

Notice to members

Objekttyp: **Group**

Zeitschrift: **Helvetia : magazine of the Swiss Society of New Zealand**

Band (Jahr): **18 (1954)**

Heft [9]

PDF erstellt am: **09.08.2024**

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only those which can be collected from hotels, travel agencies, transportation companies, and the like. What tourists spend on purchases, amusements, and the million and one little things a traveller may buy are not recorded. But even the expenses on record of visiting foreigners total about one-fortieth of the entire gross national product.

Scenery is Resource

Another way to understand the major role of the tourist trade in Swiss economic life is to compare the recorded 500,000,000 francs spent by tourists in 1953 with the total exports of the country's major industries. The two largest, watches and machinery, each export about 1,000,000,000 francs worth of merchandise a year. The chemical industry ships about 750,000,000 worth of goods abroad each year. These are the only industries which compare favourably with even the recorded tourist earnings. All the others are minor compared to the industry which exploits the country's only major natural resource—scenery.

Once the importance of the tourist trade is understood, the next question is its status. Government figures show that it has been coming back steadily since the war, with each year racking up a higher total than the year before despite the currency restrictions of some nations, notably England, which once supplied many a wealthy tourist.

Summer earnings are already back to the pre-war level, but last winter, the best post-war season, was well below average pre-war winter earnings.

Bookings Up

Sixty per cent. of the foreign tourists who visit Switzerland come from three countries in about equal numbers—England, France and Germany. England still has a slight edge, but the German proportion is coming up fast. Last year German tourism increased 35 per cent. over the year before, a far greater jump than that recorded by any other group. The traffic this past winter failed to fulfil the hopes which had been placed in the higher British travel allowances. Belgians, Italians and Americans, in about equal numbers, are the next most numerous group, with the Dutch not far behind.

Foreign bookings last summer were up about 10 per cent. over the previous year, but bookings this past winter were up only about 6 per cent. over the previous winter.

The Federal authorities have recorded that last year the number of foreign visitors who came by motor increased by one-third over the previous year.

One complaint of many Swiss hotelkeepers is that while the number of tourists keeps increasing at a satisfactory rate, their profits do not keep pace, because of constantly rising costs. And

then, too, some Swiss resorts have such a short season that the prices they have to charge put them at a disadvantage in the highly competitive post-war tourist market.

NOTICE TO MEMBERS

The Annual General Meeting is to be held on Wednesday, October 20th, 8.00 p.m., at the office of the Secretary, Achilles House, 47 Customs Street East, Auckland. The proposed Agenda for the meeting is as follows:

1. Reading of Minutes of previous General Meeting.
2. Presentation of Report of Committee and approval of Balance Sheet.
3. Election of Committee.
4. Widening of scope of Society's activities.
5. General.

All members are cordially invited to attend. Any Compatriot from the provinces attending is requested to kindly notify the Secretary.

NOTICE TO INTENDING TRAVELLERS

Due to the difficulties experienced in the past by Swiss nationals who have travelled away from New Zealand, and who subsequently have wished to return, it is thought desirable to draw the attention of all intending travellers to the fact that before leaving New Zealand they should make application to a Collector of Customs for a Certificate of Registration authorising their re-admission to New Zealand. The procedure is for the travellers to produce their passport with two photographs of passport size and complete a written application. The period of validity of the certificate granted is shown on the face of the certificate, and the holder is permitted to return to New Zealand provided that on arrival back at a New Zealand port they establish their identity and the certificate is still valid.

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CORRESPONDENCE: Please address to the Secretary,

MR. E. MERZ,
P.O. Box 85, Auckland.

Printed by McKenzie, Thornton, Cooper Ltd., 126 Cuba St., Wellington for the Swiss Benevolent Society in New Zealand (Inc.).