

# Tourist news

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With bank supervision being adjusted to the growth of the credit institutions and their significance, and the next few years being devoted also to giving the supervision of credit and monetary matters a firm basis in everyday law, there is reason to hope that the hectic legislative activity in this field will give way to a calmer mode of evolution.

Precise legislation, supervision by the Federal authorities, and the reinforcement of the Banking Commission, of course, can only supplement the essential element: a sense of responsibility and support for the national interest on the part of the banks. And this, of course, is also in the banks' own interests. Self-discipline and frank and constructive co-operation with the Swiss National Bank enable us to avoid the irritating use of constraint, or of Inquisition.

#### CALENDAR OF EVENTS – SWITZERLAND

The Swiss National Tourist Office has published a booklet "Summer in Switzerland – Events in 1976 and later", which not only lists some 2,000 music festivals, concerts, exhibitions, trade fairs, local folklore events, language courses and sports fixtures, but also gives information on the many special interest courses organised in Switzerland. Copies are available from SNT0.

#### CHÂTEAU-D'OEX – CHEESE DAIRY

In Château-d'Oex (Canton Vaud), a cheese dairy has recently been opened to visitors. The premises is a beautiful chalet where cheese is made over the heat of a wood fire. In a cosy room, tables and chairs are provided for visitors who wish to take advantage of the oven-fresh bread, biscuits, cheese, wines, beer, tea and an assortment of cakes and gâteaux. The Montreux-Bernese Oberland Railway (MOB) are installing in the chalet a scale model of the railway which is expected to be completed by the beginning of next year.

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#### NEW HOTEL RESERVATIONS SYSTEM FOR SWISSAIR

Instant bookings in about 120 hotels in Switzerland are now available through Swissair's new hotel reservation and information system HORIS. It is an extension of the airline's computerised passenger reservations system PARS, linking a computer at Swissair's Zürich head office with some 50 reservations offices in Switzerland and abroad.

Of the participating hotels about 60 per cent are located in Zürich, Geneva, Lausanne, Berne, Basle and Lucerne, with the remainder distributed throughout Switzerland. In the three airport cities of Basle, Geneva and Zürich rooms reserved will be held by all hotels until 18.00 hours. For passengers arriving on flights after 15.00 hours rooms will be held until three hours after flight arrival. No time limit has been set for arrival at hotels outside these cities.

About 20 per cent of the hotels at present available under HORIS are luxury category, 60 per cent first class and 20 per cent average standard. More hotels are expected to join the new reservations system after the introductory stage. It is hoped that some hotels outside Switzerland will soon be added as well, notably the Swissair associated hotels in the PENTA group.

#### BERNE'S SILVER STAGE

Berne's Atelier Theatre this year celebrates its 25th anniversary. To commemorate its silver jubilee, the Atelier has announced a 1976/77 programme which includes four Swiss premières and a special anniversary production of Heinrich von Kleist's "Der zerbrochene Krug" (The Broken Jug).

This production will star guest artist Arno Görke from West Germany's Cologne Theatre am Dom.

The new season, which opened on 1st September, also includes works by Polish dramatist Slavomir Mrozek, Eugene O'Neill and Edgar Wallace. The 1976/77 season will again include the after-performance public debates, which the Atelier hopes will become an established, regular feature of the theatre's programme.

#### BERNE'S DOUBLE ATTRACTION

Berne's Gewerbemuseum is staging two special exhibitions over the coming weeks. Until 26th September there's an exhibition on "150 Years of the Berne Technical School". Then follows a photographic exhibition from 8th to 24th October, showing the prizewinning entries in a competition organised by Berne's FOTAG photographic shops.

#### MAURICE DE VLAMINCK EXHIBITION

Berne's Kunstmuseum is shown a special exhibition of the works of Maurice de Vlaminck (1876-1958) until 24th October. The exhibits include woodcuts, etchings, lithographs and book illustrations from the extensive de Vlaminck

collection owned exclusively by the Kunstmuseum.

#### SWITZERLAND'S POPULAR PARLIAMENT

The Swiss Parliament is holding its regular three-week autumn session in Berne until 8th October. The two houses are the National Council (200 seats representing the people) and the Council of States (44 seats representing the cantons).

