

Press Kit

ascona-locarno.com



 **ASCONA
LOCARNO**

Welcome to Ascona-Locarno!

Welcome to Ascona-Locarno, a lake and mountain holiday destination with an intriguing mix of Swiss quality and Mediterranean atmosphere. The lakeside towns and villages, with their natural elements and architectural treasures, offer a neat atmosphere, exclusive and lively at the same time, thanks to their colorful piazzas, their restaurants and shops as well as markets and a rich cultural program.

Are you looking forward to knowing more about our beautiful region? Browse the press kit and let yourself be inspired by our highlights!

Why Ascona-Locarno?

- Not for tourists but for explorers
- 2'300 hours of sunshine a year
- 1'400 km / 870 mi of hiking trails
- 500 and more events per year
- Swiss quality and Mediterranean style.

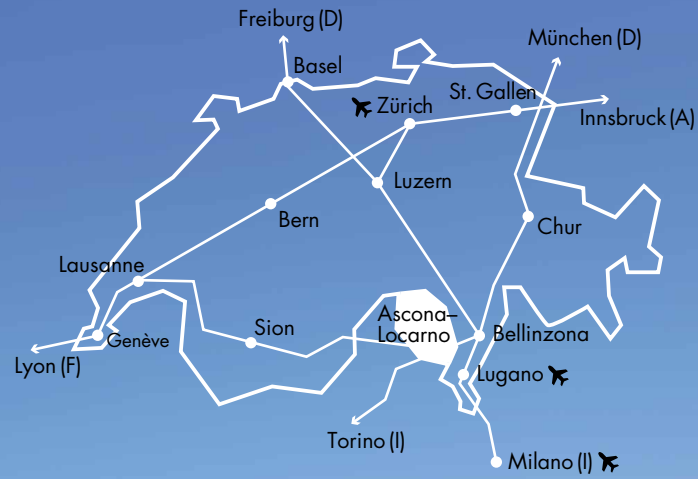
Learn more on
ascona-locarno.com/media

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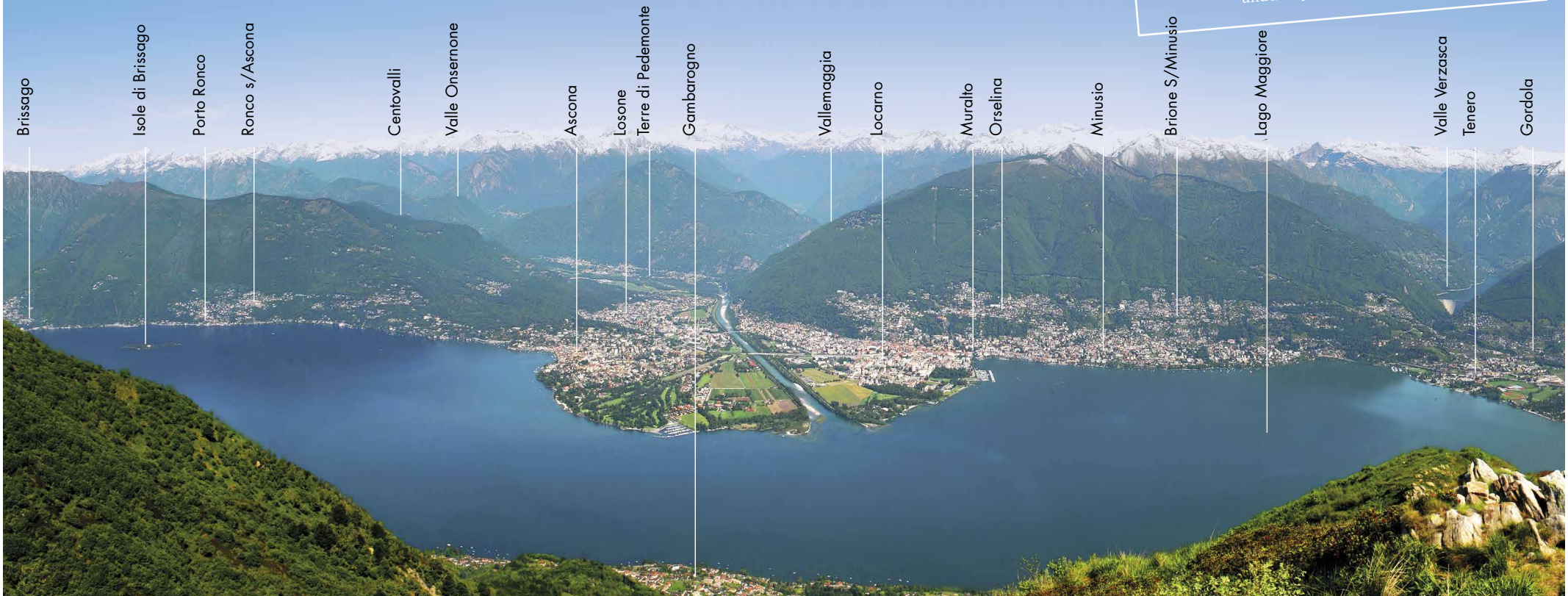
Distances to and from Locarno

Cities	km	mi		
Basel	257	160	3h00	3h30
Bern	272	169	3h15	3h30
Geneva	425	264	4h30	5h15
Zürich	197	122	2h30	2h30
Lausanne	374	215	4h00	4h30
Milan	118	73	1h30	2h00

Airports	km	mi		
Lugano-Agno	39	24	0h50	1h30
Zürich Int. Airport	213	132	2h45	3h00
Milano Malpensa	115	71	1h45	3h45
Milano Linate	130	80	2h15	-

Did you know?

Thanks to AlpTransit, the longest tunnel in the world, you reach our destination in record time. If you check-in in a hotel, youth hostel or camping you receive the Ticino Ticket, which allows you to benefit from free public transportation and ensures discounts on cable cars, navigation and many tourist attractions.



