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Journalists take to the high road



THE Swiss National Tourist Office, together with Swissair and the Valais tourist board, invited 22 overseas sporting correspondents to travel the famous high-altitude route from Saas Fee to Chamonix last month.

This is one of Switzerland's most spectacular tours for experienced skiers.

The journalists, who were accompanied by the top men from the regional tourist office, were from nine countries – Britain, France, Germany, Italy, Holland, Norway, Japan, Canada and the United States.

As well as ski-ing demonstrations and other events, the guests

had a preview of the tourist board's campaign, "100 years of Swiss winter sports" – all designed to convince them of the diversity of winter sporting activities available in Switzerland.

Also on hand to give live coverage of the tour were representatives of the various Swiss-language media.

Sadly, freak blizzards en route meant that the trip had to be called off before the party reached Chamonix.

Even so, they came back with enough material to keep their editors happy during the run-up to next winter's centenary celebrations.



Above – Start and finish of countless ski tours is Monte Rosa hut (2,795m) in the Valais, situated on a ledge above the Gorner Glacier. The hut is one of many comfortably furnished by the SAC in the Swiss Alps.

Left – Bad weather and fog may literally appear out of the blue. Compass and maps are indispensable items of everybody's equipment.



The group follows an experienced leader – usually a mountain guide

SWISS NATIONAL DAY CELEBRATION

Incorporating "Fête Suisse"

Saturday, 28 July 1984

6-11pm

**Notre Dame Parish Hall, 6 Leicester Place,
LONDON W.C.2**

Short Official Celebration

Address by H.E. The Swiss Ambassador,
Monsieur Francois-Charles Pictet

Dancing to Tony Gerig and his Swiss Folklore Group

Licensed Bar and Swiss Food available

**Admission by ticket only, available at £1.00 by personal or
mail application from Swiss Embassy, Swiss Mercantile
College, Swiss Church and Swiss National Tourist Office.
Children under 16 free.**

