

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 colourful 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



Social

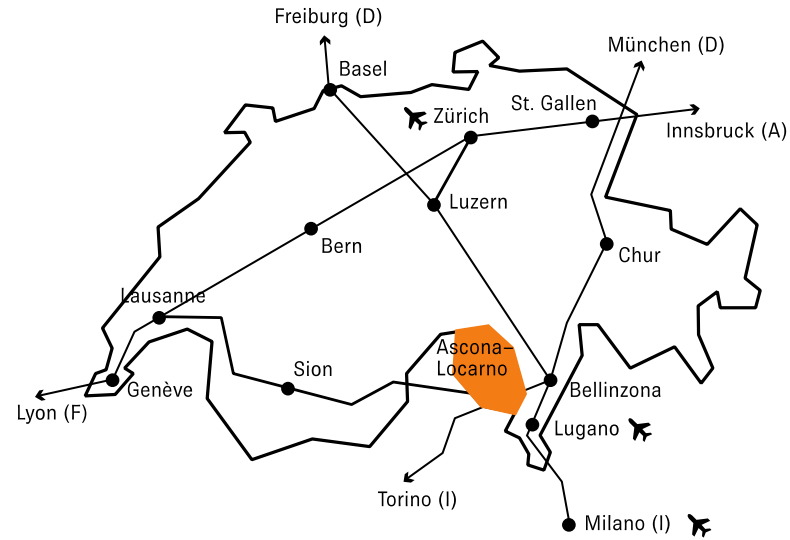


Join us

Distances to and from Locarno

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

Airports	Km	mi		
Zurich Int. Airport	213	132	2h45	3h00
Milan Malpensa	115	71	1h45	2h20
Milan 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

Elevation: 195.50 m above sea level. Locarno and its surrounding area are located 25 km from the main European north-south axis and a major long-distance freight route.

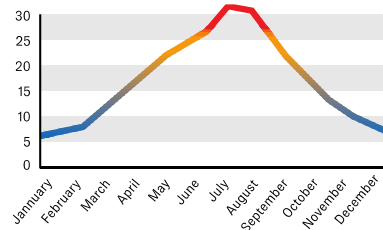
Lake Maggiore

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

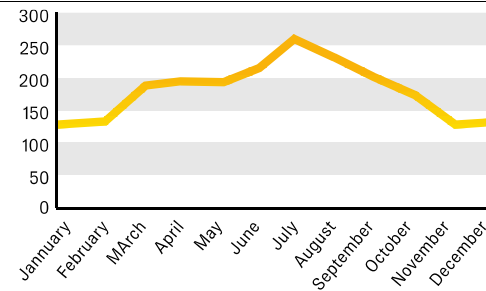
Climate

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).

Temperature °C



Hours of sun



Languages

The national languages of Switzerland are German (66%), French (23%), Italian (8%) and Romansh (0.6%). 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.

Ascona-Locarno

ascona-locarno.com



Did you know ... ?
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).

Ascona on Lake Maggiore – a stylish little gem right on the water, steeped in history, art, and vibrant culture. Just nearby, the lakeside film town of Locarno blends a rich variety of leisure options with Mediterranean charm and an alpine backdrop. Between lake and mountains, boredom is never an option – the perfect holiday destination for true relaxation or inspiring adventures.

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. Travel through time with the Locarno Time Travel Tour. A free city tour to get to know the most important historical places, guided by charming actors. Or solve the puzzles to escape the Escape Room and Sato Code.

Piazza Grande – Locarno

With its typical arcades it is one of the most famous town squares in Switzerland and, during the Locarno Film Festival, 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 colourful 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

ascona-locarno.com/excursions



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

①

Basodino region

Providing challenges for expert hikers, the *via alta* 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.



BoBosco - discover the Verzasca Valley through play

③

A hiking trail in the middle of the forest and a series of ingenious constructions such as pulleys and water sluices to get a wooden ball rolling. BoBosco are two fun marble runs that stretch over 5.5 km between Brione and Laverizzo and 4.3 km from Gerra to Sonogno. Fun for the whole family to discover the Verzasca Valley through play.

②

Tours online

The region's 1'400 km of footpaths can be found on Switzerland's official hiking trails website, SwitzerlandMobility www.schweizmobil.ch. Some of the tours are described in detail on Outdooractive www.outdooractive.com.

Trekking laghetti alpini

④

A high-altitude hike between the Vallemaggia, Val Leventina and the Val Formazza. Five days of trekking with approx. 5-7 hours of hiking per day. Ideal for experienced mountain hikers.

