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# TRAVEL THROUGH WITH A SEASON

This summer the popular regional holiday season ticket for mountain railways and steamer and postcoach services will again be issued. In the regions of Montreux/Vevy, Bernese Oberland, Lake of Lucerne and Grabünden the ticket is valid for 15 days. On any five of these it can be used for free travel: on the other days it can be used to obtain an unrestricted number of

tickets at half fare.

The transport undertakings in the Locarno/Ascona and Lugano regions offer a seven-day season ticket for an unlimited number of journeys during that period. Fuller details are given in the leaflet "The regional holiday season ticket - the ideal for excursions" which is available at all larger travel agency offices.

## PACKAGE VISITS TO NATURE CENTRE

This centre is located on the Riederalp in Canton Valais and is housed in the famous Villa Cassel which the London financier Sir Ernest Cassel had built at the beginning of the century. It is situated at an altitude of 6,575 ft., above Europe's longest glacier.

Fourteen weekly packages are

planned for this summer including the following subjects: Mountain Spring in the Aletsch, Alpine Flora, Drawing and Painting, Nature Photography, Birds, Forest and Game.

The all-inclusive price with five overnights, full board and lessons is from Sw.Fr. 270 to Sw.Fr. 300.

### FIRST APPENZELL MODEL CHEESE-DAIRY

A model cheese-dairy has been opened in the typical Appenzell village of Stein, a few miles above St. Gall. It is open from 8 a.m. to 7 p.m. and facilities provided in conjunction with it are a slide show with trilingual commentary, an original restaurant and a dairy produce shop. The actual cheese-making process takes place from 9 a.m. to 11 a.m. and from 1 p.m. to 3 p.m. Admission is free.

### NEW PEWTER MUSEUM IN SIERRE

The basement of the town hall in Sierre now houses a pewter museum. Exhibited in it are about 180 items from the collection of more than 450 pieces which the commune was able to buy for 120,000 francs. The collection belonged to the estate of the late Gaspard-André Caloz, a citizen of Valais who was born at Grimentz in 1896, went to Britain in 1914 to learn the hotel trade and later worked in leading hotels in France, Italy and Switzerland. The collection was started in Nice and added to during numerous journeys in Switzerland and through Europe.

### BREAD EXHIBITION IN BERNE

To the end of July 1978 Berne's Applied Arts Museum (Kornhaus) is staging a unique exhibition. No fewer than 498 types of bread from 43 countries, all from the private collection of the well-known bread researcher Max Währen of Berne will be on show. Also in the exhibition will be 30 waffle and pretzel irons, the oldest cake in the world from an Egyptian rock tomb, 180 bread and cake moulds from 1750 B.C. to the present and many other rare exhibits.

### SEASON FOR SENIORS

All holders of a valid Senior Citizen Rail Card issued by Swiss or foreign Transport Undertakings are entitled to reduce hotel rates. In Switzerland these cards (Senior Citizen Half-Fare Season Ticket valid for 12 months) are sold to ladies of 62 and gentlemen of 65 and over, including foreign visitors, at Sw.Fr. 80 (instead of the normal Sw.Fr. 360) and are accepted by hotels as proof of entitlement. In the case of couples staying at hotels participating in the scheme it is sufficient for one spouse to be holder of the Senior Citizen Rail Card and it is immaterial whether the other is of Senior Citizen age.

A brochure giving all the details, e.g. participating hotels, prices, periods of validity, etc. is available from the Swiss National Tourist Office.

### WILD FLOWERS OF SWITZERLAND

Desmond and Marjorie Parish specialise in the photography of wild flowers in their natural habitat.

Until 30th June 1978 there will be an exhibition of a hundred colour prints of wild flowers photographed in Switzerland

Venue: Russell-Cotes Museum & Art Gallery, Bournemouth, Dorset.

### FRIBOURG - TRIENNIAL EXHIBITION OF PHOTOGRAPHY

The Second International Triennial Exhibition of Photography will be held in the Museum of Art and History at Fribourg from 17th June to 22nd October 1978.

The exhibition is held under the patronage of the Canton and City of Fribourg and is displaying photographs from professionals from all over the world.