Parliamentary proceedings in Switzerland are open to the public and are becoming an increasingly popular tourist attraction. The parliamentary buildings are also open in between sessions, and there are escorted tours by multi-lingual guides.

#### SWITZERLAND – RAILWAY CONNECTIONS

Free copies of the useful booklet "International Railway Connections" (30th May – 25th September 1976), as well as timetables giving rail services between London and Switzerland, are available from the Swiss National Tourist Office. The booklet also contains TEE services, a selection of car-ferry trains, and information on couchette services to and from Switzerland.

#### NEW DATE FOR ART '77

The next International Art Fair ART '77 will be held in the Rotunda Building of the Swiss Industries Fair in Basle from Thursday, 16th June to Tuesday, 21st June, 1977, inclusive.

The Fair is to be held one week earlier than originally planned in order to prevent it from clashing with the 6th Documenta in Kassel, which will also take place in June 1977. The opportunity to take part consecutively in two major European art events next summer is particularly likely to interest visitors from overseas.

#### THE NEW SAN BERNARDINO EXPRESS

This summer the Swiss postcoach services is operating a fast connection, the San Bernardino Express, between Chur, in Canton Grisons and Bellinzona, in Canton Ticino. As the only stop is at the village of Splügen, the journey takes a bare 2¼ hours.

#### LAKES THUN AND BRIENZ – EVENING LAKE CRUISES

The popular evening lake cruises by modern motor boats with restaurant and dancing are again organised this summer on the lakes of Thun and Brienz, lasting between two and three hours. Details are available from the Swiss National Tourist Office, Swiss Centre, 1 New Coventry Street, London W1V 3HG. Tel. 01-734 1921.

#### FORMER BANKER IS HEAD OF THE INTERNATIONAL RED CROSS

Mr. Alexander Hay, former General Director of the Swiss National Bank, has become President of the Red Cross International Committee.

## TIME FOR WATCHES

On 16th April, i.e. on the first Saturday after Easter as in 1976, the 61st Swiss Industries Fair and the associated European Watch, Clock and Jewellery Fair will open its doors for ten days (until Monday, 25th April, 1977, inclusive). The responsible departments are already working feverishly on the planning and arrangement of the fair. Next year the biggest Swiss trade fair will again bring many new features and surprises. Its information content will once more be considerably increased by new special exhibitions and events in accordance with the modern trend of development in trade fairs.

## TOURIST RECEIPTS: 5.34 BILLION SWISS FRANCS

According to information published by the "Federal Commission for Economic Affairs" (Eidg. Kommission fuer Konjunkturfragen) on Switzerland's foreign trade, the *gross earnings* from foreign tourism for the year 1975 amounted to 5.38 billion Swiss francs, which represents an increase of 40 million francs (or 0.7 per cent) against 1974 figures. The above gross earnings include money spent in Switzerland and on Swiss transit transport by foreign tourists. Foreign visitors spent *32.3 million overnights* in Swiss hotels, motels, pensions, sanatoria, holiday chalets, flats and apartments.

## EXPENDITURE BY SWISS TOURISTS ABROAD

In 1975, Swiss tourists travelling abroad spent a gross amount of 2.87 billion francs, including money spent on foreign transport. This figure represents an increase of 60 million francs (or 2.1 per cent) against 1974. The two gross figures mentioned above leave a *trade surplus from tourism* of *+2.51 billion Swiss francs* – a decrease by 20 million francs (or 0.8 per cent) against 1974.

Net receipts in the Swiss Trade Balance show tourism again in *third place*, i.e. after investment income (+5.15 billion) and the so-called "other services" (+2.95 billion) which include licence fees, earnings from international organisations, bank commissions, etc.

In 1975, gross earnings from foreign tourism put Switzerland in 7th place among European countries. Swiss tourist receipts *per capita* amounted to approximately 840 francs per annum.

## SWITZERLAND FOR WINTER SPORTS 1976/77

Special efforts have been made by most Swiss resorts to maintain last year's rates. The hotel associations of many famous resorts have decided to maintain their 1977 prices at the present level. Visitors to Switzerland are benefiting from stable prices in a country with the world's lowest inflation rate, at present 1.3 per cent per annum.