Trekking Maggiore

A 53-kilometre, four-leg hiking trail (designated red/white) from the Walser village of Bosco Gurin to Brissago on Lake Maggiore. The ideal way to discover the beauty of the region, its local products and accommodation.



Life is better outdoors

ascona-locarno.com/outdoors



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

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.).

Salei – Onsernone Valley

①

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 Onsernone Valley.



Monte Gambarogno

②



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.

Waterfalls

Countless waterfalls dot the landscape around Lake Maggiore and their thundering roar fills the valleys with bubbling songs. Small, large or those that only appear after a day of rain, the waterfalls are not only impressive, but they also provide a huge amount of energy and their water gives life and splendour to nature.



Lidos

③



The unusual thing about Lake Maggiore is that it can be accessed almost everywhere; there are numerous beaches, lidos and bathing areas along its shores. Some charge an entrance fee, while others are free to access, and there is something for everyone: from romantic beaches for couples to areas dedicated to water sports and family-friendly lidos with excellent facilities.

Gambarogno

ascona-locarno.com/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.

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.

Botanical Garden of Gambarogno

①

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 colourful 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

②



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

③

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.



Capanna Gambarogno

④

The 2025 renovated Capanna Gambarogno (also called Gambarögn) is a mountain hut that offers a cosy ambience and fantastic views over Lake Maggiore, Ascona and Locarno. It's an hour's walk from the Alpe di Neggia, or 2.5 hours from Indemini.



Valle Verzasca

ascona-locarno.com/valle-verzasca



Did you know...?

In Corippo, formerly Switzerland's smallest municipality, the Albergo Diffuso opened in 2022. The hotel, with a restaurant, is spread across several *rustici* – the village's traditional stone houses.

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

①

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

②

The Valle Verzasca dam is famous for being one of the highest in Europe at 220m, but also for being the backdrop to the opening scene of the film *GoldenEye* in which Pierce Brosnan plays James Bond in what is still considered the best stunt in history. Between 2022 and 2024, it was also possible to climb the dam as part of the *Red Bull Dual Ascent* climbing challenge, in which some of the world's best climbers compete.

Sonogno and the Casa della Lana

③

Characterised by stone houses and tiny streets, the village of Sonogno is the final settlement in the Verzasca Valley. Don't miss the ancient bread oven, the museum and the Casa della Lana wool museum run by ProVerzasca, where wool is carded and spun. The products made are sold in the village shop.



Lavertezzo and the Ponte dei salti

④

The Ponte dei salti, also known as the Arch Bridge, spans the Verzasca River at Lavertezzo. This medieval stone bridge features two arches. After being partially destroyed in 1868, it was rebuilt in 1960. Nearby stands an 18th-century chapel.



Vallemaggia

ascona-locarno.com/vallemaggia



The Maggia Valley, with its spectacular mountains, is a vast Alpine valley modelled 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.

Valle di Lodano

①

The expansive forest reserve captivates with its remarkable biodiversity, providing a home to over 680 plant and animal species. Its ancient beech forests earned it UNESCO World Heritage status in 2021. A true paradise - for birds, predators, marmots, wildlife, and, not least, for the people eager to explore its beauty.



International Sculpture Centre - Peccia

②

The sculpture school is located in Peccia and keeps an old Ticino tradition alive. The large amount of raw material, in particular the Cristalina marble - the only white marble in Switzerland - has enabled the foundation of the school and the creation of the International Sculpture Centre, a new cultural centre for artists from all over the world, which opened in spring 2021. Since 2001, there has also been a sculpture trail in the heart of Peccia.

Bosco Gurin

③

Bosco Gurin sits at 1,503m above sea level in a side valley of Vallemaggia. This highest mountain village in Ticino is the canton's only German-speaking settlement, shaped by centuries of Walsen tradition. In winter, Bosco Gurin offers a wide range of winter sports amid a stunning mountain landscape.



Valle Bavona

④

A place where people and nature live hand in hand, and where life still carries the flavour of the past. A valley that is only inhabited in summer, offering breathtaking views and fascinating stories. Bavona Valley is truly unique!



Centovalli

ascona-locarno.com/centovalli



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.

The Centovalli is just a few kilometres from the lake – it gets its name from the countless (hundred, according to legend) valleys that make it up. The best way to appreciate its romantic and idyllic beauty is to travel through it on the Ferrovie Vigezzina-Centovalli railway, the train that links Locarno to Domodossola in an absolutely breathtaking journey.

Vigezzina-Centovalli 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.



1 Teatro 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.

3 Llamatrekking on Monte Comino

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. Walking along its paths in the company of the friendly woolly llamas of Lamatrekking Ticino - who help to preserve the landscape - is a real experience.

