

# Tourist news

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## NEW PUBLICATIONS

The following new publications are available from the Swiss National Tourist Office free of charge:

### Summer Holidays in Switzerland 1976

This publication gives information on inclusive tours to Switzerland by air, rail, coach and car, arranged by British Tour Operators. There is a choice of over 70 destinations including lakeside resorts, alpine villages, historic towns and modern cities to enjoy your spring, summer or autumn holiday. In addition useful information such as duration, minimum price and starting points is given. Also included are Special Interest, Two Centre, Touring and Self-Catering Holidays as well as Fly-Rail Inclusive Holidays.

### Guide to Swiss Hotels 1976

This hotel guide gives useful details such as addresses, telex and telephone numbers, the periods the hotels are open and total number of beds. Also shown are the bed and breakfast and full-board rates as well as the various facilities of each hotel.

### THE LEADING HOTELS OF SWITZERLAND

The Swiss top class hotels have formed an independent consortium for the purpose of maintaining and strengthening the tradition and reputation of Switzerland as a tourist country. Their emblem, a capital "H" with five stars, is a guarantee for the guest that he will find in all hotels belonging to the group the highest standard of comfort personal service and cuisine in elegant and relaxing surroundings.

### REGIONAL HOLIDAY SEASON TICKET

The ideal ticket for excursions which is valid for 15 days in the regions of Montreux-Vevvey, the Bernese Oberland, Lake Lucerne and the Grisons. On any five days it is used as a General Season Ticket for unlimited travel and on the remaining days at half-fare. In the regions of Locarno/Ascona and Lugano it is valid for seven days as a General Season Ticket.

### 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. 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 1976" published by the Swiss National Tourist Office.

### STEAM IN SWITZERLAND 1976

Switzerland is the ideal country for hobby holidays and, as there seems to be an increasing nostalgia for things old and beautiful, steam engines and paddle steamers make more friends year by year.

To enable you to include a few unusual items of special interest in your itinerary, the Swiss National Tourist Office has published this booklet which gives full details of all planned excursions by steam engines and paddle steamer during 1976.

### FLIMS – TENNIS HOLIDAY COURSES

The first-class Park Hotel Waldhaus at Flims (Grisons) is offering special tennis package arrangements from 6th June to 4th July, 18th to 24th July, and 29th August to 18th September. Prices start from Sw.Fr. 490 – for six days full board, tips and taxes, free use of swimming-pools and tennis courts, and tennis instruction. There are nine tennis courts and an indoor court available.

Further information and bookings: Mr. Ernst Hauri, Postfach, 6403 *Kuessnacht/Switzerland*.

### GREAT ST. BERNARD ROAD TUNNEL – NEW TOLL CHARGES

On 15th December, 1975, charges for the Great St. Bernard Road Tunnel were increased. The fare for a medium-sized car is now Sw.Fr. 18 – one way, and Sw.Fr. 25 – for a return journey valid three days.

For Sw.Fr. 70 a season ticket for 10 journeys can be purchased, valid five months.

### SAAS-FEE: PACKAGE ARRANGEMENTS

#### Ski and Tennis Weeks, June 1976

The weekly packages start on 6th, 13th, 20th and 27th June and cost from Sw.Fr. 316 – including six nights full board, use of aerial cableways and skilifts, admission to indoor swimming pool, use of tennis courts and one admission to the glacier grotto. Ski-ing will be in the morning and tennis in the afternoon.

#### Climbing Weeks

Climbing Weeks are arranged starting on 6th, 13th, 20th and 27th June from Sw.Fr. 330 – including six nights full board, four days instruction in climbing, rope techniques, equipment, climbing in rocks and ice, admission to indoor swimming pool and use of tennis courts.

#### Autumn and Walking Weeks, September 1976

These weeks are arranged from 5th September to 2nd October. Prices start from Sw.Fr. 254 – including six nights bed and breakfast, travel by train and bus to the different starting points, four daily walking tours, admission to the indoor swimming pool, use of tennis courts, mountain guide, overnight stay at the Britannia Hut and Raclette Party.

