

Gruyere cheese and the tourist trade

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SWISSAIR CARRIED MORE PASSENGERS AND FREIGHT IN 1967

In 1967, Swissair carried 2,692,970 passengers over all sectors of its 90,000 mile network covering 68 destinations in 48 countries. This represented a 12% increase in revenue passengers over 1966.

Capacity offered totalled 651 million ton-kilometres, 10% more than in the previous year. Revenue ton-kilometres also rose by nearly 10% to 358 million, resulting in a scheduled services load factor of 55%, compared with 55.4% in 1966.

Of the revenue capacity sold, passenger transport accounted for 276 million ton-kilometres (12% up) and seat utilisation improved to 56.7% from 55.8%. In the freight sector, 68.6 million ton-kilometres of capacity was sold, only slightly more than in the previous year, while the transport of mail was 9% higher.

Delays in delivery of aircraft on order, political disturbances in various regions and economic recessions in several major countries caused a considerable short-fall of traffic in some sectors; nevertheless, the overall traffic results for 1967 are approximately up to expectations.

THE MOTOR SHOW

Geneva

The 38th International Motor Show will take place from 14th-24th March in Geneva. The Organising-Committee has just approved the budget and the programme of this traditional Swiss spring manifestation. This year, the Show will feature touring cars, coach builders, commercial vehicles and accessories.

Once again, there will be a large open-air show on the "Plaine de Plainpalais" for road-building machines and special vehicles. Not to forget the famous inflatable tent in which workshop equipment and accessories will be shown.

An attraction that will surely be of some interest to the visitors: A "Gemini" capsule in original size and of the same type with which the American cosmonauts have realised a big part of their space programme during the past years.

If, finally, we consider that the number of participants and the exhibition area will once more set a new record, we can be sure of a successful Geneva Motor Show. Over 1,300 exhibitors from 25 countries exhibiting on 378 stands will take part this year. Last year, over half-a-million visitors went to see the show.

POSTERS IN ZURICH

At present Zurich, the biggest town in Switzerland, has permanent or temporary hoardings or space for some 14,000 posters, which represents a coefficient of 32.3 posters per 1,000 inhabitants. Consequently, Zurich is one of the leading towns for the density of its posters, not only in Switzerland but also in Europe, since Switzerland herself, with an average of 19.8 posters per 1,000 inhabitants, has one of the highest densities of posters in Europe. It should however be pointed out that there are no giant-sized posters in Switzerland, like those found in other countries, and that the standard size of poster used in Switzerland (90.5 x 128 cm.) — which corresponds to the "golden section" — makes it possible to put up a larger number of posters for the same area. In Zurich each week, over 6,000 new posters are pasted up over the old ones; each poster is left on display for two weeks. [O.S.E.C.]

GRUYERE CHEESE AND THE TOURIST TRADE

In order to meet certain technical requirements in the production of Gruyère, while at the same time taking into account the great attraction for tourists of the homeland of this excellent cheese, the small medieval town of Gruyères and its castle, some fifteen Swiss local organisations have joined to form a co-operative society with a view to building a model cheese dairy at Gruyères. The new factory, which will produce Gruyère under conditions guaranteeing optimum quality, will be planned at the same time to allow and indeed encourage visits by tourists, who are coming in increasing numbers to this region and who will thus be able to see for themselves, without getting in the way, all the stages in the production of this delicious cheese. [O.S.E.C.]

INTERNATIONAL SUCCESS OF A SWISS ENGINEERING WORKS

In the face of keen American, German and Japanese competition, the Bell Co. Ltd. Engineering Works at Kriens near Lucerne has just been awarded an order for the supply of a big paper-making machine for the Manila Paper Mills Inc., in the Philippines. The machine, over 100 yards long and designed to carry out the whole paper-making process, will be shipped to the Philippines next summer, where it will be assembled on the spot by employees of the Swiss firm. [O.S.E.C.]

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