

THE JOURNEY AS A STORY

Between Mammavventura and Ticino Experience

"A journey is not measured only by the miles travelled, but by the stories it leaves behind."

When a Journey Becomes a Story

Some experiences end the moment you return home, while others continue to live through the stories they inspire. Over the past few months, we had the opportunity to take part in two different projects that shared the same goal: telling the story of a destination with authenticity. On one side, the Grand Train Tour developed within the Mammavventura project; on the other, the Ticino Experience. Two distinct journeys, both proving that travel can be a powerful tool for promoting culture, tourism and meaningful human connections.

MammaAvventura and the Grand Train Tour

The Grand Train Tour embodies the essence of slow and sustainable travel. Crossing Switzerland by train means allowing landscapes, historic cities, lakes and mountains to shape the rhythm of the experience. Through Mammavventura, the journey was not simply documented—it was interpreted. Every stop became a story, every encounter an opportunity to highlight local traditions, curiosities and identities. Storytelling transformed a travel itinerary into an engaging narrative capable of bringing audiences closer to each destination in a genuine and inspiring way.

The project's strength lies in its attention to detail: breathtaking Alpine scenery, the efficiency of Switzerland's rail network, picturesque villages, local gastronomy and the people met along the way. Together, these elements create a narrative that encourages a more conscious and enriching way of travelling.

A Different Perspective: Ticino Experience

Although independent from Mammavventura, Ticino Experience reinforced the same belief: even nearby destinations can surprise us when explored with curiosity. From Monte Generoso and Monte Tamaro to the panoramic views of Monte Brè, through Morcote, Swissminiatur, the Castles of Bellinzona and the region's cultural landmarks, every stop revealed a Ticino rich in nature, history and traditions.

This experience highlighted the importance of promoting destinations that are often considered 'close to home', showcasing their scenic, cultural and gastronomic heritage through authentic communication.

More Than a Journey

Both experiences represented valuable opportunities for personal and professional growth. Reporting a journey in real time, working as part of a team, adapting to different environments and turning emotions into engaging content helped develop skills in digital communication, storytelling and destination marketing.

Whether crossing Switzerland by train with Mammavventura or rediscovering the Canton of Ticino through a dedicated itinerary, a journey gains its true value when it creates meaningful connections. Every destination has a story to tell, and every story—when told with authenticity—has the power to inspire others to set off on their own adventure.