Facts & Figures

Geographic position

Altitude: 195.50 m / 618.50 ft above sea level. Locarno and its surrounding countryside are at a distance of 25 km / 15 mi from the most important European North-South rail link and miroad arteries.

Lake Maggiore

Surface: 212 km / 131 mi
 Perimeter: 170 km / 105 mi
 Length: 64 km / 39 mi
 Last flood: November 16th, 2014 with 196.41 m / 644 ft

Climate

Mild throughout the year with lush subtropical vegetation. Considerable hours of sunshine, but with moderate intensity. Mild temperatures with little daily variations. Light to moderate winds and gentle fall in temperature with little fluctuations in the year. Temperature measurement in degree Celsius (°C).

Languages

The national languages of Switzerland are

- German (63%),
- French (23%),
- Italian (8%)
- Romansh (0.8%).

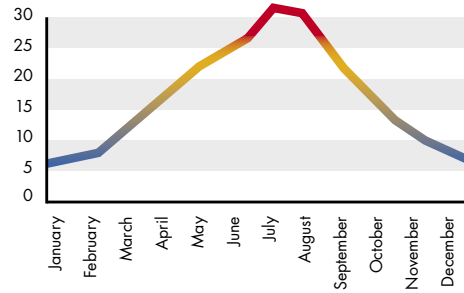
Locarno is located in the Italian-speaking part. Besides their mother tongue, most Lake Maggiore Region inhabitants speak German, French and some English.

Tipping

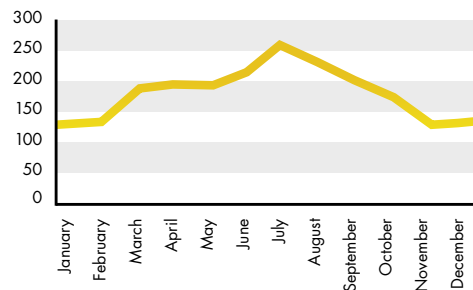
A service charge is included in restaurant and hotel bills as well as taxi fares. An extra tip is not expected, but is appreciated for good service.



Temperature °C



Hours of sun



Ascona-Locarno

ascona-locarno.com



The Thursday's market in Locarno has been taking place on the Piazza Grande since 1164.

The historic townhouse Negromante it is considered the oldest house of Locarno (14th century).

📷 Lungolago G. Moita, Ascona

Ascona, the pearl of Lake Maggiore. Today it is an exclusive tourist destination, a lakeside paradise; its extraordinary history is filled with art and culture. The city of film on Lake Maggiore is Locarno; with culture, lake and mountains you run no chance of getting bored. It is the perfect destination for your holidays, whether you plan on relaxing or you are looking for pure entertainment.

Discover our towns

Downloading the free app iziTravel and listening to the audio guides will allow you to discover history and traditions of Locarno's and Ascona's historic centre. The selfguided Taste My Swiss City tours address people's desire to get to know a city from a local's perspective, in gastronomic terms.

Piazza Grande – Locarno

With its typical arcades it is one of the most famous town squares in Switzerland and, during the Festival del Film Locarno, transforms itself into the most wonderful open-air cinema in the world. This is a meeting place as well as the heart of the town where the main commercial and cultural activities take place, like the weekly market every Thursday and the Moon & Stars concerts.



Lake promenade – Ascona

As soon as you catch a glimpse of the Ascona lakefront, the colorful lakeside houses, which imbue the scenery with a Mediterranean character, will impress you. It is the ideal location for relaxation, taking walks and enjoying the splendid sunset on the lake.

Old Town – Locarno

Discover the old and most characteristic part of the town of Locarno. The Visconteo Castle with the Rivellino, a bulwark attested as a Leonardo da Vinci work, beautifully shaped windowsills, some charming portals, the courtyards and small gardens surrounded by bright arcades.



Hiking year

ascona-locarno.com/excursions



Waterfall Mondada, Val Bavona

Where the landscape lives of great contrasts and the villages, which cling to the roughness of the mountains, are accompanied by the refined cities on the lake, every corner can open glimpses of an unexpected panorama. Pull on your backpack and head for the Alpine huts, the most picturesque starting point for your mountain adventures.

The High Routes

Providing challenges for expert hikers, the *vie alte* hiking routes of the Vallemaggia, the Valle Verzasca and Idra link different Alpine huts along demanding stages immersed in the extreme silence of nature, far from the hustle-and-bustle of city life. Up in the mountains, the journey is your destination.



The Basodino region

At the bottom of the captivating Val Bavona, the largest glacier in Ticino is surrounded by a fascinating mountain landscape rich in granite and gneiss. During the summer months the San Carlo-Robiei cable car provides an opportunity to enjoy the spectacle of the water, ice and minerals at their best as they sparkle in the sunshine.

Hiking for families

Kids grow up putting one foot in front of the other. Our family-friendly routes create harmony among the generations: they hide natural wonders and tiny mysteries for young adventurers, touch on sites rich in culture, help you get to know the region and promote family bonding.



