

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1976)

Heft: 1717

Rubrik: Tourist news

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

Download PDF: 01.04.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Post coach season ticket is real value

The Swiss Postal Coach Service (PTT) offer you a NEW ATTRACTION (see our front cover). Now you can travel at will on the postal coaches with only one ticket. In summer and winter, in the lowlands or on the alpine passes, more than 7,500 kilometres of road routes can be explored.

THE POSTAL COACH HOLIDAY SEASON TICKET is valid for one month. You can travel at half-price on Swiss Routes and at reduced rates on frontier-crossing routes, as well as on organised excursions. On three days of your own choice the ticket is valid for unlimited travel without extra charge.

THE POSTAL COACH HOLIDAY SEASON TICKET is personal and not transferable. The ticket is signed by you at the time of purchase. No photo is necessary. The three days' unlimited travel are entered on the ticket yourself in the morning of the days you select. It's all very simple.

THE REAL ATTRACTION IS THE PRICE:

Sw.Fr.40 — for adults
Sw.Fr.20 — for children from 6 to 16 years and holders of Holiday Tickets, General or Half-Fare Season Tickets.

THE POSTAL COACH HOLIDAY SEASON TICKET is valid on all scheduled routes operated by the PTT in Switzerland and on a number of frontier-crossing routes.

FOR THE MOTORIST. Leave your car at the coach station and travel in comfort by coach across tricky high alpine roads. No parking or driving problems and the postal coach driver will take care of everything.

FOR THE RAIL TRAVELLER. The Postal Coach Holiday Season Ticket helps supplement your Holiday Ticket, your family ticket or your half-fare season ticket. At low cost you can buy your Postal Coach Season Ticket, valid for three days' free travel throughout Switzerland.

No extension of validity or refund for partly used or lost tickets is available. You can obtain the season ticket at any time without formality at principal Postal Coach stations and at many Post Offices. Ask specially for this new Holiday Season Ticket. For excursions or round-trips, walking tours or even shopping — the Postal Coach Service is always at your service punctually and with the comfort to make your holidays a great success.

Special interest tours in W. Switzerland

Ride a Bike Round Lake Geneva

The tour begins and ends on a Saturday at Lausanne. The basic prices start from Sw.Fr.319 — for 7 nights bed and breakfast and include tour escort and mechanic in repair car on the entire tour. Dates: 22nd to 29th May, 5th to 12th June, 17th to 24th July, 14th to 21st August, 4th to 11th September and 2nd to 9th October.

Swiss Gastronomic Tour

The programme begins at Lausanne and ends at Montreux. All-inclusive rate per person for 6 nights with accommodation in tourist class hotels and demi-pension, hostess service throughout, coach transfers, wine and cheese tastings: Sw.Fr.624. The price is based on a minimum of 40 participants. Dates: May-October 1976.

Swiss Mule Safari

An unforgettable adventure on alpine trails from Haute-Nendaz to Grimentz (Valais) or vice-versa. Meeting point is Sion, where the programme starts on Sunday and ends on Saturday. All-inclusive rate per person for accommodation in tourist class hotels for 6 nights, all meals as per programme, Raclette and wine on the last day, hire of mule (one mule for two persons), services of a qualified guide muleteer and a hostess throughout, insurance: Sw.Fr.685. Dates: every week from 2nd May to 10th July and from 22nd August to 23rd October.

Further information and enrolment for all three tours: Welcome Swiss Tours, Avenue Benjamin-Constant 7, 1003 Lausanne, Switzerland.

THE MAN FROM MISSOURI

The Kunsthalle in Berne is exhibiting works by American sculptor Donald Judd until 30th May. Donald Judd, who is 48, was born in Excelsior Springs, Missouri, but has lived and worked in New York since 1949. At the same time as the Berne exhibition, the

TOURIST NEWS

Kunstmuseum in Basle is showing sketches and diagrams by the same artist.

SWISSAIR CONTINUES TO EXPAND ITS SERVICES

Swissair's summer schedules, effective from 1st April, provide for an increase in services to the Gulf area, a new weekly flight to Oran, Algeria, and a third weekly DC-10 service to Lagos and Accra.

On the UK-Switzerland routes both Zurich and Geneva continue to be served three times daily from London, with most of the morning departures to Zurich by DC-8. London-Basle remains on a daily basis with weekend night flights, and London-Zurich night flights are operated four times weekly. The popular Zurich-London evening flight is also maintained, as is the daily Manchester-Zurich service.

The frequency to Salzburg goes up to six times weekly and weekend night flights are being re-introduced to Copenhagen and Stockholm.

A NEW IDEA — TRAM AND BUS DAY TICKETS FOR ALL SWISS CITIES

An innovation in Switzerland is the introduction of tram and bus tickets valid in all Swiss towns and cities. The Federation of Swiss Public Transport Undertakings, in association with the suburban transport services of more than twenty towns is issuing a booklet costing Sw.Fr.35 containing ten day tickets.

Thus for Sw.Fr.3.50 the user can travel as much as he likes on trams and buses in the towns concerned. The booklets are obtainable at transport undertakings' selling points, Swiss Federal Railways stations and the offices of the ACS and TCS, the two Swiss motorists' organisations and from the SNTD in London.

PETROL PRICES

Current petrol and oil prices in most areas of Switzerland are as follows:

Super grade	Sw.Fr.0.95—1.00 per litre
Standard grade	Sw.Fr.0.91—0.96 per litre
Diesel oil	Sw.Fr.0.95—1.02 per litre
Lubricating oil	Sw.Fr.4.10—7.10 per litre

COME TO SWITZERLAND CAMPAIGN

A top-level team from the Swiss Eurotel chain has carried out an intensive one-week promotion campaign throughout West Germany.

