

**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:** - (1950)  
**Heft:** 1136

**Artikel:** Swiss Holidays not so expensive  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-690031>

### **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:** 02.03.2025

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

**SWISS HOLIDAYS NOT SO EXPENSIVE.**

The Centres Tours Manager of a well-known English Travel Agency has demonstrated most convincingly in a circular letter to its Agents that holidays in Switzerland are even now, on the whole, not dearer than in other countries and that all English tourists, who have in the past refrained from drawing the full travel allowance may get more Swiss francs for spending than before, if they so desire.

We reproduce the text herewith, as it will no doubt give useful talking points to Readers. We regret having for the moment to suppress the name of the writer of the letter and his Agency, but congratulate them on this enterprise.

**HOLIDAYS IN SWITZERLAND.**

The number of bookings for Swiss Holidays for this Season is considerably reduced, and as we feel that this is partly due to a lack of appreciation by the public of the true position, we should like to make a few observations regarding Swiss Tours.

There seems to be a widespread belief that Switzerland is a bad holiday proposition since the devaluation of the £, and that even when tours are no dearer than in other countries, the cost of excursions and incidentals are comparatively high, making a holiday there much more expensive than in other holiday countries.

Some of the true facts are set out on a leaflet published by the Swiss National Tourist Office. We ourselves have proved to our own satisfaction that hotels in Switzerland are no dearer than hotels of similar standard in other countries, and are in many cases cheaper despite the effects of devaluation. The cost of excursions and other incidentals paid by clients are similarly quite comparable with those obtaining elsewhere.

In addition, we find that it is not clearly understood that the amount of Swiss Currency available for spending in connection with Tours is actually more than was allowed in 1949. For example, clients taking a 17 day tour to Switzerland last Season were given a spending money allowance of about £1 per day :

*i.e., £14 which @ 17 fr. to the £1 = Fr. 238. (1949)*

Whereas on a similar 17 day Tour this Season, they may take with them for spending about :

£28 which @ 12 fr. to the £1 = Fr. 326 (1950).

This plea for stress on Switzerland is not axe grinding on our part; bookings for all countries are equally remunerative to an Agent, but we feel that we should do all we can to remind intending travellers that Switzerland, the holiday country "par excellence," still offers the finest value for a Continental holiday.

**SWISS STOCK AND SHARE PRICES.**

*Stock :*

Staatsanleihe 3% 1903 .....	102 $\frac{3}{4}$ %
"    3 $\frac{1}{2}$ % Ser. I-III 1932/33 .....	108%
Bundesbahnen 3% différe 1903 .....	105 $\frac{1}{2}$ %

*Shares :*

Swiss Bank Corporation .....	S.frs.798
Creditanstalt .....	810
Bankgesellschaft .....	910
Adolph Saurer .....	780
Aluminium-industrie .....	1825
Bally .....	697
Brown Boveri .....	827
Ciba .....	2220
Maschinenfabrik Oerlikon .....	587
Nestlé Alimentana .....	1359

**"IN PERFECT SHAPE  
ALL YOUR LIFE"**

by **ARTHUR ABPLANALP**

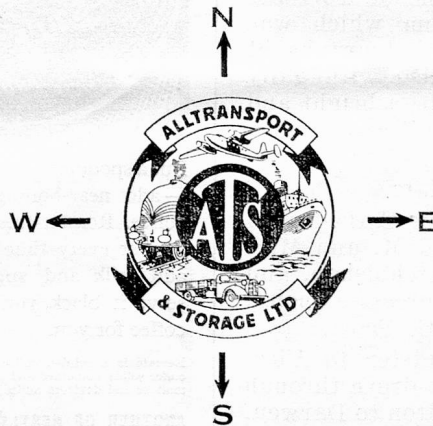
★  
*The Book that delights and benefits everybody from the  
point of view of general Health and Sickness of Figure*  
★

Obtainable from bookshops, or direct from:  
"Health For All" Publishing Co.,  
17/18, Henrietta Street, London, W.C.2

**PRICE 7/6**

**ALLTRANSPORT BUILDING**

Telephone : CENtral 5200 (20 Lines)



**ALLTRANSPORT & STORAGE LTD.**  
*International Forwarding Agents*  
LITTLE TRINITY LANE,  
LONDON - - E.C.4

**ALL TRAVEL SERVICES**  
SAME ADDRESS  
SAME TELEPHONE  
SAME GOOD CARE