

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: - (1978)

Heft: 1737

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>

TOURIST NEWS

MORE TOURISTS WANT ONLY THE VERY BEST

Switzerland's luxury hotels are increasing their share of the nation's tourism business, according to statistics just released by the Federal Bureau of Statistics in Berne. The figures show that overnight bookings at Swiss hotels charging less than Sw.Fr. 30 per person fell from 43.7 per cent of the national total in 1974 to 35.2 per cent in 1976 — even though most Swiss hotel prices have remained stable over the same period.

But hotels in the upper price category (more than Sw.Fr. 80 per person) increased their share from 6.7 per cent to 9.2 per cent. The luxury hotels also improved their share of overnight bookings from foreign visitors from 9.7 to 13.2 per cent — despite the increasingly unfavourable currency ex-

change rate for foreign tourists in Switzerland. With Swiss tourists, the luxury hotels improved their share of the market from 2.2 per cent to 3.4 per cent over the same period.

To meet the increasing demand for more comfort and luxury, some of Switzerland's five-star hotels have announced expansion projects costing millions of francs. The Grand Hotel Regina in Grindelwald, for example, is spending more than Sw.Fr. 3 million on nine new luxury apartments — due to open next winter — complete with kitchen, bar and living room and each with up to 700 square feet surface area.

Other hotels in the group which have announced extensive improvement projects include the du Rhône and de la Paix Hotels in Geneva.

SLIGHT DROP IN TOURIST BALANCE

In 1976 Switzerland's gross revenue from foreign tourists totalled 5,500 million francs, i.e. 120 million more than in 1975. However, this does not represent an increase in real terms; as a matter of fact, the change can be explained mainly by the new way of calculating tourist services in the overall figures. In real value, receipts showed a slight tendency to drop. Foreign demand too tended to fall slightly, owing to the persistent economic difficulties experienced by a number of countries and the increasingly high rate of appreciation of the Swiss franc.

Day trips and, in particular, turnover from frontier traffic decreased again. On the other hand, the revenue from the use of Swiss airplanes by foreigners increased. The gross expenditure on stays abroad by people residing in Switzerland rose again. It increased by 170 million or 6%, compared with 1975, to reach 3,040 million francs.

WITH STONE AND BROOM IN SWITZERLAND

The 1977/78 fixture list of the Swiss Curling Federation, which has its headquarters in Wildhaus, in the Toggenburg region, contains more than 700 tournaments. About 300 of the contests will take place in the 15 larger indoor curling rinks such as Arlesheim, near Basle, Berne, Biel, Grindelwald, Geneva, Lausanne, Thun and Wallisellen near Zürich. In Switzerland there are

more than 90 winter sports resorts and towns in which curling enthusiasts can indulge in their hobby. Various resorts are also offering curling weeks this winter. They include Davos (8th December to 12th March), Flims (8th January to 5th February and 5th to 12th March), Lenzerheide (8th January to 4th February) and Grindelwald (7th January to 4th February).

CHRISTMAS FLIGHTS

GOING HOME FOR CHRISTMAS OR JUST ON HOLIDAY?

We offer attractive rates to most European destinations,
from Gatwick or Heathrow.

BOOK EARLY TO AVOID DISAPPOINTMENT

For further details ring us today.
Travel Brokers. Tel: 01-734 5122/3
In conjunction with Preston Travel Ltd.

ATOL O45B

Geneva and The Alps.....

... from only £45

If you propose flying to Switzerland this winter then take advantage of CPT's unique service.

- ★ 6 departures every week by British Caledonian jet from Gatwick to Geneva. Any combinations of days (excl. Tuesdays) from 1 night to 13 weeks. Prices from only £45.00. (Flight timetable shown below).
- ★ Wide choice of Geneva hotels from 2 star to De Luxe.
- ★ Special Christmas and New Year flight programme at normal prices.

And for Skiers

- ★ Skiing in Courmayeur Weekend and 1 and 2 week ski holidays to this fabulous resort, with prices from £49.00 for a weekend and £65.00 for a week.
- ★ Alpine Express service to other leading Swiss and European airports with prices from only £45.00.
- ★ Special bus and coach transfers to many of the top resorts in France and Switzerland and reduced car hire rates — ideal for small groups of independent skiers.