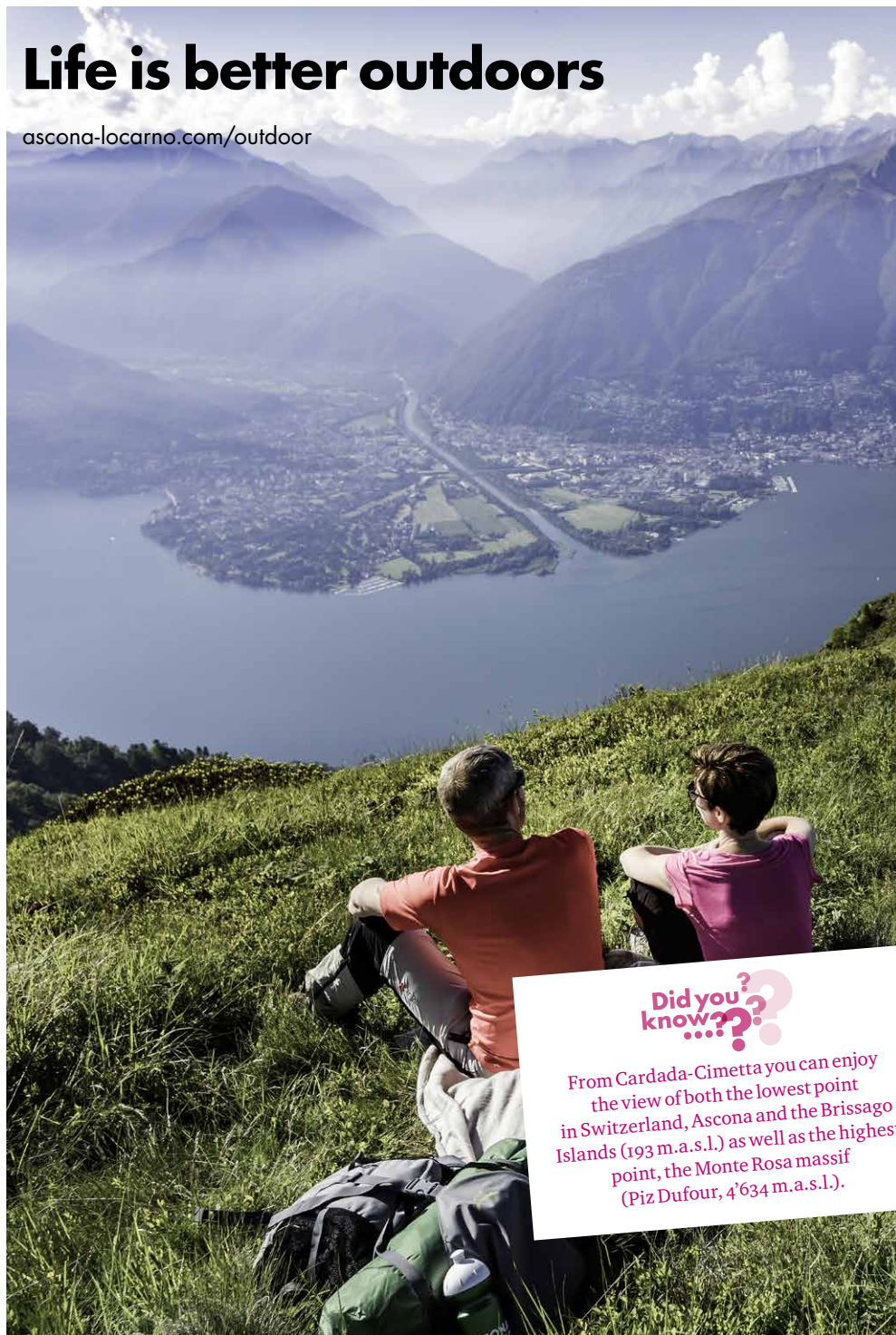
App hikeTicino

Always carry the most beautiful hiking trails with you. Thanks to the hikeTicino app, which can be downloaded on your mobile devices and is usable offline, you can choose between more than 200 itineraries in Ticino. If you are looking for a stroll along the lake or for a hike up to the mountains, hikeTicino gives you a wide choice of paths and points of interest.



Life is better outdoors

ascona-locarno.com/outdoor



View from Monte Gambarogno

Did you know???
From Cardada-Cimetta you can enjoy the view of both the lowest point in Switzerland, Ascona and the Brissago Islands (193 m.a.s.l.) as well as the highest point, the Monte Rosa massif (Piz Dufour, 4'634 m.a.s.l.).

Leaving the lake area and moving up into the valleys, the landscape becomes more wild, characterized by impressive peaks, Alpine lakes, waterfalls and forests. Here you will find more typical villages, important witnesses to centuries-old history.

Salei – Onsernone Valley

From Vergeletto to Salei's pretty Alpine lake. A circular itinerary that stretches for 12 km along the valley most loved by artists and writers from all over the world: the dreamlike and verdant Valle Onsernone



Monte Gambarogno

A great hike with a view that encompasses the entire Alps and all the beauty of Lake Maggiore. Along the descent you will find artistic and cultural heritages, natural beauties and the stone roofs of the village of Indemini, a small village of dark and homely houses.

Verzasca – Revöira

The ethnographic trail takes you along transhumance routes up to the pasture where shepherds and animals would spend the spring before continuing on to mountain pastures for the summer. Along the way, wells and troughs bear witness to the long-standing water system used to ease the periodic lack of water on this side of the valley.

Val Calnègia

This particular valley is an agglomeration of all the whims of nature that have shaped the region's mountains. Gigantic boulders, arched bridges, breath-taking cliffs and picture postcard views of the Foroglio waterfall make this one of those trips that will put you back in touch with the world's origins.



Lama Trekking

Monte Comino is a world just waiting to be discovered, where nature and tradition meet, the air is scented with flowers and rustic farm buildings characterise a landscape with views as far as Lake Maggiore. The mountain can only be reached on foot or by cable car, but the real experience is walking its trails with some cute woolly llamas for company.



Gambarogno

ascona-locarno.com/gambarogno

Did you?
know???

The thatched roofs of Centocampi were used until after the Second World War to cover stables and barns, but after the 1960s, the technique and materials needed became increasingly difficult to find. Only a single stable with a thatched roof now remains.



© Vira Gambarogno

The left bank of Lake Maggiore has been blessed with extraordinary lakeside shores, enchanting hills and small picturesque villages. It is a region of tradition and pleasant scents, which offers a botanical park with a magnificent view and the unique natural reserve of the **Bolle di Magadino** (water meadowland). Walking trails wind along the hills and valleys, through chestnut woods and thriving meadows.



Botanical Garden of Gambarogno

This magnificent botanic garden is located in the Gambarogno area on a hillside between Piazzogna and Vairano. Otto Eisenhut, a patient and talented cultivator of plants and trees, cultivated thousands of beautiful and colorful flowering plants like 950 types of camellias, 350 different magnolias, azaleas, peonies and Rhododendron on a surface of more than 20'000 m².

