

# Lugano

## Swiss Mediterranean style



Lugano - a city with a taste of South - is a very appreciate destination for foreign tourists as well as Swiss. Indeed, thy city has recorded 156'435 passengers' arrivals and departures at its international airport and counted more than 900'000 overnight stays in 2012.

The city's brand strategy is focused on its natural resources such as the lake and beautiful mountains. The mild climate makes Lugano a good city to relax in parks and have drinks on terraces. The urban part is also used in order to diversify the offer. Arts and architecture attracts visitors as well as museums, exhibitions, festivals, events.

Lugano being Switzerland's third most important financial center, it is noticeable that a considerable part of the business activities is hold by trading and banks. Moreover, architecture, building and engineering also represent a big part of the business activities and finally we have culture, hotels and restaurants.

The city's major attractions are lake experiences such as boat trips. There's also a lot of parks in the city where people can enjoy the nice climate and the city' life. Lugano offers a lot of cultural activities, excursions, sight-seeing and is a very cosmopolitan city. Nevertheless, Lugano has kept all of its charms and is a very welcoming place to be.

Here are the 4 innovative proposals we thought about in order to improve the city's tourism offer:

- Business trips => Lugano is a city where banking is very important, therefore they could attract people working in the branch by proposing business trips
- Highlight pilgrimage offer => Lugano having a lot of churches and being a place that pilgrims visit, they could emphasize this aspect of the city in order to attract more people that are interested in religion

- Coffee Tours => Lugano having a propitious climate, it makes this city the place to have good moments on terraces. The city could offer a Coffee Tour so that tourists can have a map with all the different coffees of the city and a description. By doing so, the people would enjoy what the city has to offer and at the same time discover the city's streets

- Street Art Tours => Arts and architecture are at the heart of the city, therefore it could be nice to match that with Street Art and propose Street Art Tours. It would enable visitors to discover the city's building and discover less known neighborhoods.

Sources :

<https://media.ticinopten.ch/veduta-aerea-sul-golfo-luganese-27737-full-HD.jpg>

<http://www.myswitzerland.com/fr-ch/lugano.html>

<http://www.luganoturismo.ch/fr>

<https://www.lugano.ch/dam/jcr.../lugano-in-figures-2016.pdf>

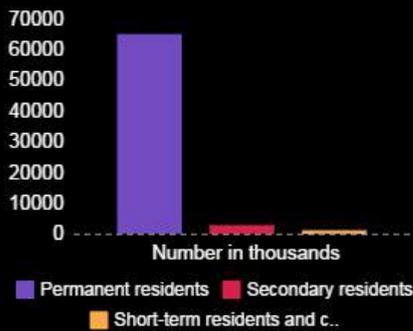
<https://magic.piktochart.com/>

Swiss Tourism Facts and Figures 2015

# LUGANO

## Destination's facts and figures

### Population 2015



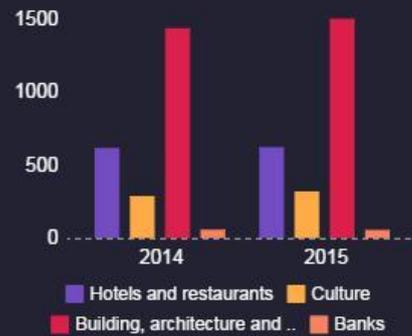
Lake experience

Mediterranean atmosphere

Parks

Cosmopolitan but charming

### Business activities



60%

15%

25%



900'000 overnight stays in 2012



Business trips



Highlight pilgrimage offers



Coffee Tours



Street Art Tours

### Flight movements and Passengers