### SWISS CABLEWAY GENERAL SEASON TICKET

This General Season Ticket, valid on some 1,000 aerial cableways, chairlifts and skilifts, contains coupons to the value of Sw.Fr. 75 – (sold for Sw.Fr. 60) –

# TOURIST NEWS

and Sw.Fr. 132 – (sold for Sw.Fr. 100) – thus representing a saving of 20 per cent on the ordinary fares. It is issued all the year round, is transferable and has a validity of three years. Skiers with families will find it especially attractive.

### LOCARNO – PACKAGE ARRANGEMENTS

Locarno is offering weekly packages from Sw.Fr. 160 – for bed and breakfast in conjunction with tennis or horse-riding, or with one of the many holiday courses (Pottery, Dancing, Painting, Glass Blowing etc.) in the picturesque village of Berzona in the Verzasca valley.

Further information and bookings: Ente turistico, Locarno e Valli, Via F. Balli 2, 6600 *Locarno/Switzerland*.

### DISCOVER SWITZERLAND BY EUROPABUS

The Swiss Postal Coach Service is again organising from mid-April to mid-October 1976 conducted tours by modern motor coaches. There are three different arrangements: "Swiss Highlights Tour" (three days from Geneva from Sw.Fr. 335), "Swiss Alps and Lakes Tour" (four days from Zürich from Sw.Fr. 470) and "Grand Alpine Tour" (seven days from Zürich or Geneva from Sw.Fr. 805). These tours include demi-pension in twin-bedded rooms with bath or shower.

Information and bookings: Swiss National Tourist Office, Swiss Centre, 1 New Coventry Street, London W1V 3HG.

### BERNESE OBERLAND – SPECIAL COACH EXCURSIONS

In May, June, September and October the official tourist offices of Hasliberg, Wilderswil and Zweisimmen are organising special travel arrangements for groups with a minimum of 20 participants. Included are six nights (two nights each at Hasliberg, Wilderswil and Zweisimmen), admission to the Swiss Transport Museum in Lucerne, to the Crystal Museum in Guttannen, to the Aare Gorge in Meiringen, a Folklore Evening, a lake steamer trip Brienz-Interlaken, admission to the indoor swimming pool at Wilderswil, visit to the Truemmelbach Falls, excursion to

the Schilthorn, visit to the Cheese Dairy at Gruyères and coach travel. The cost is Sw.Fr. 298.

### LAUSANNE – “THE GOLDEN RING” EUROVISION SPORTS CONTEST

From 1st to 4th June, 1976, the city of Lausanne (under the patronage of the European Broadcasting Union, the International Olympic Committee and the Swiss Broadcasting Corporation) is organising THE GOLDEN RING. It will take place at the Palais de Beaulieu in

Lausanne. Experts may only participate after being officially accredited by the contest secretariat.

Further information from: Prix Eurovision des émissions sportives, “L’Anneau d’Or”, c/o ADIL, Avenue d’Ouchy 60, 1002 Lausanne/Switzerland.

### WILLIAM TELL PLAYS IN ALTDORF AND INTERLAKEN

After four years the William Tell Plays will be back in Altdorf. The first performance will take place on Saturday,

24th July, 1976; then every Friday evening and Sunday afternoon until 17th September.

In Interlaken, the William Tell Open-Air Performances will take place in a covered auditorium every Thursday and Saturday from 24th June until 4th September, 1976.

