchi@ticino.ch





TICINO 

small moments
a great experience

Questions.



Switzerland.



Please write your questions into the Q&A box.



Switzerland.

Webinar with Lake Geneva and Matterhorn Region.
Join us on September 30th at 12 pm EDT.



Switzerland.