2 Intragna

This village between the Isorno and Melezza rivers, whose name actually means “between the rivers”, is famous first and foremost for its 65m-high bell tower, the highest in Ticino. Its railway bridge is also distinctive and can be admired together with the village of Intragna on the postage stamp celebrating the 100th anniversary of the Vigezzina-Centovalli railway.

Rasa

In Rasa, fill your lungs with peace and tranquility among stone houses and blossoming gardens. This sunny mountain hillside can only be reached on foot or by cable car from Verdasio, and you can feel the difference. Above the village, you'll also find one of the Swing the World swings, with beautiful views of the valley.

1 Castelliere di Tegna

The promontory that overlooks Tegna is home to one of the most interesting archaeological sites in the region. The remains of the castelliere are still clearly visible and boast beautiful views of the Terre di Pedemonte, Centovalli and the Maggia Delta. A box set of itineraries for families to discover the area and its archaeological site is also available.



Valle Onsernone

ascona-locarno.com/onsernone



Onsernone Valley, with its patrician houses, old mills and dense forests, is the ideal destination for those in search of tranquillity and originality. The valley has in fact attracted numerous artists and writers, both in the past and today.

Alpe Salei

Alpe Salei makes a wonderful destination for hikers and nature lovers. An aerial cable car links Vergeletto with Alpe Salei, where the eponymous refuge is located – Capanna Alpe Salei. Salei can also be reached on foot from various starting points. A 30-minute ramble from the refuge takes you to Salei's little mountain lake, nestled amongst larch trees.



①

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.



②

Berzona straw hats



Until the mid-19th century, straw processing was the main activity in the Onsernone Valley. 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 and gifts are also available.

③

Bagni di Craveggia

The baths of Craveggia are located on the Italian-Swiss border. A 40-minute hike from Spruga leads to the venue and its two large granite tubs. One contains thermal water heated to 28 degrees, the other refreshing river water from the nearby Isorno.



④

Sport

ascona-locarno.com/sport



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.

Cycling and MTB

①

Thanks to the vastness and diversity of the region, it is possible to enjoy rides both along the lakeshore and deep within the valleys. Official MTB trails from Switzerland Mobility and the Vallemaggia cycle route between Bellinzona and Caviglioglio invite you to explore even the most remote corners. Charging stations for e-bikes are available throughout the region.



Running

②



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.

Golf

③

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.



Climbing/bouldering

Ticino is popular worldwide as a climbing and bouldering destination thanks to the favourable quality of the rock and the mild climate. Top international exponents from the scene are drawn to the region every year. There's something for everyone, including families and beginners. Winter's particularly popular, as any rock face exposed to the sun is pleasantly warm.



Wellness

ascona-locarno.com/wellness



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 Locarno

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 Locarno.

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.

1

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.

2

Monte Verità and the Casa del Tè

On the hillside above Ascona, Monte Verità has always been a magnet for ideas, trends and historical figures. Beyond the museum complex, its park is home to the Casa del Tè and its small plantation, one of the most northerly in the world.

3

Wellness hotel

- Castello del Sole Beach Resort & SPA, Ascona ☆☆☆☆
- Hotel Eden Roc, Ascona ☆☆☆☆
- Giardino Ascona, Ascona ☆☆☆☆
- Parkhotel Delta Wellbeing Resort, Ascona ☆☆☆



Innerwalk Project

A transformative tourism experience in search of paths and sites of power through yoga, ecstatic dance, sound design and guided meditation. All participants are given headphones that allow them to listen to the guide's instructions and the specially prepared music up to 300m away, to feel part of the group even when finding their own space.



Culture

ascona-locarno.com/culture



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

①

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.

Museums, art galleries and theatres

The region is home to many museums, art galleries and theatres. From the regional museum with its insights into the customs of the local population to the modern art gallery – not forgetting the theatres with their programmes of small as well as international plays. There's something for every culture vulture.

Monte Verità

②

Monte Verità towers above Ascona, overlooking the town and Lake Maggiore. It has always been a magnet for ideas, trends, experiments and historical personalities. Purchased by Baron Eduard von der Heydt, Monte Verità was converted into a modern hotel complex and became known for hosting public figures from the worlds of art, politics and culture. In 1950, the Baron donated Monte Verità to the Canton of Ticino. In the late 1980s, a conference centre was established there thanks to a partnership with the Swiss Federal Institute of Technology Zurich.

Visconteo Castle

③

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.

Church of San Giovanni Battista, Mogno

④

Flattened by an avalanche in 1986, the 17th-century church dedicated to St John the Baptist was replaced between 1992 and 1996 by a new building designed by Ticino architect Mario Botta, a modern work of art made of locally quarried black and white marble.