Bolle di Magadino

Between the mouth of the Verzasca and the Magadino plain, there is a precious and renowned wildlife refuge. The Bolle di Magadino, one of nine water meadow landscapes considered by the Swiss Academy for Natural Science to be of international importance, includes the delta of the Ticino and Verzasca river at Lake Maggiore.



Indemini

Located at 930 m.a.s.l., connected to the rest of the Gambarogno region by a road only since 1917, the village of Indemini has retained its characteristic agglomerate mountain. Houses leaning against each other and arranged along the contour lines, stone roofs, arcades exposed to the sun have survived the passage of time and witness the skill with which the inhabitants of the past have built their houses and cattle sheds.



Verzasca Valley

ascona-locarno.com/valle-verzasca



© Ponte dei Salti, Lavertezzo

Did you know???

With its 14 inhabitants (2018), Corippo is the smallest village in Switzerland. It has also been declared a national monument because of the value of its cultural heritage

This narrow Alpine valley has preserved an authentic character, immersed in an idyllic natural atmosphere. In the summer, the emerald waters of the Verzasca river attract many bathers. A wide range of walking trails lead up to the higher mountains. The more adventurous visitors can challenge themselves with a bungee jump at the Verzasca dam, a pure adrenaline experience on the trail of James Bond.

Tenero

With its 4 and 5 star campsites, Tenero is a real camping paradise on the north shore of Lake Maggiore, at the entrance of the Verzasca valley. In Tenero there is the National Youth Sports Centre, a true paradise for athletes and a prestigious cultural and architectural heritage.



Goldeneye Bungee Jumping

The 220 m /721 ft high dam of the Verzasca Valley not only famous for being the highest dam in Europe, but also because it was the setting for the opening scene of the James Bond movie *Goldeneye* starring Pierce Brosnan. According to the global surveys, Bond's leap from the Verzasca dam is considered the best stunt in film history.

Sonogno and the Wool Center

Characterized by typical stone houses and tiny roads, Sonogno is the last village of the Verzasca Valley.

Worthy of note are the ancient village oven, which is still used sometimes and the wool center (run by the Pro Verzasca organization, which is responsible for dyeing, carding and spinning the wool). The finished products are sold in the town's craft shops.



Lavertezzo and the Ponte dei salti

The bridge *ponte romano* also called *Ponte dei salti* (jump bridge) crosses the Verzasca river in Lavertezzo and is a typical medieval construction made of stone. After its partial destruction occurred in 1868, it was reconstructed in 1960. Close to the bridge, you can admire a chapel from the VXIII century.

Maggia Valley

ascona-locarno.com/vallemaggia



Did you know???

In the Bavona Valley, where a large amount of electric power is produced, there is no electricity, with the exception of San Carlo. The waterfall of Foroglio, rushing down a 80 m / 262 ft, is amazing.

© Bosco Gurin

The Maggia Valley, with its spectacular mountains, is a vast Alpine valley modeled on glaciers. Located in the basin of the valley, you will discover typical villages made up of stone houses. On warm summer days the river's cool waters offer a source of welcome refreshment, thanks to the many beaches located on its banks. The secluded nature, water, and the rocky landscape are complemented by the simple yet excellent gastronomic offer of the region's many local grottos.

Lodano Valley

The huge forest reserve recognised for its biodiversity is home to more than 680 plant and animal species. Chestnut, lime, oak, larch, white spruce and the famous ancient beech forests make the Lodano Valley a paradise for birds, raptors, Alpine ibex, marmots and even humans.



Sculpture School in Peccia

The Sculpture School located in the upper Vallemaggia represents a piece of the ancient Ticino and is therefore absolving an important task. In fact the School, which offers several courses, established itself thanks to the great quantity of raw material, in particular Cristallina-Marble the only white-marble in Switzerland, available up there. Since 2001 the *Sentiero delle sculture*, a sculpture exhibition, is located in the heart of Peccia.

Bosco Gurin

Situated at 1'503 m.a.s.l., it is the highest mountain village and the only "German-speaking" settlement in Ticino, one of Switzerland's most charming villages. In winter the destination offers fun and sports in a unique alpine landscape.