### EMMENTAL - FARM HOLIDAYS FOR CHILDREN

Between April and October special farm holidays are available in the Emmental for children of ten years and over. A basic knowledge of German is essential. All-inclusive price for two weeks is Sw.Fr. 195.

### CAMPER-VAN HOLIDAYS

The Automobile Club of Switzerland (ACS) is offering for the first time holidays in a camper-van. Prices start from Sw.Fr. 115 per day. The camper-vans are fully equipped with refrigerator, gas cooker, heating, water, etc.

### LENZBURG -- SWISS PHOTO WORKSHOPS

Once again a series of weekly workshops are being offered in Lenzburg for the English-speaking photo enthusiast. These workshops and seminars dealing with the principles and practices of photography are combined with many excursions and social activities.

The cost for the one-week (Sunday to Saturday) stay with Swiss photo Workshop is U.S. \$250 which includes tuition, single room, breakfast, excursions and entry fees.

### HOLIDAYS AND LANGUAGE COURSES IN SWITZERLAND

Every summer young guests from all parts of the world come to Switzerland to improve their knowledge of foreign languages. Depending on the choice of school, they stay either in beautiful cities, amid the enchanting mountains or in lakeside towns and villages. All these visitors have a common purpose - to further their education in a most friendly and invigorating atmosphere and at the same time to take advantage of the numerous opportunities for active sports and relaxing hobbies that Switzerland offers.

The country has a long tradition of expertise in the organisation of boarding schools and other educational institutions. The various courses are described in the brochure "Holidays and Language Courses in Switzerland 1978", recently published by the Swiss National Tourist Office.

### SCHWYZ - FEDERAL YODELLING FESTIVAL

The town of Schwyz will host this year's Federal Yodelling Festival. This event promises to be one of Switzerland's most attractive festivals where yodellers and costume groups from all over the country will take part. Date: 30th June - 2nd July 1978.

**INTERNATIONAL MUSIC FESTIVALS  
IN SWITZERLAND**

*Lucerne*

The 1978 International Festival of Music Lucerne will take place from 16th August to 7th September. A preliminary programme has been published, giving details of the various performances, and is available from the Swiss National Tourist Office.

*Montreaux*

The 33rd "Festival de Musique Montreux-Vevey" will be taking place from 31st August to 7th October. A detailed programme is available from the Swiss National Tourist Office.

**THE FOUR-VALLEY "ROUTE  
BLANCHE"**

A new trend is becoming apparent in alpine ski-ing. Now that the major ski resorts have opened up their nearby mountains and surrounding areas by means of railways, aerial cableways and lifts, they are beginning to link up with each other across mountains and valleys. The most important of these link-ups recently connected the ski resorts of Les Collons/Thyon and Veysonnaz, located above Sion, with the areas of Nendaz, Super Nendaz and Verbier.

Skiers will find there is a network of about 30 miles of pistes. Further development is planned eastwards, to reach Vercorin and Grimentz via Saint-Martin, Naz and Mont-Noble. The best starting point for the "Route blanche" is Veysonnaz (4,045 ft.) which

can be reached by road from Sion in 20 minutes and from where there are some 80 lifts and aerial cableways.

**INCREASE IN HOTEL OCCUPANCY IN  
SWITZERLAND IN 1977**

In 1977, for the first time since 1972, hotel occupancy again increased in Switzerland. According to official estimates, the number of hotel overnight reservations in Switzerland increased by 1.8 million or 6 per cent compared with 1976, to reach some 32.3 million. With 12.9 million overnight stays, i.e. 4 per cent more than the preceding year, Swiss guests accounted for two-fifths of the total. The overnight stays of foreign visitors increased by 7.5 per cent to reach 19.4 million.

The greatest increase was recorded among tourists from the U.S.A. (+17 per cent) and the German Federal Republic (+13 per cent). The stable level of prices, in spite of the continuing high rate of the Swiss franc, certainly contributed to this increase in foreign demand.

**BERNESE OBERLAND – CONDUCTED  
EXCURSIONS BY TRAIN**

During the forthcoming summer season, the popular excursions by special train from Interlaken/Spiez/Fruttingen/Kandersteg to Stresa (Italy) and Zermatt are again organised.

Departures from Stresa will be every Thursday from 29th June to 21st September. Departures for Zermatt will be every Tuesday to 19th September.