In Gstaad (3,610 ft.), one of the country's fashionable centres, rates for

certain off-season periods this winter are actually cheaper than they were two years ago. The resort is offering a seven-day demi-pension package including free use of 50 mountain railways, ski-lifts and aerial cableways, local bus service and free admission to the public indoor swimming pool. The price of Sw.Fr. 465 (£104.00) also includes six days' ski instruction and a fondue party and ski dance at a mountain restaurant. This package is available from 2nd January to 6th February and from 27th February to 3rd April.

At Crans-Montana (4,921 ft.), the annual Swiss Ski School Instructors' Course – which is described as the "world's biggest ski course" – is held this year from 4th to 11th December and 11th to 18th December. The package price of Sw.Fr. 550 (£123.00) includes seven nights' accommodation with full board, six days' ski instruction and seven days' free use of all ski-lifts and aerial cableways. There are more than 185 ski schools and 3,000 instructors throughout the country.

This season there are some 20 British Tour operators arranging all-inclusive winter sports holidays to Switzerland. For example, Swiss Travel Service offer 8-day, 10-day and 15-day holidays in no less than 14 Swiss resorts, starting from £120.00 for eight days at Wengen, the popular ski village in the Bernese Oberland.

More and more children's nurseries are being organised in Swiss ski resorts so that parents can also ski in peace for a few hours. During the morning children from 3 to 12 years are taught in ski schools. Lunch is included in most places. In the afternoon, there is more ski instruction or, when bad weather prevails, play-time in the nursery. The cost per day is about Sw.Fr. 12 (about £2.70).

Switzerland offers much more than just ski-ing: there is tobogganing, curling, skating, riding, ski-bobbing, and spectators' sports such as horse-racing on snow or on frozen lakes, international ski-ing events, etc. At Davos, the Men's Speed Skating World Championship is staged on 5th and 6th February. The limitless possibilities, plus the invigorating air, good food and stimulating conversation during après-ski, combine to make Switzerland an unquestionable value-for-money destination.

## – THE IDEAL EXCURSION VOUCHER FOR MOTORISTS

Part of the joy of a motoring holiday in Switzerland is the opportunity to have a break from driving and take excursions by aerial cableways, funiculars and chair-lifts to the peak of majestic mountains, to cruise on the beautiful lakes, or to take round trips by rail or postal motor coach.

With the "Half-Fare Season Ticket", which costs from as little as Sw.Fr. 40 for 15 days, these journeys become much more economical, as each excursion ticket can be purchased at half the normal fare.

# TOURIST NEWS

The cost of a Half-Fare Season Ticket is:

Valid 15 days Sw.Fr. 40 = £ 9.20  
Valid 1 month Sw.Fr. 55 = £12.65

It is valid for 1st and 2nd class travel on the Swiss Federal Railway network, on most private railway and lake steamer companies, as well as on the scheduled routes of the PTT Postal Motor Coach Service. Children of six and under 16 years travel at half-fare on all routes and therefore do not require the season ticket.

Half-Fare Season Tickets can be purchased in the U.K. from the Swiss National Tourist Office in London, by sending a passport photograph and the date on which the ticket is to commence, together with a cheque for the appropriate sum made payable to "Swiss National Tourist Office".

The chosen excursion tickets are obtainable in Switzerland; it is therefore not necessary to make advance plans.

A map, showing the network covered by this ticket, is included in the publication "Grüezi mitenand".

Fares quoted in sterling are subject to alteration due to fluctuations in the rate of exchange.

## "HOLIDAY ON ICE" BACK IN BERNE

Holiday on Ice – America's famous star-studded ice revue – will be back in Berne in October. The show returns to the Swiss capital Berne for the 26th time for a week from 5th to 10th October. Founded in 1946, the Holiday on Ice spectacular first visited Europe in 1946 with 100 performers and its own portable ice-rink. Now there are six shows running simultaneously around the world, the entire itinerary covering 200 towns and cities in 60 countries.

## PREMIÈRES IN THE THEATRES OF BERNE

Municipal theatre (Stadttheater): 24th September – "Juno und der Pfau", tragedy by Sean O'Casey.  
9th October – "Die Drei Musketiere", musical by Ralph Benatzky.

Atelier Theatre: 6th October – "Mond über dem Fluss", play by Frana Sramek, adapted by Pavel Kohout.



## CANCELLATION OF 2ND INTERNATIONAL KNITTING MACHINERY EXHIBITION

At a recent meeting of the Exhibition Organisers it was decided to postpone the forthcoming 2nd International Knitting Machinery Exhibition to a time that would best suit the needs of the industry (date to be advised).

