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# HIGHCLASS

## MAGAZINE

For Swiss Families with Wealth and Flair

No. 11\_Spring-Summer 2025

"We manage  
aircraft as  
true assets."

**Margit Höpfl,**  
CEO and Accountable  
Manager of WindroseAir

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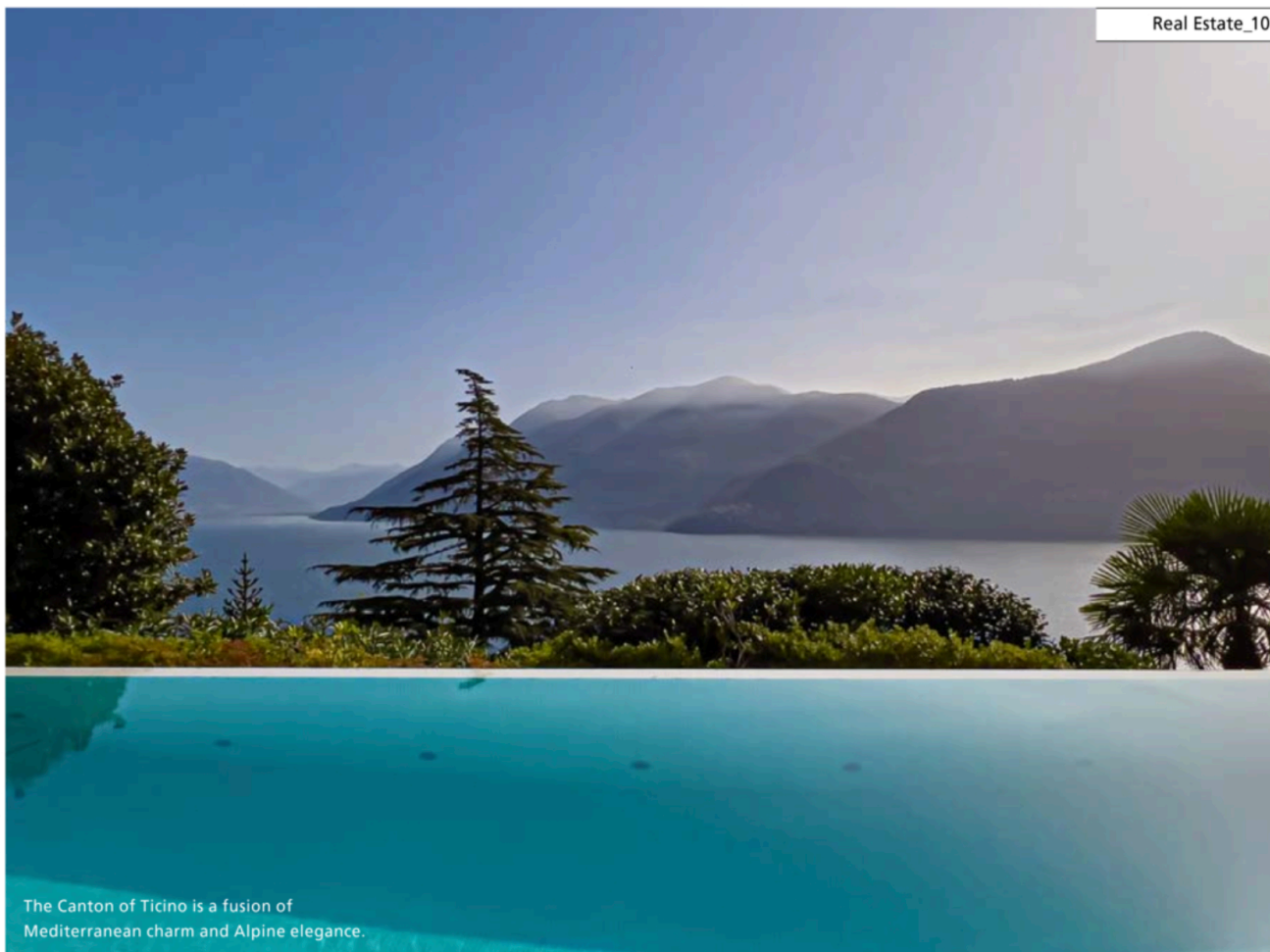
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Redefining the Cayenne: Meet the New TECHART Magnum

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The Canton of Ticino is a fusion of  
Mediterranean charm and Alpine elegance.