Holders (adults only) of the Swiss Holiday Card, Holiday Ticket, Half-fare Season Ticket or Regional Holiday Season Ticket for the Bernese Oberland will benefit from a reduction of Sw.Fr. 10.

The trips are conducted by a multi-lingual guide, and the comfortable railcars are equipped with loudspeakers. A detailed programme giving departure times and fares will shortly be available from the Swiss National Tourist Office.

**LUCERNE – EVENTS CALENDAR  
1978**

Lucerne has just published its calendar of principal events during 1978. It is available from the Swiss National Tourist Office.

**Supercoaches – The Scenic Route to Geneva**

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## VEVEY – SPECIAL PACKAGES

The following packages are on offer including 1 week (6 nights) demi-pension, one excursion on the lake or to the mountains, a drink, a souvenir gift, a local speciality dish and 2 entrance tickets to a public outdoor or indoor swimming pool.

### Tennis

from Sw.Fr.308.

Dates: 24th – 30th September

### Golf

from Sw.Fr.347.

Dates: 1st – 7th October

### Sailing

from Sw.Fr.440.

Dates: 3rd – 9th September

### Horseback Riding

from Sw.Fr.506.

Dates: 8th – 14th October

### Guided Walks

from Sw.Fr.385.

Dates: 15th – 21st October

### Bridge

from Sw.Fr.363.

Dates: 22nd – 28th October

## KERNS – NEW HOTEL

On 15th June the Hotel-Restaurant Krone opened its doors in Kerns (Central Switzerland) near Lake Sarnen. This new hotel has 40 beds, all rooms with bath or shower and w.c. Prices for full board start at Sw.Fr. 45.

## LUGANO – MADE TO MEASURE HOLIDAYS

An individual one-week arrangement, valid until 29th October 1978, is again offered by 10 hotels. Prices are from Sw.Fr.225 for bed and breakfast, from Sw.Fr.295 for demi-pension, or from Sw.Fr.350 for full board. The arrangement includes 7 nights at the Hotel, Welcome Drink, funicular trip to Mount San Salvatore or Mount Brè, a local excursion to Gandria and a city sightseeing tour, amongst other attractive offers.

Information and bookings from SNT0.

## NEUCHÂTEL – PACKAGES

A weekly package arrangement is available from Sw.Fr.239 including 7 nights' accommodation with breakfast and one main meal including a typical local dish and a farewell dinner. Also included are a welcome drink, documentation, souvenir, a voucher for a day trip on the lakes of Neuchâtel, Murten and Biel, a special boat trip to the "Fjords" of the River Doubs, etc.

The following special packages are also on offer:

### Sail Surfing

(from Sw.Fr.208. (4 nights)

### Golf

from Sw.Fr.228. (4 nights)

### Hang-gliding

from Sw.Fr.389. (4 nights)

### Sailing

from Sw.Fr.403. (4 nights)

Further information and bookings from SNT0.

## GYPSY TRAILS THROUGH THE JURA

A further option has this year been added to the popular trips in gypsy wagons in the Ajoie and through the Franches-Montagnes district which are available to 28th October. Beginning at Lucelle the route continues to Vendlin-court; from there a short diversion is made into the Ferrette district of Alsace in France, the trail leading back into Switzerland at Mariastein. On the fifth day the travellers continue to Laufen, returning to Lucelle via Moulin-Neuf at a comfortable pace of three to four miles an hour. Another new feature this summer are the "Gypsy Weekends" of two, three or four days from 15th August. There is a choice of different routes in the Ajoie and a tour to the Etang de la Gruère in the Franches-Montagnes.

## STOP-OVER ZÜRICH OR GENEVA

Inexpensive stop-over packages will continue to be available this summer.

The arrangement is available to any Swissair passenger (except charter, group or airline personnel) who uses Zürich or Geneva as the first point of final departure when continuing on a direct inter-continental flight to any point outside Switzerland. Similar facilities apply in the opposite direction, where Zürich or Geneva is the first point of arrival on a direct intercontinental flight and the journey continues to any point outside Switzerland.

The inclusive cost is Sw.Fr.80 covering the following items:

\*Transfer airport – hotel and return by hotel coach.