Parks & Gardens

ascona-locarno.com/parks



The Mediterranean climate of the Lake Maggiore region favours 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.

Camelia Park

①

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.



Brissago Islands

②

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 Brissago Islands offer a botanical collection which has been carefully selected since the foundation of the gardens in 1885.



Nature reserves

Wonderful natural oases where flora and fauna have the freedom to develop. The Ascona-Locarno region, which still enjoys an enviable biodiversity, contains numerous nature and woodland reserves. The region's reserves, which can be discovered through official hiking itineraries, are home to an impressive variety of plant and animal species, some of which are rare.



Family

ascona-locarno.com/family



Ascona-Locarno is a child-friendly destination and Pardy, the region's mascot, knows how to keep children entertained and parents relaxed: with green spaces where they can run and play, numerous opportunities for nature and recreational activities for the whole family. Beaches and pools, playgrounds and activities for young children will make your holidays unforgettable.

Pardy and the mystery of the hidden chestnuts

This fantastic "treasure hunt" game for families is capturing the hearts of kids both big and small. The whole family becomes a budding chestnut hunting detective squad to help Pardy the leopard find the chestnuts that his friend Fioralba has hidden in Intragna, Locarno, Ascona and Tenero, leaving a trail of clues, puzzles and riddles.



Falconry Locarno

①

Discover the fascinating world of birds of prey at the Locarno Falconry. Eagles, hawks, owls and vultures can be observed up close. Watching these majestic birds glide in free flight is a truly impressive experience, highlighting the bond between humans and nature. The highlight is the free-flight show, where the birds display their remarkable flying skills.



Adventure Park

②

The Adventure Park in Gordola offers a thrilling treetop adventure. On various courses with ropes, hanging bridges and wooden platforms, participants make their way from tree to tree. The experience calls for balance, concentration, coordination and a little strength. An active outdoor adventure that combines fun and challenge for both young and old.



Tamaro Park

③

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



Ticino's cuisine is based on pre-alpine traditions and favours regional products. Grotti, characteristic rustic restaurants, serve typical dishes accompanied by wine in traditional boccalini (ceramic mugs). But devotees of fine dining will also find a notable selection of restaurants on Lake Maggiore, many of them recipients of Michelin stars or GaultMillau points.

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.

Rice

The first Swiss rice has been cultivated in Ascona on the Terreni alla Maggia SA estates since 1997. It is one of the northernmost rice fields in the world, with an annual harvest of around 400 tons. In addition to rice, maize, cereals and wine, the company also produces its own whisky. Just like the rice, the base

ingredient for the whisky is grown in the Maggia Delta.

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 to produce grappa, a home-made liquor specialty.



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.

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.

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 quite hideaway places, where tasty local products and delicious wine are served.

Gastronomic tours

The best way to get to know a region is through its cuisine. A range of gastronomic tours led by local guides offer unique insights into the traditions of the local cuisine and products, perfect for discovering the real flavours and tastes of Ascona-Locarno.



News and projects

ascona-locarno.com



There's always something going on at Lake Maggiore. Here's an overview of the main events. New activities and attractions, new openings and news that's doing the rounds.

Anniversaries in 2026

- **10 years of the Grand Train Tour of Switzerland:** On the Grand Train Tour of Switzerland, you can travel comfortably all year round on panoramic trains to the country's highlights and attractions. Discover the Treno Gottardo or the Vigezzina-Centovalli railway and let yourself be transported through space and time. All aboard, sit back and enjoy the journey.



Major new openings

- **Escape Room Brissago:** Solve the puzzles in a real former bank to escape from the vault. Do you have the cleverness to win the race against time?

2027

- **Grand Hotel reopening:** After around three years of construction, the magnificent symbol of the Belle Époque will reopen its doors in 2027.
- **80th Locarno Film Festival:** For the 80th time, the Locarno Film Festival will enchant its visitors with unforgettable film nights.
- **Capanna Soveltra reopening:** After the mountain hut burned down in 2017, it now welcomes guests again following extensive renovations.

New events

- **Orienteering World Cup,** around Locarno, 24–26 April 2026
- **Tansalpine Run,** trail running competition, Verzasca & Locarno, 2–3 September 2026
- **classicAscona:** After 80 years as the Settimane Musicali di Ascona, the event will take place for the first time under the name classicAscona from 18 September to 10 October 2026.
- **Run in Fly,** hike & fly competition, Lido Locarno, 19 September 2026

Sustainability

ascona-locarno.com/sustainability



Discover eco holidays and sustainable tourism in Ticino. Easy-to-implement steps taken by the Ascona-Locarno region so visitors can enjoy its unspoilt nature.

