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*"We must maintain this personal style  
in the landscape, inviting our visitors to find  
something special here, too."*

**Gabriel Despland**, President (1963–1972)



*"I have learnt that there can be  
no real tourism without a deep culture  
of welcome and hospitality."*

**Dick Marty**, President (1996–2007)



*"There can be no commercial advertising  
without cultural advertising and no cultural  
advertising without tourism advertising."*

**Werner Kämpfen**, Director (1960–1979)



*"(...) Tourism as the driving force  
for prosperity as well as for mutual  
respect and friendship between  
the peoples of our world (...)"*

**Jean-Jacques Cevey**, President (1978–1994)