

# Holiday Observer

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## Tourism is thriving

EVIDENCE that the travel trade in Switzerland is alive and well is contained in the latest edition of the *Swiss Travel Trade Directory* compiled and published by Swiss journalist and tourism specialist Urs Meierhofer.

The 1984 edition – the fifth to be published – lists 1,114 travel agencies or similar firms, compared with 938 in the previous one. Altogether, the 460-page directory gives addresses and other details of 4,000 organisations engaged in tourism.

They include 172 airlines, 128 hotel groups, 97 shipping lines and 82 national tourist offices.

The increasing importance of convention tourism is shown by a new feature containing addresses and other details of 58 Swiss congress and trade fair locations.

With a wealth of other information, as well as Swiss tourism statistics and a review of the previous year's events, the directory is available at Sfr 85 from Urs

Meierhofer, Studio de Tourisme, Place Dufour 1, CH-1110 Morges.

### Five star vegetarians

EUROPE'S first five-star vegetarian hotel has been opened in the Swiss alpine resort of Klosters.

The 140-bed AABA Health Hotel will have a health and fitness centre, sauna, whirlpool and three restaurants.

### Travel now, pay later

SWISS Federal Railways have launched a "buy your ticket now –

pay later" scheme to help boost passenger travel figures.

Normal or season tickets costing more than Sfr 50 can be obtained in the usual way at railway station counters – with the difference that the bill will be sent later.

Passengers can also order tickets by telephone or in writing and will get them by post, together with the bill.

Any individual, firm, school or organisation based in Switzerland can use the new system.

### Specially for walkers

THE Bernese Oberland this month offers special attractions for bridge and walking enthusiasts.

Until August 19 the Grand Hotel Victoria-Jungfrau in Interlaken is offering all-in arrangements for bridge players, whether beginners or advanced. The arrangements include instruction, if required.

The nearby resort of Wengen is organising Walking Weeks from August 25 to September 8. Each one week arrangement includes hotel accommodation and walking maps and costs from Sfr 382

to Sfr 1,152, depending on hotel category.

Details from the Wengen Tourist Office, 3823 Wengen (telephone 036/55 14 14).

**THE most expensive hotel holidays in Europe include those in Switzerland and Britain, according to a poll among Dutch tourists.**

**The survey of 3,000 Dutch consumers was carried out by travel operator ANWB and the national consumer association.**

**Yugoslavia, Greece and Spain were considered the cheapest countries for the Dutch holidaymakers.**

**Most expensive destinations, in addition to the UK and Switzerland, also included Norway – and Holland itself.**

### Making a big drive

THE Swiss National Tourist Office is strengthening its promotional efforts in Germany and the

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bedienen sollten, wie die 200 Milliarden Schweizerfranken, welche von unserem Lande aus im Ausland investiert werden oder die Tatsache, dass allein die 20 grössten international tätigen Schweizer Unternehmen nicht weniger als 400,000 Arbeitsplätze im Ausland zu vergeben haben.

Gleichzeitig müssen wir uns aber auch bewusst sein, wie wichtig die Oeffnungsbereitschaft als Gegenleistung von unserer Seite ist, eine Oeffnungsbereitschaft, die heute in verschiedener

Hinsicht gefährdet scheint, nicht zuletzt vielleicht auch durch unser Beiseitstehen der Organisation der Vereinigten Nationen gegenüber, dem Thema der letztjährigen Tagung in Zurich...

Ich möchte hier noch einmal betonen, dass eine Nation und ein Land wie die Schweiz ohne jegliche natürlichen Einnahmequellen nur dann in einem wirtschaftlichen Gleichgewicht leben kann, wenn es sich der Welt öffnet und sich in ihr zu integrieren vermag.

Benelux countries this year, because of a fall-off in tourism from those countries.

Walter Leu, the SNTO's general manager, said that as a result, a planned promotional trip to Australia would be postponed.

Mr Leu declared that these countries were the SNTO's "problem children" because between them they accounted for 60 per cent of all foreign tourist demand in Switzerland.

Figures for all those countries were down last year and - except for Belgium - also in the first quarter of 1984.

## Sculpture exhibition

BASLE is this summer staging an exhibition of international stature, "Sculpture in the 20th Century",

in Brüglingen Park until September 30.

Covering a period of 100 years, it includes work by leading sculptors such as Picasso, Brancusi, Matisse, Barlach, Arp, Giacometti, Moore, Miro, Beuys and Tinguely.

Generous loans of works by important museums and private collectors in Europe and America have made this representative display possible.

Brüglingen Park, a country estate dating back to the 18th century, is not far from the centre of the city. Over 150 masterpieces of modern sculpture are laid out in this extensive park and in out-buildings converted to house some of the exhibits.

★ ★ ★

ANIELLO Lauro, general manager of the Lugano luxury hotel

Splendide Royal, has achieved what no other hotelier has been able to accomplish - he recently persuaded Katia Ricciarelli, one of today's greatest operatic singers, to perform at his hotel.

Music lover Lauro has excellent contacts with the Scala of Milan, and uses them for the benefit of

his guests. The Splendide Royal even organizes for its guests visits to the Scala including the return journey.

The Splendide Royal enjoys a prominent place in the cultural life of Lugano. In addition to staging many musical attractions the hotel also hosts art exhibitions.

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