# LA DOLCE VITA BETWEEN LAKE AND MOUNTAINS

**The Canton of Ticino represents an intriguing fusion of Mediterranean charm and Alpine elegance. This uniquely positioned region offers an exclusive lifestyle that blends luxurious lakeside villas with prestigious residences nestled in untouched natural surroundings.**

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## A Unique and Refined Lifestyle

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Purchasing a property in Ticino means embracing a Mediterranean-style lifestyle, surrounded by breathtaking scenery and an atmosphere where unspoiled nature remains ever-present. Housing options range from dream villas with infinity pools to modern penthouses with panoramic terraces and historic estates set within century-old parks.

However, Ticino is no artificial Disneyland – it's a region where people have lived and worked for hundreds of years. Those who prefer it can also find romantic homes in historic

villages and picturesque hamlets. There are no vast industrial zones polluting the air, although some unattractive buildings line the main traffic arteries – forming a cluster of modern industries including pharmaceuticals, engineering, and finance. These are essential elements that help the region remain vibrant and economically active.

Everyday life here is enriched with unique experiences: lakeside strolls, gourmet dinners in Michelin-starred restaurants, and days of relaxation in exclusive wellness centres. In fact, three of Switzerland's top 10 luxury holiday hotels are in Ascona alone.



Ticino offers a rare global combination:  
a place of extraordinary natural beauty.

### Quality of Life as a Core Principle

Beyond its natural beauty, Ticino boasts a very high quality of life. Security and discretion – cornerstones of Swiss culture – make the region highly sought after by entrepreneurs, families, and international celebrities.

Perfectly functioning infrastructure, from well-connected airports to world-class healthcare, ensures exceptional comfort. Ticino is home to one of the world's fastest supercomputers, one of the leading cancer clinics, and among the most advanced crypto regulations. The Mediterranean climate, mild and sunny for most of the year, allows residents to fully enjoy the natural wonders and a wide range of outdoor activities – from golf and sailing to scenic hikes.

From an international perspective, many people find it difficult to choose between a tranquil life in pristine nature and the vibrant pulse of a major city. Ticino offers a rare global combi-

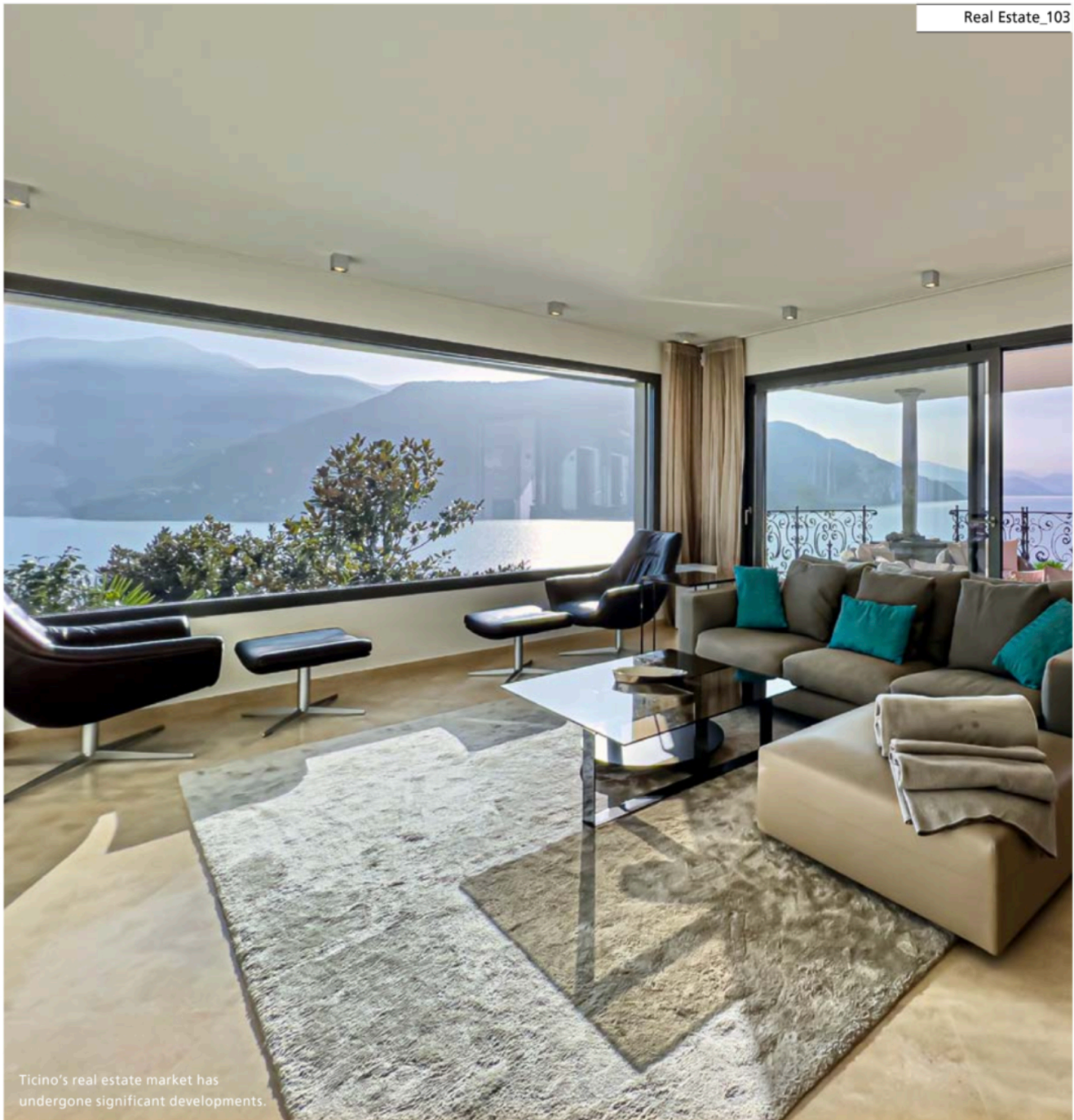
nation: a place of extraordinary natural beauty, while Milan – the world's fashion capital – is just a short drive away. Compare that to Paris, London or New York...