Mogno and its church

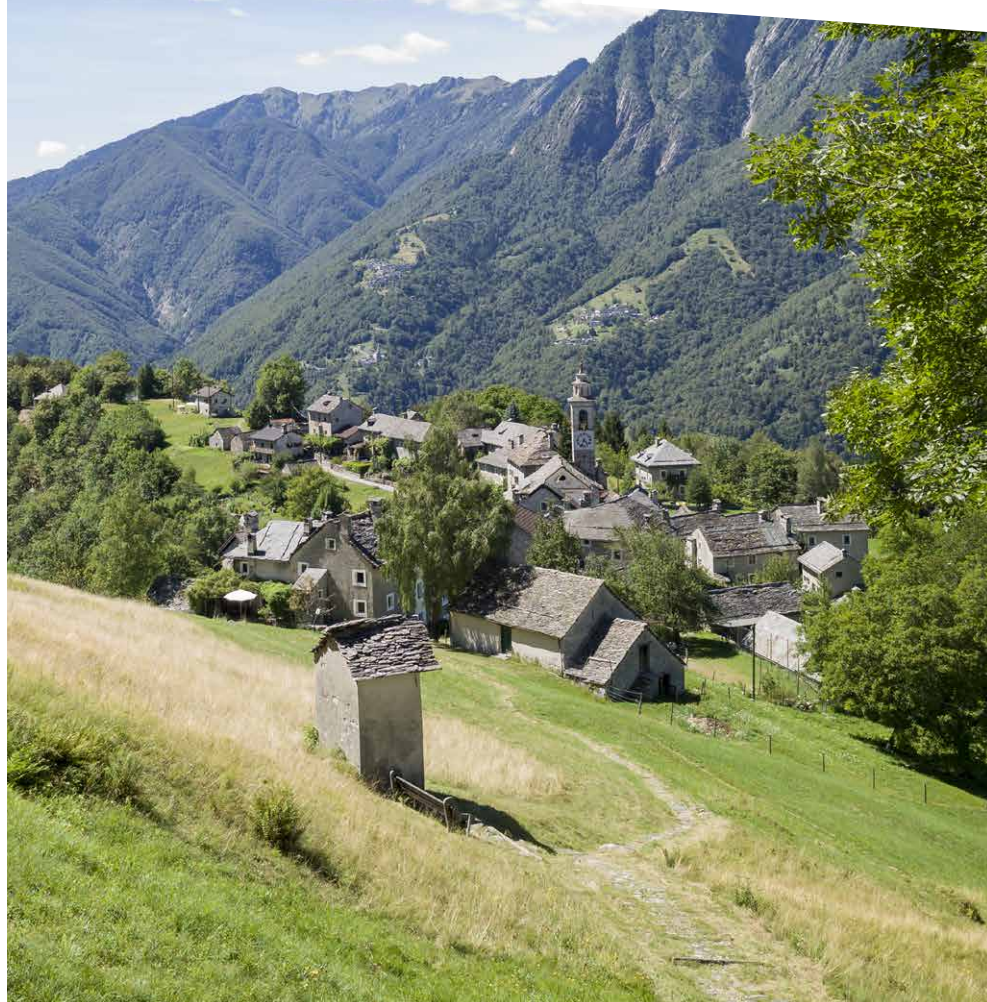
Built between 1992 and 1996, it was designed by Mario Botta and rises on the remains of the original 15th century church destroyed by an avalanche. The contemporary building stands out among the traditional houses of the village because of its cylindrical shape cut in a diagonal and for the decorative use of stone. The force conveyed by the walls of the church are nicely balanced by the lightness of the glass cover.

Centovalli and Onsernone Valley

ascona-locarno.com/centovalli
ascona-locarno.com/onsernone

Did you
know???

The highest bell tower of the Canton Ticino is located in the village of Intragna: built in 1775 and with a height of 65 m/213 ft.



© Rasa, Onsernone Valley

You will find two evocative valleys and their traditional villages only a few kilometers from the lake. Discover the beauties of the Centovalli “The Valley of Hundred Valleys”, travelling on the train that runs through its villages. The Onsernone Valley, with its noble houses, old mills and thick forests, is the ideal destination for those who are seeking tranquility and originality. For years, in fact, the valley has attracted artists and writers.

Centovallina Railway

The two-hour journey from Locarno to Domodossola with the *Centovallina* is the shortest and most beautiful connection between Lake Maggiore, Canton of Valais and Berne, the capital. This panoramic train journey, passing deep gorges and crevices with glittering cascading waterfalls, travels across colorful alpine meadows, over numerous bridges.



Theater Dimitri

Welcome to the world of Clown Dimitri! Located in Verscio, the Teatro Dimitri – whose name is undoubtedly linked to the Dimitri family – aims to become a center away from the center, by exploring the rich artistic potential of the area as well as the natural surroundings. The Comic Museum offers masks and games of all kinds, all related to the world of comedy and circus.

Vergeletto and the farina bóna

A typical product made in the valley since the mid-19th century, farina bóna is a toasted corn flour with a mysterious popcorn smell. It is also the practical demonstration of the resilience of Ticinese traditions: on the verge of disappearing, the secrets of its production have been handed down and its rarity now makes it a sought-after gourmet ingredient.