Theme of the campaign — "Switzerland is not expensive!"

The 12-man team included the managers of Eurotel hotels in Switzerland and executives from Eurotel headquarters in Thun.

After opening their campaign in Saarbrücken, they split up into four teams to visit up to 500 travel agencies in 25 major West German cities and towns for discussions with counter personnel.

Said Eurotel assistant manager, Mr. Hans-Peter Göbel: "Travel counter staff are some of the most influential people in the business — it is they, after all, who are in direct contact with the public.

"We do not claim that Switzerland is cheap. But it does give the tourist value for money. This is the message we tried to get across."

Swiss National Tourist Office branches throughout West Germany co-operated in the Eurotel campaign.

STAG RUTTING TIME IN THE SWISS NATIONAL PARK

Weekends of 2nd/3rd, 9th/10th and 16th/17th October 1976. The enrolment fee of Sw.Fr.40 includes: Welcome drink with film show, venison speciality dinner, nocturnal visit to the bellowing stags, visit to Swiss National Park to observe wildlife, venison speciality lunch. Bed & breakfast (1 night) costs from Sw.Fr.25.

"HUNTERS' HOLIDAY IN ZUOZ"

4th to 7th October, 11th to 14th October and 18th to 21 October 1976. In the enrolment fee of Sw.Fr.80 is included: Welcome drink with film show, nocturnal visit to the Swiss National Park, observing of wildlife, visit to hunters lodge, feeding of wild animals, wildlife spotting, air rifle match, hunters evening with venison speciality dinner. Full board accommodation from Sw.Fr.180, bed & breakfast from Sw.Fr.104 (3 nights).

WEST SIDE STORY

Restoration work has been completed on the wall which centuries ago formed part of Berne's western defences. The wall stretches from the Lorraine Bridge down to the Bloody Tower. Completed between 1344 and 1346, the wall was still standing at the end of the 19th century. Then it suddenly collapsed. A "protected monument" since 1908, the wall was included in a reconstruction scheme drawn up in 1945 but only now has been fully restored.

GRAND PRIX DE BERNE FOR CLAY PIGEON SHOOTING

More than 100 of the world's top clay pigeon marksmen will be competing in the Swiss capital from 30th April to 2nd May for the 15th Annual Grand Prix de Berne. The event is again being organised by the Berne Shooting Club at its Bergfeld grounds at Berne-Hinterkappelen — acclaimed by leading marksmen as among the most beautiful shooting ranges anywhere in the world.

Incidentally, non-members can also use the club's excellent grounds and facilities.

NEW ACCOMMODATION FOR YOUNGSTERS

The Young Men's Christian Association (YMCA) in Switzerland has re-opened the mountain hotel "Jungfraublick" at its holiday centre in Wengen, in the Bernese Oberland, after a complete renovation. It has 42 rooms with bath/shower, library and conference rooms. The guests may choose between full room and board or only one meal a day. New youth centres are being provided at Estavayer-le-Lac on Lake Neuchâtel, at Giswil-Kleintal on the way to the Brunig Pass and on the Hoch-Ybrig (80 beds).

FACILITIES GALORE

Eurotel has opened a new hotel in Switzerland — at the resort of Villars-sur-Ollon. The new Eurotel is the seventh in Switzerland and the 26th in Europe. With 283 beds it is also the second largest of the group's Swiss operations. The Villars-sur-Ollon Eurotel has an indoor swimming pool and conference and banquet facilities for up to 150 people. Guests are also entitled to free or reduced-price transport, ski-ing and other sports facilities in the resort.

GET IN ON ONE OF THE
WORLD'S FINEST
INVESTMENTS

PROPERTY REAL ESTATE BAHAMAS

Beautiful virgin land
to build on ½ million pounds
worth

Villas and Town Houses from
£10,000 to £100,000

40-60 Room Apartment Blocks
2 to 3 million pounds

Enquiries:

**HOUSE of ARMSTRONG and
MARTINI**

P.O. BOX 100
KINGSTON, SURREY
Telephone: 01-549 5340
between 6 and 8 p.m.

UP AND AWAY

British carrier Dan-Air flew a record number of passengers on its increasingly successful London (Gatwick)-Berne route last year — and expects to do even better during 1976.

Total number of passengers carried to and from the Swiss capital in 1975 was 12,159, compared with 4,196 the previous year and less than 3,000 the year before that.

Said Dan-Air Marketing and Development manager, Mr. Brian Brett: "We operated a record number of flights last year and still carried more passengers per flight than ever before.

"We are aiming for at least a further 25 per cent increase in passengers this year and are confident of topping the 15,000 mark."

ZURICH INSURANCE

ZURICH INSURANCE COMPANY

A limited company incorporated in Switzerland in 1872.

THE BEDFORD GENERAL INSURANCE CO. LTD.

A member of the British Insurance Association.

THE BEDFORD LIFE ASSURANCE SOCIETY LTD.

A member of the Life Offices Association.

United Kingdom Head Office for
Administration & Service:

Victory House, Havant Street,
Portsmouth PO1 3EZ.

Telephone: Portsmouth 22200

United Kingdom Executive
Head Office:

Fairfax House, Fulwood Place,
London WC1V 6HX.

Telephone: 01-242 8833.

GROUP RESOURCES EXCEED £500,000,000