\*Hotel accommodation for one night in a first-class hotel: In Zürich: the International, Holiday Inn, Mövenpick or Continental; in Geneva: the Hotel Méditerranée.

Dinner or lunch – voucher value Sw.Fr.20. Available at a selection of restaurants.

Free public transport for one day.

Sightseeing tour by boat on the Limmat river in Zürich or Lake Geneva.

Free entry to two art galleries.

Free entry to a nightclub.

A small, typical souvenir.

\*A de luxe offer providing hotel accommodation at the Hotel Zürich, Zürich, or Ramada Hotel, Geneva, with transfers by taxi, is also available at a supplement of Sw.Fr.40.

Copies of the brochure detailing the arrangement in full can be obtained from:

Swissair

Swiss Centre

10 Wardour Street

LONDON

W1V 4BJ

Tel. 01-734 6737

## 800 YEARS LUCERNE – SWISS TRANSPORT MUSEUM

On the occasion of the 800th anniversary of the foundation of Lucerne the following events will take place in the Swiss Transport Museum:

### Until 2nd October

*Cosmorama*, multivision slide lecture depicting the city from the beginning to the present time.

### Until 22nd September

*Planetarium*, from Ptolemaeus to Einstein, how the knowledge of the earth and the universe has changed.

### Until 29th October

Exhibition, models and historical documents on the city of Lucerne and of 50 years Lake Lucerne Navigation Company.

## OPENING OF BALLEMBERG SWISS OPEN-AIR MUSEUM

At the end of May the Swiss Open-Air Rural Housing and Homes Museum at Ballenberg near Brienz opened and exhibited the most important types of Swiss homes and settlements in regional groups of buildings in a park-like area of about 123 acres. Among the buildings already in place are a multi-purpose construction (1797) from Ostermundigen with granary and well house, a "wooden post" house from Madiswil (1710), a house from Adelboden (1698), and a half-timbered house from Richterswil/ZH approximately 1770. The "Alte Bären" from Rapperswil/BE is now a museum tavern. In the houses craftsmen can also be seen at work. Other buildings worthy of preservation from other parts of Switzerland will follow in the near future. Access is via Kienholz/Brienz to Hofstetten (main entrance); bus services connect with all trains arriving in Brienz. The opening hours are from 9 a.m. to 6 p.m. daily.



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## ACTIVE HOLIDAYS IN EAST SWITZERLAND

In Eastern Switzerland, where people still stick to the old and traditional way of life, visitors are offered a wide range of instruction in handicrafts. Courses in rustic painting and oil painting are given in Gais and various woodcarving courses are on the programme on the Tannenbodenalp. A novelty introduced last year was carpet sewing, working with sewing machines according to the student's own designs or patterns. At Neukirch an der Thur an expert demonstrates how to make table marionettes and operate them. Also taught there is how to make simple musical instruments and play them.

## BLONAY-CHAMBY MUSEUM RAILWAY

In May 1966, when the Blonay-Chamby line was closed down, a number of railway enthusiasts got together to

start a living railway museum, the first of its kind in Switzerland on this model stretch above Vevey-Montreux. In the last ten years the 200-member museum railway co-operative has acquired or has been presented with a dozen steam trains from Switzerland, Germany, Italy and Spain, ten historic electric motive-power units and about 40 passenger coaches and freight cars, and many other items. The steam train runs to a timetable every Saturday afternoon and Sunday from May to October. On other days special steam or electric trains can be ordered. Special steam trains also take visitors on an excursion in the Gruyères region.

## RHEINFELDEN SALINENPARK AWAKENS TO A NEW LIFE

Life is returning anew to the Salinenpark in the spa town Rheinfelden. The new spa centre with salt-water swimming pool and treatment department is already in place. At the end of May the

Parkhotel in the old section of the Salinenhotel was opened in an initial stage of construction. Dining room and hall of the former luxury spa hotel have been turned into an automobile museum in which visitors can inspect 120 veteran cars, old bicycles and motor cycles. In addition, an old brine derrick is being erected in the Park for demonstrations of how brine and salt were and still are extracted.

## GENEVA-LUGANO AIR SERVICE

Until October 1 the SATA air company will operate a daily service between Geneva and Lugano using a six-seater Cessna aircraft. An innovation this summer is that the return journey can be made on the same day on three days of the week. During the same period there will also be a once-daily bus service between Lugano and the Italian international airport of Milan-Linate.

