



MY OWN
**LUGANO
REGION**

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PRESS RELEASE

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Peaks and Palms

From peaks to palms: the region of Lugano is showcasing itself through a new promotional video with a particular focus on outdoor pursuits

After two years dedicated to promoting MTB trails and after taking part in a host of national events as a destination for mountain bikers, the region is now expanding its outdoor offering to embrace [road cycling](#).

As tourism has resumed, many people have rediscovered the pleasure of visiting their own region, holidaying in their own nation and engaging in outdoor pursuits, above all on their beloved bikes. There has been a great increase in interest in the Lugano region as a bike holiday destination and this has also led to an increase in demand amongst road cyclists.

Over the last few months, there has been a great deal of excitement in the Lugano Region over the new cycle tracks, the 9 new e-bike charging stations which have been installed and the [bike sharing system](#) which has been upgraded with 400 bikes - of which 200 electric and 200 traditional - in 44 docking stations, situated throughout the Lugano region.

Today, to promote the new tourism offering, in partnership with its partners BMC Switzerland, On and Oakley, the Lugano region is launching its exciting [new video on outdoor pursuits, "Peaks and Palms"](#), also featuring road cycling. The star of the video is Filippo Colombo from Ticino, runner-up in the World and European MTB, U23 2019 Championships. He can be seen setting off on his bike from the Gotthard pass, an important symbol in Switzerland, and arriving at Lugano lakefront; this is what he has to say: "There is no other region like Lugano. This is the very place where I was born and grew up and where my love for cycling blossomed. I invite you to discover this little corner of paradise in Switzerland by riding the Lugano routes created especially for cyclists." Julie Arlin, an influential Ticino celebrity, also appears in the video. She can be seen running along some of the most spectacular trails in the region and in the city of Lugano.



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Through the presence of these two celebrities, Filippo Colombo and Julie Arlin, who are originally from the Lugano region, the new promotional video "Peaks and Palms" sets out to convey their love for a region which represents their home and where you never need to go far to discover the area's beauty and variety of experiences. The video contains both a message and an invitation to visit the Lugano area throughout the entire year.

As part of the offer, there are [21 bike-friendly accommodations](#) catering to cyclists. These places offer key tailor-made services for cyclists. Special road bike and MTB offers proposed by accommodations are increasingly being developed in addition to new events allowing for wonderful cycle trips across the region with plenty of stops to try local products.

Many expert cycling [guides](#) who can accompany you along these new routes where you'll pass picturesque landscapes, valleys with breath-taking views and quaint Ticino villages.

There are also plenty of businesses providing essential bike services including sale, rental, repair and bike shuttle services. Until 31 October 2020, you will benefit from a [50% discount on the delivery of bicycles](#) to Ticino and from Ticino to a Swiss railway station of your choice.