Crawford Perry Travel Ltd

260A Fulham Road, London SW10 9EL
Telephone: 01-351 2191/6
Telex: 919078 "SKI CPT G"

For details of our complete Winter Programme please call our office or return the attached coupon. →



Geneva

Ski Courmayeur

Name _____

Address _____

DAY PERIOD	WEDNESDAY 2/11 - 29/3	THURSDAY 3/11 - 30/3	FRIDAY 4/11 - 31/3	SATURDAY 17/12 - 25/3	SUNDAY (1) 18/12 - 26/3	SUNDAY (2) 6/11 - 26/3	MONDAY 7/11 - 27/3
OUTWARD							
Flight No.	BR417	BR425	BR403	BR637	BR635	BR421	BR407
Dep GATWICK	1210	1725	1405	1040	1015	1725	1405
Arr GENEVA	1435	1950	1630	1305	1240	1950	1630
RETURN							
Flight No.	BR418	BR426	BR404	BR638	BR636	BR422	BR408
Dep GENEVA	1535	2050	1710	1405	1330	2050	1710
Arr GATWICK	1600	2115	1735	1430	1355	2115	1735
Continental Times 1 hour earlier.	22 + 29 March	23 + 30 March	24 + 31 March	25 March	19 + 26 March	19 + 26 March	20 + 27 March

SO 13

PARFUMS GRÈS PARIS





By Appointment to Her Majesty The Queen
Suppliers of Catering Utensils & Equipment

LEON JAEGLI & SONS LTD.

232 TOTTENHAM COURT ROAD, LONDON W1P 0BL. Tel: 01-580 1957/8

Catering Equipment & Utensils — Coppersmiths, Tinnern, Silver Platers

Publishers of: "Le Repertoire de la Cuisine"

Discover Switzerland's Towns

The "Swiss town train trip" arrangement makes it easy for tourists to take a look at some of Switzerland's many attractive towns this winter. They can choose from a list which includes Basle, Berne, Chur, Fribourg, Geneva, Interlaken, Lausanne, Lugano, Lucerne, St. Gall, Schaffhausen and Zürich. The arrangements cover one, two or three overnight stays, rail transport up to 81 miles, documentation, 24-hour pass for transport services, sightseeing tour and various other privileges. For the individual traveller, too, there are several schemes for re-discovering Swiss towns. Examples are the Chur Weekend Free Pass which also includes admission to three museums or the St. Gall inclusive arrangement which is available all the year round. Berne, the Swiss capital, offers its charms "à la carte" or the "See Berne — Discover Switzerland" arrangement, covering three nights in the capital and six nights in other Swiss towns. Winterthur proposes an "Art and

Culture" visit, with a pass for all museums, collections, galleries and castles while Zürich awaits the visitor with a whole range of extras. Basle has a two-nights arrangement plus admission to no less than 23 museums in the city; Lausanne beckons with an "Inclusive Weekend" offer and in Geneva the visitor has the choice of a "Genève comme vous l'aimez" offer or a keep-fit week. In Canton Ticino with its southern climate, winter arrangements are a major feature in Locarno and Lugano. The appropriate tourist offices will be pleased to supply more details.

NEW RAPID SERVICE

Swissair has become the first European airline to introduce "a speedy service" for small shipments from Europe to the United States.

A Swissair announcement said that

the new service — being launched under the name Swissair Parcel Express — would enable parcels to be transported from consignor to consignee "in around 30 hours".

A special feature of the new service is that it applies not only to cities served by major airports, but to more than 130 cities and their business areas in the east, midwest and west of the United States.

The Swissair announcement said the service was being launched in close co-operation with the Federal Express Corporation, a Memphis-based airline specialising exclusively in the transportation of small shipments.

Under the new service parcels are delivered to Zürich from receiving offices in Switzerland, West Germany, France, Austria, Italy and Britain, and then loaded on to the noon DC-10 flight to Boston.