### POSCHIAVO – 13th WALKING WEEK

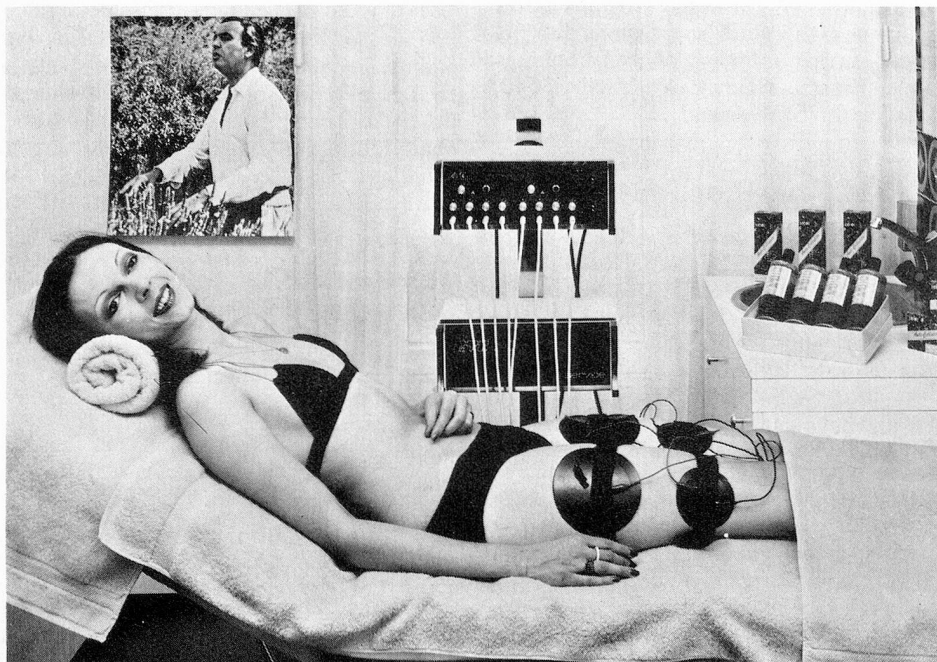
From 22nd until 30th May a special walking week in the Poschiavo Valley (Canton Grisons) is organised. Prices are from Sw.Fr. 335 – and include full board, walking guide, train or postal motor coach to the starting points, and walking map.

Further information and bookings: Ente turistico 7742 Poschiavo /Switzerland. Tel: (082) 5 05 71.

### MURTEN – COMMEMORATION FESTIVITIES 1976

On the occasion of the 500th anniversary of the battle of Murten, a special programme will be organised up to October 1976, including Anniversary of the foundation of the town of Murten with Folklore Procession (15th/16th May), Historical Shooting Competition (13th June), Commemoration of the Battle of Murten (19th/20th June), Town Festivals, Exhibitions etc.

Further information from: Stadtverwaltung Murten, 3280 Murten/Switzerland.



## THE FULL TREATMENT

The beauty business is booming at Interlaken's Beau Rivage Hotel in Switzerland's Bernese Oberland.

When Beau Rivage manager and keep-fit enthusiast Mr. Joe L. Gehrer organised an experimental programme of beauty and fitness weeks at the hotel in the summer of 1974, he received 170 bookings.

In 1975 he expanded the programme, and reservations increased to 700. This year his target is 1,400.

For this year prices are being held at last year's level of Sw.Fr. 860 per person (Sw.Fr. 930 for a single room), for which the guest receives full board/diet and accommodation for one week, and individual treatment and attention at the hotel's ultra-modern Sw.Fr. 2.3 million Belmilon beauty and fitness centre.

There's a resident cosmetician and a masseur and the week's programme ranges from skin care and saunas to candlelight dinners and a farewell gala buffet at the end of it all – even for those who choose a diet menu.

About half of last year's bookings – men and women – came from Swiss themselves, and most of the others were from neighbouring West Germany and France. This year Mr. Gehrer wants to attract more guests from Britain. He is currently making the first of several one-man sales promotion visits to London, during which he is to have talks with leading tour operators.

Claims Mr. Gehrer: “We are definitely the only Swiss hotel offering such extensive beauty and fitness facilities.”

### A NEW IDEA – TRAM AND BUS DAY TICKETS FOR SWISS CITIES

An innovation in Switzerland is the introduction of tram and bus tickets valid in different Swiss towns. The Federation of Swiss Transport Undertakings, in association with the transport services of 20 towns, is issuing a booklet containing ten one-day tickets and costing Sw.Fr. 35. Thus for Sw.Fr. 3.50 the user can travel as much as he likes on trams and buses in Aarau, Baden, Basle, Berne, Biel/Bienne, La Chaux-de-Fonds, Fribourg, Geneva, Lausanne, Locarno, Lucerne, Logano, Montreux/Vevy, Neuchâtel, St. Gallen, Schaffhausen, Solothurn, Thun, Winterthur, and Zürich. The booklets are obtainable from municipal transport selling points, Swiss Federal Railway stations and from the offices of the Automobile Club of Switzerland (ACS) and the Swiss Touring Club (TCS).



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## LUGANO – HOBBY HOLIDAYS

The Migros Club School is organising again this year special hobby holidays including Yoga, Modelling, Drawing, Painting, Pottery, Horse-Riding, Photography, Filming, Water Ski-ing, Tennis, Wind-Surfing and Italian Language.