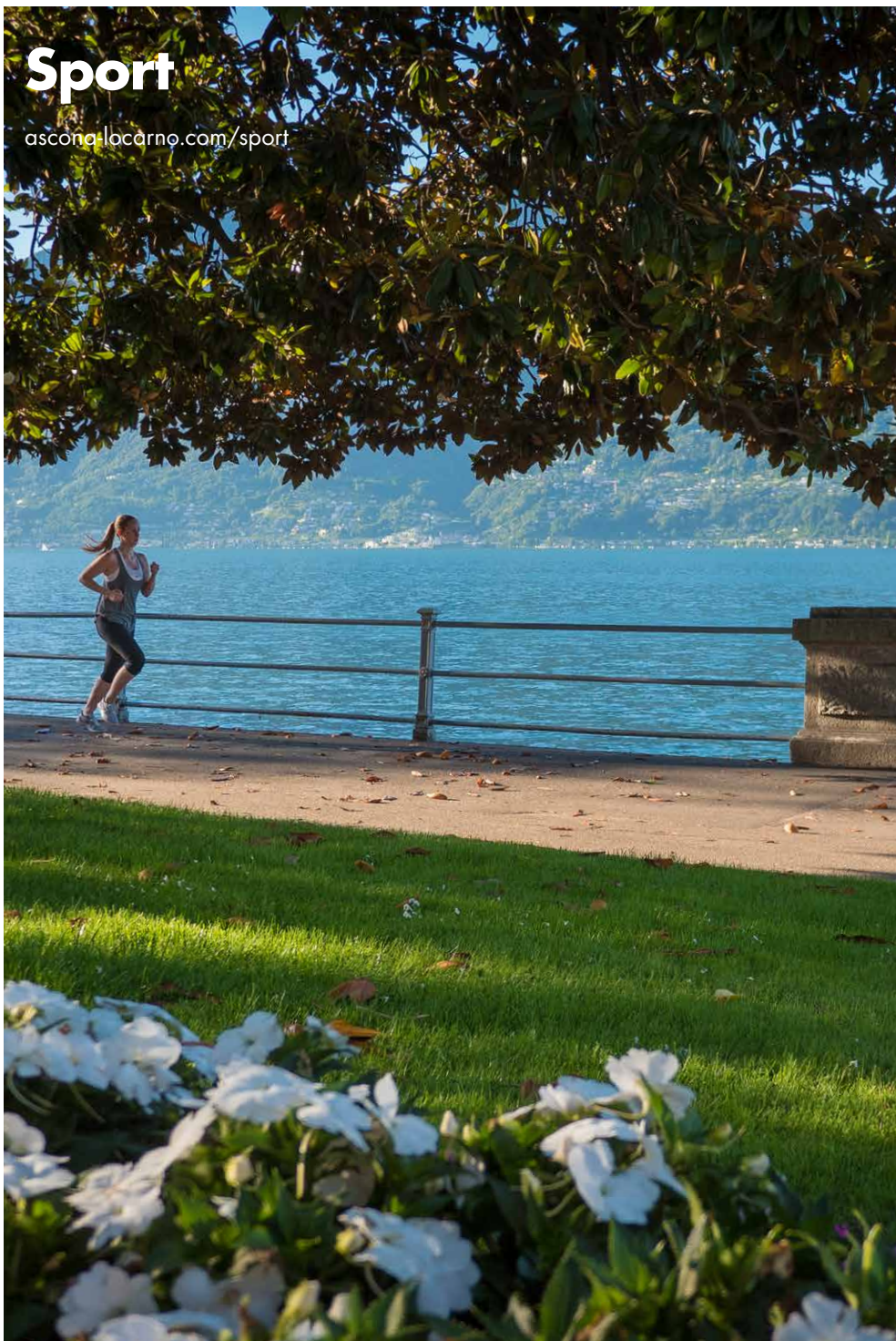


Berzona straw hats

Until the mid-19th century, straw processing was the main activity in the Valle Onsernone. So as not to lose this important tradition, even today six artisans still continue processing and weaving straw at the Pagliarte association laboratory-cum-shop in Berzona. As well as the famous traditional straw hats, modern hats in every colour imaginable, bags, belts, gifts and plenty more are also available.

Sport

ascona.locarno.com/sport



© Longlake, Locarno-Muralto

Such a varied territory offers the ideal environment for numerous sports and activities. The extraordinary nature is perfect for hiking, bicycle and mountain bike tours. The mild climate is furthermore an invitation to play golf all year round and the numerous water activities on the lake and rivers, such as canyoning and rafting, complete the rich offer.

Bike and MTB

Breathtaking views, a mild climate with 2,300 hours of sunshine a year and both flat or hilly bicycle trails (20 % trail grade): this incredibly vast and diverse territory allows you to ride along the Lake Maggiore shores and riverbanks or climb up our region's valleys. Three mountain bike trails officially recognized by Switzerland Mobility to discover the hidden corners of the region. From an easy route to the most technical singletrail, there is so much to ride!

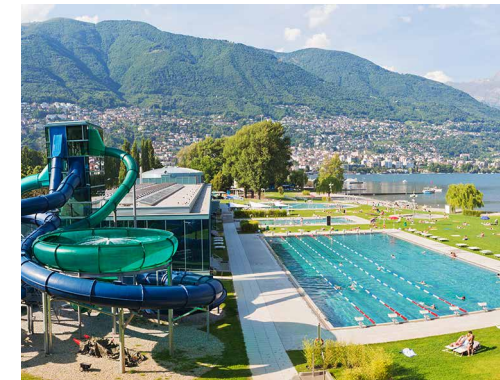


Running

Enjoy your outdoor stay between the lake and the mountains by taking a break from the daily routine. Get your training shoes on and set off in order to discover the best running trails. Every mile is a new discovery: from narrow and curvy lanes to field paths and parks, all rounded off by the amazing surroundings of Lake Maggiore.

Lido Locarno

The Lido Locarno presents itself as an extraordinary oasis for leisure, sport and relaxation, designed around the water theme and located on a beautiful lakeshore. Open all year, with its thermal baths, indoor and outdoor swimming pools, water slides and games on the Lake Maggiore, the Lido Locarno represents the best equipped and most modern bathing resort in Ticino.



Golf

The Ascona-Locarno region has become, in recent years, an important destination for passionate golfers. Two 18-hole golf courses, technically well planned in a Mediterranean and natural setting, offer excellent conditions for members, visitors, societies and corporate functions.

Wellness

ascona-locarno.com/wellness



Termali Salini & Spa, Locarno



WELLNESS
Destination

In the Ascona-Locarno region, the wellness experience can be enjoyed with unforgettable panoramic views. The modern bathing infrastructures offer thermal pools that look onto the lake, emanating calm and serenity. Luxury Spas in renowned hotels, sport or wellness structures and special energy fields immersed in nature make this region the perfect destination for relaxing holidays.

Termali Salini & Spa

Relax, regenerate, forget time. A short break from everyday life at the largest saltwater Spa in Ticino, Mediterranean atmosphere, Sauna world-an oasis of relaxation, moments of well-being at the Spa and Bistro restaurant Termali Salini.

Yoga trail

Starting from Vairano, a pleasant walk leads you to Sass da Grüm. This place is known for its strong energy, and the yoga path is structured into nine sections. The Yoga Trail aims to unite nature with the individual and to interlink the two. The great variety of shapes and colors and the experience in the forest give you strength, inner peace and awaken the vital energy.



Energetic places

In our region you can find many energy spots, where the positive power of both the Earth and nature can be perceived. From the Monte Verità (Hill of Truth) in Ascona and the Sacred Mount of the Madonna del Sasso in Locarno to the Sass da Grüm in the Gambarogno area and the surrounding valleys, enjoy a mystical journey that will lead you to experience a land rich in history and cultural heritage.

Wellness hotels

- Castello del Sole, Ascona ★★★★★
- Hotel Eden Roc, Ascona ★★★★★
- Hotel Giardino, Ascona ★★★★★
- Villa Orselina, Locarno-Orselina ★★★★★
- La Palma au Lac, Locarno ★★★★★
- Parkhotel Delta, Ascona ★★★★★



Culture

ascona-locarno.com/culture

Did you know???
In our region there are 22 museums, 7 theaters and more than 40 art galleries: a wide choice for all art lovers.

