

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: - (1983)
Heft: 1802

Artikel: No more Swissair offices until 1988
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-687144>

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: 14.05.2025

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

SWISSAIR has agreed not to open any more sales offices in Switzerland for the next five years, following talks with the Swiss Travel Agents Federation on complaints that the airline is competing directly with its own agents.

During the talks, Swissair also gave an assurance that it was not trying to lure customers away from the travel agents.

However, according to the Federation's annual report, Swissair said it did not want to be totally dependent on the travel agents because it did not think they were pushing the sales of Swissair tickets energetically enough.

Its policy towards them would

No more Swissair offices until 1988

therefore depend on how far the travel agencies, through increased efforts, achieved Swissair's targets and the airline's desired market share for Switzerland.

The Federation and Swissair agreed that in advertising more emphasis would be placed on the two organisations' common interests and co-operation.

The Federation's report com-

ments: "We still think that a network of well-motivated agents is the best way to increase Swissair's share of the market."

Profit after cut-back

THE Swiss charter airline CTA (Compagnie de Transport Aérien) last year produced its best result since its founding in 1978 – a net profit of Sfr. 717,705, which was a 63 per cent increase over the previous year's figure.

The profit enabled the Geneva-based airline to wipe out a deficit of Sfr. 626,779, the balance remaining from the loss of the first year's operations.

CTA director Rolf Kressig said that last year the airline deliberately reduced its activities so that it could meet demand with its own four Super Caravelle aircraft without leasing an additional machine as it had done in the previous year.

Total turnover was Sfr. 50 million – down eight per cent – but costs were cut by 10 per cent, producing a gross surplus of Sfr. 3,350,000.

As a result of the planned lower production, CTA's share of the Swiss charter market fell from 18.7 per cent to 15.4 per cent, most of the lost traffic being picked up by non-Swiss charter airlines.

Mr Kressig described competition on the charter market as "ruthless", especially from the non-Swiss charter companies.

Irish thanks for Kündig

THE contribution made by Swiss tour operator Kündig to Irish tourism from Switzerland was praised at an event held in Zurich to mark the firm's 20th year of activity as a promoter of Ireland.

Frankfurt-based Fechin Maher, Irish Tourist Board director for Germany, Austria and Switzerland, stressed the value of the specialised knowledge of Ireland built up by the firm over the years.

He presented Kündig manage-

ing director Walter Fürer with a Waterford crystal glass ship's decanter to mark the anniversary.

Eddie Reid, Aer Lingus director for Switzerland, said the 20 years in which Kündig had been selling Ireland had been a period of exceptional growth for the airline and for tourism from Switzerland to Ireland.

"I doubt whether there is another travel organisation in Europe with such a long association with Ireland," said Mr Reid.

Help for handicapped

THE new second-class passenger coaches being put into service by Swiss Federal Railways this month will have special places for wheelchair passengers.

So far it has ordered 120 of the coaches and will eventually have 190 in service.

#airtour swiss

Holidaymaker

Holidaymaker UK Limited
Great Western Royal Hotel
Praed Street, Paddington
London W2 1HE.

Tel: 01-724 2388
& 01-402 0326

**GENEVA £75 return
ZURICH & BASLE**

Please ask us for our brochure

OUR GUARANTEE is that if you can find a fare which matches our's we will beat it.

