

THE JOURNEY GOES ON: THE NEW FACE OF FERROVIA MONTE GENEROSO

On 26 October 2023, Ferrovia Monte Generoso held a press conference to announce a raft of important changes, against the breathtaking backdrop of Monte Generoso's summit. The press conference outlined the look and feel of the company's new corporate identity. In addition, it provided details of the season's closing weekend (28 and 29 October) as well as the reopening of services for the 2023-2024 winter season, following a four-year hiatus.

Over the course of the morning, Ferrovia Monte Generoso presented the fruits of its rebranding labours to the assembled press. There was a new corporate identity featuring a new logo to represent what the "Monte Generoso" destination as a whole has to offer, along with a new website which will be taking event, camping and restaurant bookings as of 2024.

As Monica Besomi, Deputy Director and Head of Marketing and Communication, put it: "*Ferrovia Monte Generoso's revamped identity is not only a matter of aesthetics, but is part of the company's digitalisation agenda.*

Customers are at the heart of our road map. Following in-depth market analysis, we recognised the importance of innovation. As such, we responded to the growing needs of an increasingly digitised customer base. This journey has also led us to reworking our logo, which now reflects all of our services, while also allowing us to promote ourselves as a 'Monte Generoso destination'."

New visual identity

The most obvious change is accurately embodied by the company's revamped visual identity. The Ferrovia Monte Generoso logo has been totally redesigned to integrate all of its four main products: the railway, the campsite, the Buffet Bellavista and the Fiore di pietra restaurants.

Alice Giambonini, the Visual and Graphic Designer who has closely followed the process of its creation, explained: "*Over the past year, we have worked very intensively on the rebranding of the company, with the intention of changing its 'value proposition' and market positioning. Therefore, talking exclusively about the logo is very limiting.*" In fact, this change is part of a bigger picture: "*The entire corporate identity*", Giambonini continued, "*has been rethought and redesigned by mixing creativity, strategy, objectives and emotions. All of this was inevitably reflected in our visual communication, which aims to reach the minds and hearts of our customers. Returning to the logo and its stylistic choice: "Hence, the decision to create a logo that, in its entirety but also through its individual icons and colours, was able to best represent 'Monte Generoso' as a complete and sustainable destination. The logo itself also encodes the company's gadgets, staff uniforms and various products", concluded the Visual & Graphic Designer*".



Communication refreshed

Apart from the aesthetic transformation, Ferrovia Monte Generoso's rebranding set out a new approach to communication, which incorporates some of the elements already glimpsed as part of the visual identity.

As Giulio Rezzonico, Media and PR Manager, pointed out: *"Ferrovia Monte Generoso's new way of communicating aims to forge a genuine dialogue with visitors."* Indeed, the company will strike a more in emotionally in-touch, welcoming and laid-back tone in all of its communications channels (social media, newsletters, promotions, etc.). *"Our goal is to create a more genuine, personal connection"*, as Rezzonico went on to explain, *"which is why we chose to move away from a corporate-style tone of voice, by instead shifting towards a more inclusive and relaxed approach."*

Following the various changes, sustainability and social responsibility will remain unchanged

During the conference, Ferrovia Monte Generoso reaffirmed its commitment to environmental sustainability, something which continues to be a key strategic pillar. In fact, the company has been committed to working in an environmentally responsible way for years, promoting environmental conservation and sustainable tourism initiatives. These efforts will continue in the same way, regardless of the rebranding itself.

Chiara Brischetto, the Marketing Project Manager who is in charge of sustainability at the company, was emphatic: *"Sustainability for us is a core value that guides every aspect of what we do, from our choice of suppliers to waste management and environmental awareness for our visitors. This is a principle that will not change with the rebranding, as we will continue to operate as we have done up until now, aspiring to achieve even greater goals."*

Upcoming events: closing weekend and winter reopening

The weekend of 28 and 29 October marks a double celebration for Ferrovia Monte Generoso. In addition to closing out the summer season on a high note, it will also unveil its new corporate identity. This special weekend will feature a series of exciting events.

Tonino Circus will welcome children and families, performing magic shows and providing face painting for kids. Meanwhile, Radio Morcote International will provide entertainment while getting the public's and partners' impressions as the weekend unfolds. Tradition will not be in short supply with Swiss alphorn performances by the *Corni dal Generus* who will be playing at the Fiore di pietra and Buffet Bellavista restaurants in the afternoon. Last but not least, a photo booth will also be on-hand to capture the unforgettable moments with the company's all-new look.

You can view the full programme at www.montegeneroso.ch

Finally, Ferrovia Monte Generoso announced that it would reopen its services for the 2023-2024 winter season.

Following a necessary four-year closure to renovate the railway's superstructure, the company presented details of its reopening for the 2023-2024 winter season.



In fact, from 2 December until the end of March, trains will run three times a day during all weekends and national holidays. Likewise, the Fiore di pietra self-service and Buffet Bellavista restaurants will be open throughout the winter season, welcoming guests throughout the above-mentioned time window.

The iconic grotto at the eponymous middle station, with its comfortable and cosy setting, will also be open for Christmas lunch and New Year's Eve dinner. Customers will also be able to book dinners and corporate events on weekdays.

In summary

The rebranding and the reopening of winter services mark a new era for Ferrovia Monte Generoso. The company wanted to modernise so that it could better meet the needs of its customers, embracing a more digital, more up-to-date approach. At the same time, it sought to maintain its strong connection to tradition and the local area, which has always set the company apart.

"Monte Generoso is and will continue to be a destination where history, magic and natural beauty come together to create an unforgettable experience for our visitors." And on that memorable note, the press conference came to an end.

We present our **brand-new images**, embodying the essence of our revamped corporate identity.

You can download them at the following URL:

<https://www.swisstransfer.com/d/3f68f5d1-a661-4b6e-b1b9-e77e93a8c639> (link valid until 18.11.2023)

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Ferrovia Monte Generoso is one of Switzerland's oldest rack railways. It has been owned by Migros since 1941. Its preservation is solely due to the personal commitment of Migros founder Gottlieb Duttweiler. Today, Migros Cultural Percentage supports the rack railway and the 'Fiore di Pietra' structure at the top of Monte Generoso, which was designed by architect Mario Botta. www.montegeneroso.ch

Migros Cultural Percentage is a commitment of Migros, anchored in its charter, dedicated to activities to promote culture, society, education, leisure and the economy. www.percento-culturale-migros.ch