### A Safe Haven for Investors and High-Net-Worth Individuals

Ticino is not just a residential paradise but also a strategic choice for international investors seeking economic stability and tax advantages. Switzerland is known for its solid governance and reliable banking system, providing a secure environment for wealth protection – especially for affluent residents.

Investment opportunities are diverse: from exclusive residential complexes with high-end services to lakeside villas that serve as ultimate status symbols.

All these factors mean that Ticino can confidently compete with other tax-favourable global regions like Dubai or Monte



Ticino's real estate market has undergone significant developments.

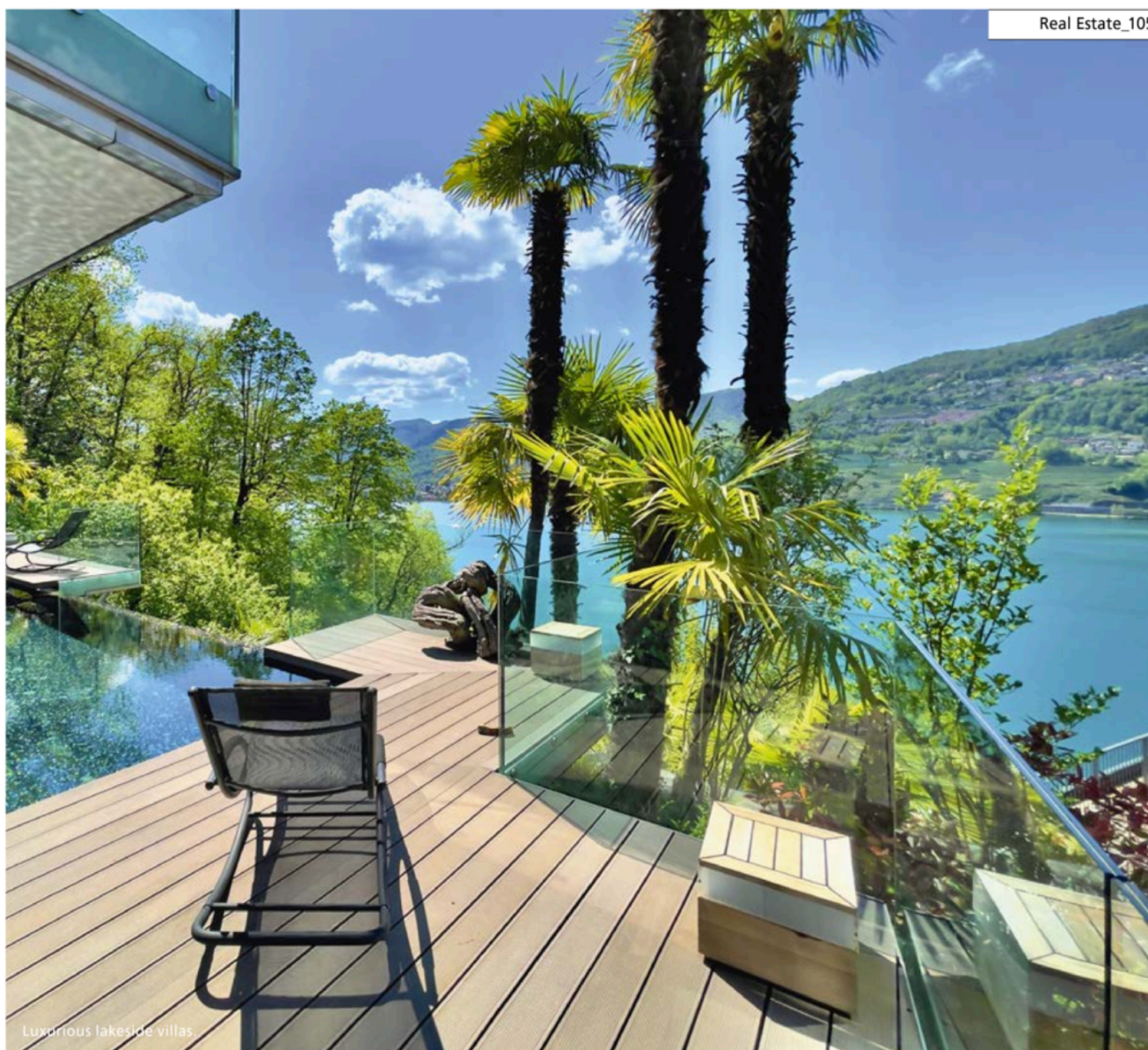
Carlo. Surveys of London's "non-doms" (approx. 70,000 very wealthy foreigners who previously lived almost tax-free in London but will be taxed starting April 2025) show that Dubai, Italy, Switzerland, and Portugal top their relocation lists – and within Switzerland, Ticino is one of the most desired destinations.