In Boston they are immediately distributed by Federal Express to 75 airports, from where trucks deliver them to their destinations the following day.

A Swissair spokesman said the new service was particularly suited for urgent shipments of items such as documents, spare parts, samples and medical articles.



Mr. Otto Gerwer (Kuoni Berne district manager), Mr. Hanspeter Jenni (Kuoni Interlaken branch manager) and Mr. Fredy Mast (deputy director Bernese Oberland Tourist Office). Photo by Colin Farmer.

BERN BECKONS BRITISH

Britain is one of the main target areas of a new campaign by Kuoni, the Swiss tour operator, to attract more foreign tourists to the Bernese Oberland.

The company is this month launching a special winter programme devoted exclusively "to the region discovered by the British more than a century ago."

Said Kuoni's Berne district manager Mr. Otto Gerwer: "This launching of a special Bernese Oberland programme follows the company's highly successful experiment in operating a regional programme in Switzerland's Ticino region. If our Bernese Oberland winter venture is a success, we plan to introduce a summer programme as well."

"We are confident that our programme and prices will prove attractive to the British — despite the state of the pound."

"The Bernese Oberland wouldn't be the same without the British."



TRAVEL WEEKLY TO AND FROM SWITZERLAND AND ENGLAND

Providing DOOR TO DOOR SERVICES with vans specially equipped to carry

- Household Removals
- Exhibition Goods
- Works of Art
- Machinery

For full information contact

In Switzerland

KEHRLI + OELER LTD.,
3001 Berne,
Bubenbergplatz 9
Tel: 031 22 00 22
Telex: 32414 Kerolch

In England

all Eurovan Members



EUROVAN

The Swiss Observer

Published Monthly at
63/67 TABERNACLE STREET
LONDON EC2A 4AH
Tel: 01-253 2321
Telegrams: Paperwyse London

EDITOR: George Sommer
Editor's telephone: 01-892 5920

THE OFFICIAL ORGAN OF THE SWISS COLONY IN THE U.K.

Founded in 1919 by Paul F. Boehringer

HON. PRESIDENT:

Gottfried Keller

Advisory Council:

F. Burri (Chairman)

B. Simon (Vice-Chairman)

O. F. Boehringer, J.P. (Hon. Sec.)

J. Eusebio, A. Kunz, R. M. Süss

Mrs. M. Meier, Paul A. Ramseyer

SUBSCRIPTION RATES (POST FREE)
UNITED KINGDOM **SWITZERLAND**

6 issues £1.50

12 issues £2.90

and elsewhere

Frs. 13—or £1.60

Frs. 25—or £3.10

Swiss subscriptions may be paid into
Postcheck Konto Basle 40—5718

TO KEEP YOU IN TOUCH WITH SWITZERLAND IN GREAT BRITAIN

We list the Swiss Societies which are ready to welcome you. Tear out this page and keep it. You may find it useful. If you have any queries, please do not hesitate to contact your editor (01-253 2321) or The Swiss Embassy (01-723 0701).

LONDON

Cercle Genevois

Mr. M. Metford-Sewell, 386 High Road, Chiswick, London W4.
Tel. 01-994 1094.

City Swiss Club

President: Mr. J. P. Seiffert, c/o Matchless Machines Ltd.,
Matchless Works, Horsham, Sussex.
Tel. 0403-60271

Secretary: Mr. L. A. Simon, c/o Swiss Bank Corporation, 99
Gresham Street, London EC2P 2BR.
Tel. 01-606 4000

Committee of Swiss Catholics in London (Benevolent Society)

President: Mr. F. A. De Maria, 24 Egerton Gardens, London
W13 8HQ.
Tel. 01-997 0858

Secretary: Miss C. Affentranger, 5 Lionel Mansions, Haarlem
Rd., London W14

London Swiss Philatelic Society

President: Miss A. Grunberg, 3 Abinger Court, Gordon Road,
London W5 2AF.

Secretary: Mrs. P. Page, 85 Fountain House, Park Lane,
London W.1.