The main reason for the present postponement is that a considerable number of contracted exhibitors have recently cancelled their participation so that the exhibition would no longer be truly representative of the industry.

It had been expected, in spite of the continued recession in the textile industry, that a comprehensive exhibition showing a complete cross-section of the knitting industry would still have been possible.

Contracts received by the Organisers covered all aspects of the industry and all of the major industrial countries including Western and Eastern Germany, France, Italy, Switzerland, the United Kingdom, Israel, Spain and Sweden.

It had already been accepted by the industry that the exhibition would be smaller than the first one in 1973 but recent cancellations of contracts totalling over 7,000 square feet and the failure of a number of companies to take up firm reservations of space has meant that the Organisers now feel that the exhibition would not be truly representative of the industry and that it was not fair to the present exhibitors and to the many visitors from all parts of the world to put on

an exhibition that was not "Europe's Knitting Technology Exhibition" as previously described.

The announcement has been made with great reluctance and the Organisers will be contacting all the present and past exhibitors and other interested persons, trade associations, etc. to try to ascertain the best date for the exhibition in view of the continued decline and recession within the industry.

## AUTUMN WALKING WEEKS IN THE SWISS MOUNTAINS

Autumn is the ideal time to make the acquaintance of the Swiss mountain world on foot. Escorted walking weeks are being organised by the following resorts: Amden (10th to 17th October), Arosa (5th September to 3rd October), Ascona (9th to 16th October), Beatenberg (26th September to 17th October), Breiten above Mörel (to 23rd October), Brig (25th September to 16th October), Chur (2nd to 9th October), Crans-Montana, Davos, Les Diablerets (to 30th September), Engelberg, Fiesch (to 23rd October), Hoch-Ybrig, Lauterbrunnen, Lenk, Lenzerheide (to 16th October), Leysin (to 15th October), Mendrisio (5th to 11th September and 26th September to 2nd October), Pontresina (to 1st October), Riederalp (25th September to 16th October), Saas Fee (to 2nd October), Samedan (to 2nd October), Savognin (to 17th October), Scuol-Tarasp-Vulpera (to 15th October), St. Moritz (to 1st October), St. Stephan, Unterwasser (26th September to 2nd

October), Wilderswil (to 9th October), Wildhaus (3rd to 10th October), Zuoz (25th September to 16th October) and Zweisimmen (18th to 25th September).

All-inclusive arrangements are available for two, four and seven days with the REKA hiking pass until 31st October in the Appenzell-Toggenburg, Emmental-Oberaargau and Jura regions. Pass holders can choose where to stay overnight from among a large number of inns and hotels and are also given suggested routes for walking. Information is available from: Schweizer Reisekasse, Neuengasse 15, 3001 Berne.

Rock-climbing weeks are being held on the Bettmeralp and in Brienz (until the end of September), at Fiesch (to 23rd October), at the Rosenlauri Mountaineering School in Meiringen (until October) and at Zermatt.

## ALPINE HIGH-ALTITUDE FOOTPATHS IN THE BLENIO VALLEY

In the Blenio Valley two high-altitude paths offer the opportunity of discovering the beauties of the Ticino countryside. The "sentiero alto" (high path) is for experienced walkers and takes the wanderer from Airolo to Biasca in four one-day stretches via the Passo del Sole (7,790 ft.), Camperio, Gorda and Nara. The "sentiero basso" (low path) is easily walked in two days over the Lukmanier Pass and down to Olivone and to Biasca via Acquarossa. Information about the routes (with sketch map), accommodation, equipment and tickets is contained in the new booklet "Sentiero alpino Blenio" issued by Swiss Federal Railways (Sw.Fr. 2.40).

## "FREE IN SWITZERLAND"

What can Switzerland, as a holiday land, offer its visitors free of charge? A great deal, as the Swiss National Tourist Office (SNTO) found out when it compiled a booklet called "Free in Switzerland". Things that can be enjoyed free include escorted walks, visits to industrial plant and local places of interest, garden chess, sports programmes, museum visits, local lore evenings, film shows, lake night festivals and regattas. "Free in Switzerland" can be obtained from the Swiss National Tourist Office. And it's free, of course.