# SWITZERLAND EVEN MORE POPULAR WITH BRITISH HOLIDAYMAKERS

WINTER 1977/78

Switzerland's hotel sector (hotels, motels and pensions) registered a remark-

able increase in the number of overnights spent by British visitors in December, January and February.

Swiss Hotels were pleased to record

the following increases in overnights:

December 1977:	+	22%
January 1978:	+	11.6%
February 1978:	+	12%

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Tel: High Wycombe 37010

# SWITZERLAND



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**EUROVAN**

During the past winter season, over 30 British Tour Operators were arranging winter sports holidays and "winter breaks" in more than 40 Swiss resorts and towns.

According to a survey carried out by the Swiss Hotel Association, the regional tourist associations in Switzerland expect a total increase in bed nights of 5% for the winter period November 1977 to April 1978.

#### SUMMER 1978

Judging by the number of enquiries received at the Swiss National Tourist

Office from the British public in January and February this year (+ 62% and + 42% respectively), 1978 is going to be a bumper year for Swiss tourism from the United Kingdom.

In spring, summer and autumn this year, over 60 British Tour Operators are offering holidays in 67 Swiss resorts and towns. Due to the country's low inflation rate (at present 1.3% per annum), tour operators are able to offer inclusive holidays at attractive prices ranging from £98 for 8 days £145 for 15 days) including half board and air travel from London and return.

Most of the 3,000 member hotels of the Swiss Hotel Association have decided not to increase their rates for 1978, thus maintaining their hotel prices for the fifth successive year. This determination to remain competitive internationally makes Switzerland an excellent value-for-money holiday destination. In Switzerland there are 100,000 hotel beds available at under Sw.Fr. 30.00 per night including breakfast, tips and taxes.

#### RE-OPENING OF SMUGGLER'S MUSEUM IN GANDRIA

After a thorough renovation the Smuggler's Museum, founded in 1935 in Gandria near Lugano, will re-open on 1st July. All the items on view were collected by frontier guards: old printed papers, arms, ingenious receptacles used by poverty-stricken day labourers to smuggle goods across the frontier. The latter include hollow shoe heels, petrol cans with false bottoms, hollowed-out loaves of bread and dummy books. Also exhibited is a rubber dinghy with soundproofed underwater motor, which, loaded with a ton of salami, had driven beneath the surface of the water. The museum is open every afternoon and admission is free. A boat service leaving Lugano at 2.30 p.m. is planned.

#### FOLLOWING HEIDI'S TRAIL ON FOOT

As of this summer it is possible in Canton Grisons to walk in the footsteps of "Heidi", the world-famous little girl featured in Johanna Spyri's novel of the same name which has been translated into more than 30 languages. The Maienfeld tourist office has now marked two routes so that young and old alike can find their way through "Heidiland" without a guide. The "short Heidi path" (marked in red) takes in the "Heidi Hamlet" of Oberrofels and the "Heidi Fountain", while the "long Heidi path" (marked in green) is a 4½-hour walk and includes the "Peter the Goatboy Hut", the "Heidi Alp" on the Ochsenberg, and the wine-growing village of Jenins which Johanna Spyri often visited. An explanatory leaflet with the route and other details is available from the tourist office in Maienfeld at no cost.

#### MOVE FOR SWISSAIR GLASGOW OFFICE

Swissair is moving its Glasgow office to new, larger premises on May 22nd. From that date the address will be Swissair, 3rd floor, Phoenix House 78 St. Vincent Street, Glasgow G2 5TX.

The telephone number for passenger reservations and enquiries remains unchanged as 041-248 6491/2. Cargo reservations, however, will from 22nd May have the new number 041-226 4121/2.



On May 17 Aloys Hiff, who lives in Buckinghamshire about 60 km from London, had a lot to celebrate — namely his 89th birthday and the start of his 50th annual visit to Switzerland. Swissair helped him do so in style, with champagne on board and flowers on arrival in Zürich, presented by one of their ground hostesses . . .

Apart from the war years Mr. Hiff has visited Switzerland every year since 1912. A keen photographer, he has thousands of slides of Switzerland and lectures on the country's geography and geology.