Nouvelle Société Helvétique – London Group

President: Mrs. M. Meier, 53 Priory Road, London NW6 3NE.
Tel. 01-624 5360

Secretary: Miss N. Winterstein, Swiss Embassy, 16/18
Montague Place, London W1H 2BQ.
Tel. 01-723 0701

Schweizerbund

President: Mr. V. Berti, 15D Cambridge Park, Twickenham,
TW1 2JE.
Tel. (Office) 01-606 4000

Secretary: Mr. J. Schmid, c/o Swiss National Tourist Office,
Swiss Centre, 1 New Coventry Street, London
W1V 3HG.
Tel. 01-734 1921

Swiss Mercantile Society

President: Mr. F. O. Hausermann, "Wayside", 7 Scotts
Avenue, Shortlands, Bromley, Kent.

Secretary: Mr. W. Burren, Swiss Mercantile Society, 34/35,
Fitzroy Square, London W1P 6BP.
Tel. 01-636 2892

Swiss Benevolent Society

President: Mr. M. Schneebeli, c/o Swiss Bank Corporation, 99
Gresham Street, London EC2P 2BR.
Tel. 01-606 4000

Secretary: Mrs. A. R. Sharp, c/o Swiss Benevolent Society, 31
Conway Street, London W1P 5HL.
Tel. 01-387 2173

Swiss Economic Council

Mr. R. M. Süss, c/o Buser & Co. Ltd., 19/21 Great Portland
Street, London W1N 5DB. Tel. 01-636 8806 and 580 7054.

Swiss Rifle Association

Mr. M. Bucherer, 88 Vernon Drive, Stanmore, Middlesex.

Swiss Youth Club of the Swiss Churches in London

The Rev. P. Jungi, 1 Womersley Road, London N8 9AE. Tel.
01-340 9740

Unione Ticinese

President: Mr. F. A. De Maria, 24 Egerton Gardens, London
W13 8HQ.

Secretary: Mr. F. A. Allegranza, 41 Hare Lane, Claygate,
Esher, Surrey.

OUTSIDE LONDON (In London Consular District)

Birmingham Swiss Club

Mr. F. Niklaus, 120 Banbury Road, Birmingham B31 2DN.

Swiss Club Guernsey

Mr. R. Furrer, Blanches Pierres, Grande Rue, St. Martin,
Guernsey, C.I.

Swiss Club Jersey

Mr. P. Galitch, "Troika", 15A Claremont Avenue, Bagatelle,
St. Saviour, Jersey, C.I.

Swiss Society Norwich

Mr. W. Fischer, 57 Lowther Road, Norwich NOR 69D.

OUTSIDE LONDON (In Manchester Consular District)

Swiss Club Dunfermline

Mrs. U. Ditchburn, 21 Pitbauchlie, Dunfermline, Fife, Scotland

Swiss Club Edinburgh

Mrs. N. Robson, 14 Dalhousie Road, Eskbank, Dalkeith, Midlothian. Tel. 031-663 4482.

Swiss Club Liverpool

Mr. C. H. Sutermeister, 3 Farrhall Drive, Heswall L64 4SF.

Swiss Club Manchester

President: Mr. F. Schaufelberger, 1 Kew Drive, Cheadle Hulme, Cheadle SK8 6DD.

Secretary: Mr. Hp. Riesen, 96 Bleak Hey Road, Peel Hall, Manchester 22.
Tel. 061-437 5093

Yorkshire Swiss Club

Mr. O. Schreiberke, "Ardleigh", 67 Leeds Road, Rawdon, LS19 6NT.

Swiss Benevolent Fund for Scotland

Mr. O. Hartmann, 112 Hanover Street, Edinburgh EH2 1DR.
Tel. 031-226 5513

Swiss Relief Society Liverpool

Mrs. P. Caine-Villard, 2 Farr Hall, Farr Hall Drive, Heswall, Wirral L60 4SF.

Swiss Relief Society Manchester

Mr. P. A. Senn, Cloud Park Farm, Dial Lane, Congleton, Cheshire. Tel. 02602-2407

West of Scotland Swiss Club

Mrs. Ruth Bowes, 4 Vivian Avenue, Milngavie, Glasgow, Scotland.