📷 Madonna del Sasso, Orselina



Churches, Sacred Mountains, ancient buildings, museums and art galleries: they all tell the story and history of the Lake Maggiore region. A few more noteworthy locations: the old towns of both Ascona and Locarno and the Monte Verità where, starting from the 1900s, many intellectuals and artists came together in search of alternative values and lifestyles.

Sacred Mount Madonna del Sasso

The Sacred Mount Madonna del Sasso is one of the most important religious and historical sites in the canton of Ticino. Leaning on a spectacular outcrop of rock, the Sanctuary of the Madonna del Sasso is preceded by a large square from which you can see the deep and wild valley. Next to the church, a porch allows you to enjoy a fantastic view over Locarno, the lake and the surrounding mountains.

Cultural Pass

Thanks to the Cultural Pass Ascona-Locarno, art lovers who visit one of the museums participating to the program (Pinacoteca Casa Rusca, Ghisla Art Collection, Musei comunali di Ascona, Monte Verità) get a 20% discount on the admission to the other partner museums. The combined entry ticket can be used on different days within its validity date.



Monte Verità

Monte Verità stands on the hills overlooking Ascona and Lake Maggiore and has always been a magnet for ideas, trends, experiments and historical figures. The Monte Verità, purchased by the Baron Eduard von der Heydt, became a modern hotel complex, visited by high-profile figures from the worlds of art, politics and culture.

Visconteo Castle

The Castello Visconteo, now an archaeological museum, is located on the edge of the old town and was built in the XII century, probably as the residence of a Captain Orelli, who remained true to the Emperor. In 1260, it fell into the hands of the Ghibellini. In 1342 the Visconti of Milan, for whom it is now named, attacked the castle from both the land and the lake side and took it. It first came into the hands of the Eidgenossen in 1503. Today, only a fifth of the original structure remains and dates from the XV and XVI centuries. Only the foundation remains from the original structure.



Parks & Gardens

ascona-locarno.com/parks



© Brissago Islands

The Mediterranean climate of the Lake Maggiore region favors a thriving flora and green areas: ideal places to relax, walk or simply enjoy the blossom time. The park is a meeting place for people of all ages: walks, picnics, pure relaxation, fun and games are typical moments of a nature-immersed holiday. Whether you are a lover of nature or not, you will be surprised by the beauty and variety of our botanical gardens.

Camellia Park

The stunning Camellia Park was inaugurated in Locarno in 2005 on the occasion of the International Camellia Society World Congress (ICS). Since its opening, the park has become an international attraction, thanks both to its landscape value and to its precious botanical features: 850 varieties of catalogued camellias including about forty different species and ten perfumed hybrids, there are 70 yet unidentified camellias, and 130 double camellias. In March 2010 the park received the International Camellia Society Gardens of Excellence designation and is part of the Gardens of Switzerland network, which brings together the most beautiful gardens of Switzerland.

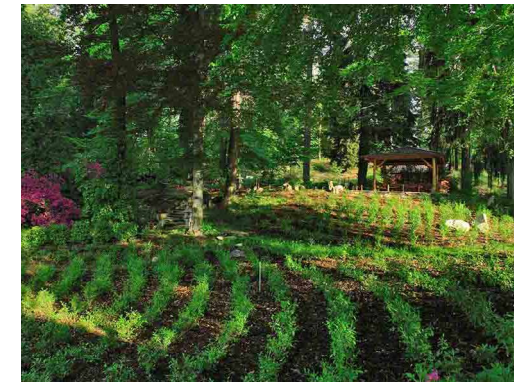


Monte Verità Park

The great wooded park of more than 72'000 m²/775'000 square foot, which tells the story of a century in an uncontaminated area was created by the founders of the vegetarian colony and later purchased by the baron Eduard von der Heydt. In 2006 the park was enriched by the addition of a tea plantation made up of around 1'000 Camellia Sinensis plants whose leaves provide the raw material for green and black tea. The Monte Verità Park is part of the Gardens of Switzerland network.

Parco del Gambarogno & Bolle di Magadino

→ See chapter Gambarogno.



Brissago Islands

Unique Swiss botanical garden on an island, an oasis on 2,5 ha with plants and flowers from all 5 continents. Thanks to the special climate and the position of the islands in the middle of the lake the gardens include over 1'700 different plants. The Isole di Brissago offer a botanical collection which has been carefully selected since the foundation of the gardens in 1885.

Family

ascona-locarno.com/family

Did you know? ...???

It is possible to discover the region thanks to seven beautiful lamas on a half- or more-days trekking?



📷 Treasure hunt, Brissago Islands

A family-friendly destination with green areas where kids can run free, play, and enjoy all sorts of leisure activities and beautiful nature. It is not by chance that the region has been awarded the “Family Destination” quality seal of the Swiss Tourism Federation. Beaches, swimming pools, large playgrounds and entertainment for the youngest will contribute to your unforgettable holidays!

Falconry

Experience a close encounter with majestic birds of prey at the Falconry in Locarno, where you will be able to observe and photograph eagles, hawks, owls and vultures. These beautiful birds, flying free, will lead you into a dimension where man and nature meet, in a natural and animal friendly place. Enjoy the breathtaking show!



Adventure Park

The Adventure Park in Gordola is an acrobatic park hanging in the air. By means of installed cables, wooden and roped air platforms, the Park allows visitors to undertake a route among trees in all safety. Balance, concentration, coordination and a basic fitness level are the necessary skills to succeed in the activity.

Treasure hunts

A new treasure hunt in Tenero joins the four already existing ones to complete the already existing and very attractive offer for families. The treasure hunts in Ascona-Locarno lead to the discovery of the most enchanting corners of the region: from the top of Cardada-Cimetta to the Brissago islands, through the Old Town of Locarno, the cobbled streets of Ascona and the beaches of Tenero.