Prices start from Sw.Fr. 265 – for full board, from Sw.Fr. 230 – for demi-pension and from Sw.Fr. 150 – for bed and breakfast for seven nights, excluding fees for the various courses.



## LESSONS FROM THE CHAMP

Eurotel of Switzerland is offering an extra attraction this year to ski-ing enthusiasts spending a week or more at its St. Moritz hotel – lessons from former world and Swiss champion Dumeng Giovanoli.

Giovanoli was world champion and Olympic silver medallist in 1968, and won the Swiss title nine times.

Instruction courses – which are intended for experienced skiers only – will be held from mid-June to late October.

The cost per person is from Sw.Fr. 596, which includes Eurotel half-board and accommodation for a week, and instruction under Giovanoli on the slopes of the 10,000 feet Piz Corvatsch.

There are other instruction courses for less experienced skiers.

## DROP IN SWISS CLOTHING IMPORTS

During recent years, Swiss clothing imports had regularly increased to a greater extent than exports. However, a reversal of the trend occurred for the first time in 1975. Imports, with the exception of footwear, dropped by 9.4 per cent compared with 1974 and amounted to 1,468 million francs, whereas exports increased slightly to amount to 438 million francs, i.e. 0.6 per cent more than the previous year. The drop in the mean values of imports (–6 per cent) and exports (–3 per cent) would suggest that present world marketing difficulties have led to a price war between clothing manufacturers. The main suppliers, in order of importance, were West Germany, France, Italy, Austria and Hong Kong. For the first time, in 1975, Yugoslavia and South Korea were numbered among the ten leading suppliers. Inexpensive articles from Asia accounted for 13 per cent of imports in 1975, compared with 10 per cent in 1974. On the other hand, clothing imports from Portugal, Great Britain, Austria, Belgium and France fell off considerably. With regard to Switzerland's exports, over 50 per cent were sold in Austria and West Germany. The main export markets for the Swiss clothing industry also include Sweden, Japan and France. While exports to Portugal showed a drop of 70 per cent in 1975, those to Germany increased by 50 per cent.

# Forthcoming events

**SWISS MERCANTILE SOCIETY:**  
Tuesday, 14th April at 7.00 p.m.,  
Monthly Meeting, followed by  
Lecture. Non-members welcome.  
Telephone 01-637 3609.

**NOUVELLE SOCIETE HELVETIQUE:**  
Thursday, 25th March –  
A.G.M./Annual Dinner at Prince of  
Wales Hotel, London, W.8.

## SWISS CLUB EDINBURGH

*Tuesday, 17th April, 1976*

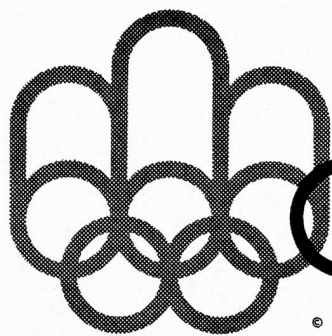
7.30 SHEEP'S HEID INN, Duddingston.  
Skittle Match against Swiss Club,  
Dunfermline. Bus 42 from Princes  
Street. Cost to be collected on the  
evening. You can bring a friend.

*Monday, 31st May, 1976*

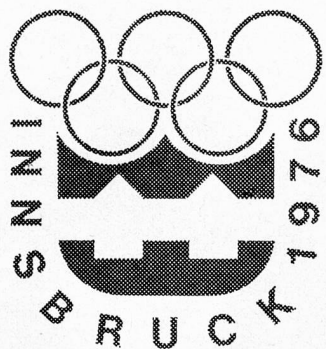
7.00 meet outside Corner of 80 Queen  
Street (Denzler) by car who can.  
WALK from Cramond to  
Queensferry – ending with a drink  
in Hawes Inn, South Queensferry.

*Monday, 28th June, 1976*

7.30 meet outside Corner of 80 Queen  
Street (Denzler) by car who can.  
BARBECUE at Longniddry. To get  
an idea of how many sausages we  
need, please ring on 26th before 11  
a.m. to Suzie Henderson, 445 1125.  
(If you forget, come anyway – we  
might have a Zipfel left over). Take  
your own liquid! – woollens and  
rainwear if required.  
Have fun!



**Montréal 1976**



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