FIRST OF AUGUST COMMITTEE

President: Mr. V. Berti, 15D Cambridge Park, Twickenham TW1 2JE. Tel. 01-892 2512

College of the Swiss Mercantile Society

Chairman of Education Committee: Mr. F. O. Hausermann, Wayside, 7 Scotts Avenue, Shortlands, Bromley, Kent.

Secretary: Mr. W. Burren, Swiss Mercantile Society, 34/35 Fitzroy Square, London W1P 6BP.
Tel. 01-636 2892

Swiss Hostel for Girls

9 Belsize Grove, London NW3 4UX. Tel. 01-722 6856

Chairman of Council: Mr. R. Suess, c/o Buser & Co. Ltd., 19/21 Great Portland Street, London W1N 5DB. Tel. 01-636 8806 and 01-580 7054

Swiss Welfare Office for Young People

31 Conway Street, London W1P 5HL. Tel. 01-387 3608

President: Mrs. G. Gyssler, 28 The Highways, Sutton, Surrey SM2 5QT. Tel. 01-642 6975

Secretary: Mrs. M. Lyster, 33 Irving Road, London W14 0JT.

"The Swiss Observer"

63/67 Tabernacle Street, London EC2A 4AH. Tel. 01-253 2321

Chairman of Advisory Council: Mr. F. Burri, 11 Spaniards End, London NW3.

Hon. Secretary: Mr. O. F. Boehringer. Tel. 01-253 2321

Editor: Mr. W. G. Sommer. Tel. 01-892 5920

OTHER INSTITUTIONS AND ORGANISATIONS OF THE SWISS COLONY IN LONDON

Eglise Suisse/Schweizer Kirche 79 Endell Street, London WC2H 9AJ

President of Consistoire: Mr. G. Gyssler, 28 The Highways, Sutton, Surrey SM2 5QT. Tel: 01-642 6975

Vice-President: Vacant
Protestant Minister – German speaking: The Rev. P. Jungi, 1 Womersley Road, London N8 9AE. Tel. 01-340 9740

Protestant Minister – French speaking: The Rev. F. Orna-Ornstein, 7 Park View Road, London N3 2TB. Tel. 01-346 5281

Swiss Catholic Mission
John Southworth Centre, 48 Great Peter Street, London SW1P 2HA.

Catholic Minister – The Rev. P. Bossard, John Southworth Centre, 48 Great Peter Street, London SW1P 2HA.
Tel. 01-222 2895

Swiss YMCA
1/3 Womersley Road, London N8 9AE.
Tel. 01-340 6018

Swiss Mothers' Group
Information can be obtained from: Maja Harhalakis, Tel. 01-946 4896, Lisa Hall, Tel. 01-946 3804, or Gret Schwab, Tel. 01-602 2262.

"Frauen Verein" – Mrs. G. Gyssler, Tel. 01-642 6975

Reunion de Couture" – Mrs. G. Ficker, 22 Southway London NW11.
Tel. 01-458 3859

COMMISSION OF THE SWISS ABROAD

South of Britain
Delegate: Mrs. M. Meier, 53 Priory Road, London NW6 3NE.
Tel. 01-624 5360

Deputy: The Rev. P. Bossard, John Southworth Centre, 48 Great Peter Street, London SW1P 2HA. Tel. 01-222 2895

North of Britain
Delegate: Dr. A. V. Lang, Trees, Chapel Rd, Alderley Edge, Cheshire
Deputy: Dr. H. Wirz, 6 Mostan Terrace, Edinburgh 9 (Office: Tel. 031-6671011, ext. 6366).

FEDERATION OF SWISS SOCIETIES IN THE UK

President: Mr. B. Simon, 28 Bower Road, Hale, Altrincham WA15 9DR. Tel. 061-928 1098; Tel. Office: 061-437 5252

Secretary: Mr. V. Berti, 15D Cambridge Park, Twickenham TW1 2JE. Tel. 01-892 2512

Treasurer: Mr. A. Kunz, c/o Swiss National Tourist Office, Swiss Centre, 1 New Coventry Street, London W1V 3HG. Tel. 01-734 1921