

Swiss tourism - yesterday, today and tomorrow

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super-highway Geneva-Lausanne is to be inaugurated in spring 1964, the Berne-Zurich section to open in 1966. By the end of 1962, some 90 miles of the national highway system had been completed.

As the
**first mechanical means of conveyance, the steamship
"Guillaume Tell",**

started to ply the lake of Geneva on 1st July 1823, it was the first competition for the traditional stage coach. The past 140 years have brought a tremendous evolution in this field as well. Today, 32 steam- and 81 motor-cruisers with a total of 54,658 seats operate on twelve of the Swiss lakes and serve some 12 million passengers a year.

Since World War II, Switzerland has become the
turntable of world-wide air traffic.

The three major international airports of Zurich, Geneva and Basle have been modernized at a cost of 450 million Swiss Francs to comply with the most modern technical requirements. Swissair, the airline of Switzerland, with a network of some 77,000 miles serves 54 cities in 38 countries in Europe, North America and South America, Africa and Asia. The remotest points thus directly linked with Switzerland are New York, Chicago, Santiago de Chile, Accra and Tokio. Swissair operates 16 jet airliners, namely 3 Douglas DC-8's, 5 Convair-990-Coronados and 8 Caravelles, plus 14 propeller-driven aircraft, i.e. 11 Metropolitans and 3 Douglas DC-3's. The Swissair staff numbers some 8,000. In 1962, Switzerland was further included in the network of 36 foreign carriers. Swissair alone carried 1,648,000 passengers in 1962, while foreign carriers accounted for a further 1.3 million air travellers to and from Switzerland. There were 619 civil motor aircraft, 280 gliders, 7 helicopters and 9 balloons registered in Switzerland in 1962. Private planes may land on 46 airfields all over the country.

Besides the 7,326 hotels and boarding-houses mentioned,

the touristic inventory of Switzerland further comprises: 21 spas with 88 hotels directly connected with them and offering 6,450 beds, 92 mountain sanatoriums and clinics with 7,241 beds, 39 motels (2,130 beds), 169 vacation centres and homes of Swiss and foreign organizations, 1,100 private schools, boarding schools, children's homes, commercial and domestic science schools attended by some 10,000 foreign students, 7 universities, 2 technical high schools and 6 technical schools, the foreign contingent of students numbering some 5,000; 25 music academies and schools, 10 art and arts and crafts schools, 75 training schools for nurses and baby nurses as well as for social work, 4 training schools for the hotel industry; 25,000-30,000 apartments and chalets for vacationers, totalling some 100,000 beds, 138 youth hostels, 191 Alpine huts sponsored by the Swiss Alpine Club, which can accommodate 6,736 mountaineers, 91 ski huts, 400 camping sites, 200 camps for youngsters, 113 ski schools, 90 natural and 43 artificial ice-rinks, 150 beaches and open-air swimming pools, 9,000 miles of marked hiking trails, some 900 tennis courts, 24 golf courses, 6 aviation schools, etc.

At the peak of the season, the Swiss tourist industry employs some 140,000 people, including 71,100 in the hotels alone, that is 6% of all gainfully employed.

An estimated total of some

6.5 billion Swiss Francs,

or 4.5% of national assets, are invested in Switzerland's tourism. Yearly gross earnings from tourism average some

3 billion Francs or about 7% of national income. In 1962, foreign tourists in Switzerland spent 2,035 million Swiss Francs, or 600 million more than earnings from world-famed Swiss watch exports. On the other hand, that same year Swiss tourists spent 825 million Swiss Francs abroad. Thus, from tourism as a whole Switzerland netted 1,210 million.

Switzerland's 1962 per-capita earnings from foreign tourists were 375 Swiss Francs against per-capita expenditure of 152 Swiss Francs by Swiss travelling abroad. These figures show that Switzerland takes the lead by far among European countries on the "active" as well as on the "passive" tourist account. As traditional land of tourism, Switzerland certainly profits from her industry of "invisible exports", but also, due to her liberal policy and the general prosperity, the Swiss travel extensively and spend their money in other countries as well. [S.N.T.O.]

SKI-JUMPING ALL THE YEAR ROUND

Half-an-hour's drive from Berne, in the beautiful setting of the Schwarzenburg region, a plastic-surfaced artificial ski-jump suitable for both training and competition purposes has finally been erected after great efforts on the part of all those involved. Not only the wood with which it was built but also the land where it stands was provided by the small but sport-loving community of Rüscheegg-Graben. Swiss ski-jumping has been passing through a difficult period ever since the death of Peter Wenger, the international, and it is hoped that the new artificial jump, which is named after him and on which jumps of up to 150 feet are possible, will provide the necessary incentive. [S.N.T.O.]

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