Tamaro Park

Would you like to spend an unforgettable day of adventure, fun and relax? With Tamaro Park it is possible! Tamaro Park is originated from the union of Splash & Spa Tamaro and Monte Tamaro, two unique attractions located in Rivera. Swimming pools, water slides, SPA Area, but also a coaster bob, panoramic excursions and much more thanks to this amazing package.

Gastronomy

ascona-locarno.com/gastronomy



Did you know???

Nothing is more typical in Ticino than the *Grotto*: in the past it used to be a cellar, today it is a simple tavern, in quiet hide-away places, where tasty local products and delicious wines are served.

The Ticino cuisine is rooted in the pre-Alpine tradition, based on regional products. Our *grottos* are unique to the Canton of Ticino: rustic restaurants typically located in remote and shaded areas, where you can taste local dishes and products, together with a glass of good wine, all in a convivial atmosphere. In the region there are more than 15 restaurants awarded with Michelin Stars and Gault Millau points and more than 20 which are mentioned in their gourmet guides.

Chestnuts

The sweet chestnut tree, was once known as the “bread tree”, since chestnuts were one of the staple foods of Canton Ticino. Various methods were used to preserve the chestnuts, one of the most common of these was a unique drying procedure: they were taken to a small, two-storey stone building known as *grà*, where they were dried slowly for several weeks above a fire kept at a constant temperature.



Torta di pane

The celebrated *torta di pane* is a cake made with stale bread and is a popular specialty in Ticino. What was once a way of using up leftovers has become a dessert masterpiece, which in its finest incarnations can also contain raisins, nuts and a shot of grappa.

Panettone

Flour, butter, sugar and eggs are simple ingredients that worked by experienced hands, become the symbol of Ticino’s confectionery tradition: the panettone. It originally comes from Milan, where for centuries it is produced only in the Christmas period. In Ticino instead, it is available all the year.

Rice

The only Swiss rice has been cultivated in Ascona since 1997 on the properties of the farm Terreni alla Maggia SA, founded in 1930. This cultivation is the world’s northernmost rice plantation and the annual harvest equals around 400 tons of rice. Terreni alla Maggia SA is not just the only cultivator of rice in Switzerland, but also the only one in Ticino that produces Whisky. As with the rice, the basis of this whisky grows on the delta of the River Maggia.

Wine and beers

The Lake Maggiore region offers a wide selection of fine wines and craft beers produced by locals. The main grape variety to be found in Ticino is the Merlot, imported from France at the beginning of the 19th century. Second in line is the American grape, which is primarily used for the production of the grappa, a home-made liquor specialty.

Events

ascona-locarno.com/events

Every year the Lake Maggiore region hosts many events you should not miss! Music festivals with international stars, an internationally renowned film festival, entertainment for both children and adults, well-known sports events, gastronomic festivals, traditional village fairs and much more.

Did you know???

During the Locarno Festival around 8'000 people are seated in the Piazza Grande watching international movies on one of the Europe's biggest movie screen (26x14 m / 85x46 ft).

📷 Moon&Stars, Locarno

Camelie Locarno

March

ascona-locarno.com/camellia

The most important Camellia Show in Europe. A scientific exhibition showing over 250 variations

Festival Artisti di Strada

May

artistidistrada.ch

Over 100 free shows presented by mime artists, jugglers, fire-eaters and clowns from all over the world



JazzAscona

June–July

jazzascona.ch

The only music festival in Europe, officially supported by the City of New Orleans. Music, rhythms and flavours from the city on the Mississippi

Vallemaggia Magic Blues

July–August

magicblues.ch

The beautiful town squares of the Vallemaggia villages stage this festival, which offers ten evenings, filled with sweeping music acts



Moon&Stars

July

moonandstars.ch

One of the most important open air festivals in Europe. Big-name international pop & rock bands perform concerts in the magnificent setting of the Piazza Grande

Luci e Ombre

July

ascona-locarno.com/events

Children's entertainment, market, food & beverage, music and lots of fun. Spectacular fireworks on Saturday night

Locarno Film Festival

August

pardo.ch

Locarno transforms itself into the world capitol of cinema. Feature films and short films, the magical screenings in the Piazza Grande as well as cultural events and entertainment



Rombo Days

August

harleyticino.ch

An event dedicated to all motorcycle enthusiasts that offers concerts, stands, culinary delights and a spectacular parade



Settimane Musicali di Ascona

September–October

settimane-musicali.ch

Big symphony orchestras, classical chamber music and single instrument recitals in the Churches Collegio Papio in Ascona and San Francesco in Locarno



Triathlon Locarno

September

3locarno.ch

Official Swiss Triathlon Circuit event with 3 categories on the program

Festa delle Castagne

October

ascona-locarno.com/events

Over 2'000 kg/4400 lbs of roasted chestnuts over the open fire of the *maronatt*, a market with typical regional products and folk music, all along the lake side promenade

Ascona-Locarno Run

October

ascona-locarno-run.ch

Locarno on Ice

November–January

locarnoonice.ch

Igloo-bars, cabins offering culinary specialties, live music concerts, the Christmas tree and the magical ice skating rink

Copyright photos

Alessio Pizzicannella
André Boss
BlueWater Com
Chrsi Burkard
Dan Patitucci
Daniele Oberti
Enrico Pescantini
Hotel Castello del Sole
Ivana de Maria
Massimo Pedrazzini
Matteo Aroldi
Michael Neumann
Moon & Stars Festivals SA
Rémy Steinegger
Skipp Communications AG
Switzerland Tourism
Ticino Turismo
Tom Malecha
Wim Kempenaers



Ascona-Locarno
Tourism

📞 **+41 (0)848 091 091**

info@ascona-locarno.com

www.ascona-locarno.com



Info desks:

Ascona

Viale Papio 5

Brissago

Via Leoncavallo 25

Locarno-Muralto

Stazione FFS/SBB/CFF

Maggia

Centro Commerciale

Tenero

Via al Giardino 3

Vira Gambarogno

Via Cantonale 29