Transport

The best way to get around is by public transport or bicycle. Guests staying in a hotel, youth hostel or campsite receive the Ticino Ticket, which allows unlimited travel on public transport throughout Ticino. For those without their own bike, bike-sharing is available. With an e-bike, you can also explore the most remote corners of the region, and there are numerous charging stations throughout the area.

Swisstainable Destination

Ascona-Locarno is recognised as a Swisstainable Destination and is part of the sustainability programme for tourist destinations promoted by the Swiss Tourism Federation. The programme helps regions to integrate sustainability into their development strategy in a structured way, coordinate measures, and involve local partners and institutions.

Local products

The region's restaurants are keen to use local products. A wide variety of vegetables, fruit and cereals can be grown on Lake Maggiore thanks to the mild climate and many hours of sunshine. The region is also celebrated for its pastries and patisserie, cheese and meat specialities, wine and honey. Aside from food, shops and market stalls sell handicrafts, clothes and other fashion items – perfect for souvenirs.



Accommodation

More and more hosts are endeavouring to run their businesses as sustainably as possible. Many hotels, holiday flats and mountain refuges prioritise ecology, the use of local products and materials, and an independent energy supply.

Activities

The lake, mountains, lush valleys and crystal-clear rivers play host to all kinds of outdoor activities. Multi-day treks from refuge to refuge are a unique way of getting to know the more scenic side of the region. In addition to hiking, Lake Maggiore is increasingly establishing itself as a destination for trail running – a sustainable way of exploring the landscape, provided the rules are respected.



Seasons

ascona-locarno.com



Ascona-Locarno is a destination for every season: to enjoy the explosion of colours in the spring, the boundless green mountains in the summer, the forests aflame with a thousand shades of orange in the autumn and the crystal-clear skies in the winter.

Spring

The region around Lake Maggiore delights visitors with magnificent camellias and magnolias that unfold their full splendour in spring. Rhododendrons, azaleas and daffodils also transform the parks into vibrant displays of colour. Spring is the ideal season to explore botanical gardens and parks – and to enjoy wonderful cycling excursions in the mild spring breeze.



Summer



Mountain hikes, seemingly endless pastures, lakeside walks and water in all its forms – from waterfalls, rivers and mountain lakes to beaches and swimming in Lake Maggiore to your heart's content. Added to this are major music events and open-air cinema under the stars. Summer is the perfect season for outdoor activities.

Autumn

The Ticino summer lasts until October, before autumn slowly sets in and puts on a spectacular display of colours. The forests transform and spiky shells fall from the trees, revealing the chestnut as the star of the season. It is the perfect time for a relaxing break and moments of indulgence in the region's comfortable spa facilities.



Winter

Ascona-Locarno enjoys the mildest winters in Switzerland. Fog? Extremely rare. This brings crystal-clear skies and endless views on excursions at lower altitudes. As early as February, the spring breeze can be felt by the lake, and bar and restaurant terraces tempt visitors with hot coffee and panoramic views. Thanks to the pleasant climate, golf can be played all year round and it is easy to stay in shape even during the winter months.



Events

ascona-locarno.com/events



Did you know ... ?
During the Locarno Film Festival, around 8,000 people gather in Piazza Grande to watch international films on one of Europe's largest outdoor movie screens (26 x 14 m / 85 x 46 ft).

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.

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 characteristic village squares in the Maggia Valley host ten evenings of spectacular music

Moon+Stars

July
moonandstars.ch

Concerts by international and national artists, free performances, entertainment, food stalls and bars

Luci e Ombre

July
ascona-locarno.com/events

Entertainment, music, gastronomy and a spectacular fireworks display – these are the ingredients of the Luci e Ombre summer festival

Locarno Film Festival

August
locarnofestival.ch

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



Triathlon Locarno

August–September
3locarno.ch

Official Swiss Triathlon Circuit event with various categories on the programme

classicAscona

September–October
classicascona.ch

Symphony orchestras, classical chamber music and single instrument recitals in the Churches Collegio Papio in Ascona and San Francesco in Locarno and other locations



Autunno Gastronomico

September–October
ascona-locarno.com/events

Over 50 restaurants and characteristic grotti offer traditional menus with seasonal and regional products



Festa delle Castagne

October
ascona-locarno.com/events

Over 2'000 kg/4'400 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

Participants may choose among the contests of Half Marathon, 10 km distance and City Run (5 km)

General information

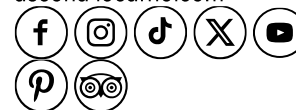
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