Many of the wealthiest international entrepreneurs echo the same sentiment: "We've explored the whole world, and this internationally lesser-known location in the south of Switzerland offers a higher quality of life than anywhere else on the planet."

#### **Ticino Real Estate Market Trends**

In recent years, Ticino's real estate market has undergone significant developments, reflecting both global trends and regional specifics. These shifts provide valuable insights for those looking to understand the market and explore investment opportunities.





Luxurious lakeside villas



### General Market Trend

Over the past two decades, the Ticino real estate market has shown steady growth. According to RealAdvisor, in 21 years, the average price per square metre increased by 66.9% for houses and 70.8% for apartments, indicating strong appeal to both local buyers and foreign investors.

### Current Average Prices

- Single-Family Homes:  
The average price is around CHF 1,202,899, with a price per square metre of CHF 6,683.
- Apartments:  
The average price is CHF 807,076, with an average price per square metre of CHF 8,071.

### Recent Price Changes

In the past 12 months, property prices in Ticino have seen minimal changes. The price per square metre for houses fell by 2.09%, while the purchase price for apartments rose by 0.87%.



### Supply and Demand

The Ticino real estate market is marked by limited supply, putting upward pressure on prices. High demand, especially for vacation homes, continues to drive prices. As in many parts of Europe, Airbnb is increasingly blamed for housing shortages, leading to calls for legal restrictions.

On the other hand, "rustici" (a beloved Ticino speciality – small, old stone houses often located far outside current building zones) remain a unique and often under-utilised asset.

### Opportunities for Investors

Despite challenges, Ticino offers promising real estate investment opportunities:

- **Stable Demand:** Over the long term, demand for property in this region will remain strong. For nearly 200 years, Ticino has attracted those in the know. Once one of Europe's poorest and most remote areas, it saw the arrival of Russian and Italian anarchists in the mid-19th century seeking legal freedoms. The opening of the Gotthard railway in 1882 changed everything.

From 1900, wealthy visionaries and esoteric thinkers from across Europe arrived, drawn by the region's mystical, unspoiled nature. They were followed by famous artists, particularly writers and painters, and then by religious philosophers and psychologists from East and West. Starting in the 1950s, Germany's financial elite settled here. The last major wave came in the 1980s, when Northern Italian industrialists fled political unrest.

Today, the largest group by far is the cross-border workforce, with Italian commuters making up 20% of Ticino's total population.

- **Price Appreciation:** As is typical in Switzerland, property prices continue to trend upward, making real estate investments potentially profitable. Additionally, the exchange rate between the Swiss franc and foreign currencies means Swiss investments often gain value annually for international investors.

- **Quality of Life:** The exceptional quality of life in Ticino further increases property value.

### Conclusion

Owning property in Ticino is more than an investment – it's an opportunity to embrace a unique lifestyle filled with beauty, security, and well-being. Whether it's a lakeside luxury villa, a historic residence, or a modern panoramic penthouse, Ticino offers solutions for every taste and desire.

With a growing market, unparalleled quality of life, and a favourable economic climate, investing in this region guarantees long-term value and satisfaction.

Now is the perfect time to make the dream of living in Ticino a reality. •

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