## ENJOYING SWISS CITIES BY RAIL

The Swiss Federal Railways and a number of private railways are running a scheme called "Enjoy Swiss cities by rail" until 31st December, 1976, with a choice of Berne, Geneva or St. Gallen. An all-inclusive charge covers first or second class rail fare from place of residence to destination (up to a distance of 80 miles; for longer distances an extra charge is payable), overnight accommodation and breakfast in a double room in a comfort class hotel (with bath/shower) or a standard class hotel (without bath/shower) — for one or two nights at the weekend according to choice — and a book of vouchers with a one-day runa-



A memorial has been unveiled in the Bernese Oberland to British ski-ing pioneer Sir Arnold Lunn, who died two years ago at the age of 86. Sir Arnold, who received a knighthood for his "services to ski-ing and to Anglo-Swiss relations", spent many years in Switzerland and became a lifelong-lover of the Oberland. He was best known as the inventor of the slalom. In 1924 he founded the Kandahar Ski Club — the world's senior racing club — and in later years drafted international ski-ing rules, organised world championships and inaugurated international events in Switzerland and other countries. Here, Lady Lunn, widow of Sir Arnold, is welcomed on arrival at Berne Airport by British airline Dan-Air after flying in from London for the dedication. Welcoming her is Mr. Brian Brett, Dan-Air Marketing and Development Manager.

bout ticket for the municipal transport system and further reductions at the destination of choice.

An example: 2nd class rail travel (up to 80 miles) and one overnight stay in a standard class hotel costs Sw.Fr. 60. Detailed leaflets are obtainable at railway booking offices.

### AIGLE CASTLE BECOMES WINE-GROWING MUSEUM

The castle at Aigle, which became a prison after the Vaud region had been liberated from Bernese rule, is now open again, but this time visits are purely voluntary. Set on a vine-covered hill, the castle with its defiant towers has been turned into a viticulture museum and contains the most important collection on wine-growing past and present in Switzerland. Seven rooms in the castle have so far been converted, in which implements such as hoes, billhooks and vine shears as well as back-baskets, pitchers, bottles, glasses, wine labels, etc. are on show.

An outstanding item is a Lurçat tapestry illustrating the theme of wine. In the cellars are circular casks and a huge 17th century winepress. When completed, the collection will occupy 22 rooms. The museum is open from 10 a.m. to 5 p.m. on Saturdays and Sundays.

### NEW PANORAMA FOOTPATH IN THE LOWER ENGADINE

A new panoramic footpath has been opened in the Lower Engadine. It runs from Lavin (accessible by postcoach

from Davos via the Flüela Pass) to Vinadi on the Austrian border. The 50-mile walk through romantic mountain scenery can be completed in two or three days.

### HOTEL COMMITTEE AUGMENTED

The Swiss Hotel Association has increased its central committee from 13 to 15 members – “to enable representation of all the touristic regions of Switzerland.”

The two new regions represented on the central committee are north-west Switzerland, whose delegate is Mr. Hermann Frischknecht (36) of Balsthal; and the Fribourg-Neuchâtel-Jura region, whose delegate is Mr. Frédy Lehmann (47) of Morat.

Three new members have also been elected to the central committee to replace other delegates. These new members are Mr. Emil Wartmann (40) of Basle, Mr. Charles Kracht (57) of Zürich, and Mr. Ernst Leu (56) of St. Gallen.

### TOURISM DESTROYS WILDLIFE

Tourism has been partly to blame for the extinction of the rare Spanish Imperial Eagle in Morocco, according to international wildlife experts.

A report by the Swiss-based World Wildlife Fund says: “The Spanish Imperial Eagle is now extinct in Morocco.

“A survey shows that wetlands are being drained, forests cleared and industry and tourism increasing in the eagle’s range. It is clear that no breeding pairs remain.”

### “MINI-MAXI HOLIDAYS” IN CANTON TICINO

“Mini-Maxi holidays” is the password in Canton Ticino during the summer season, when a whole range of combinations is being offered in the canton’s 15 different regions. Hobby enthusiasts will also find that many interests are catered for. In the hilly Mendrisiotto district, right at the Canton’s southern tips, is the riding paradise of “Pauzella” in Novazzano, with more than 50 horses and accommodation in holiday houses.

At Carona, above Lugano, astrology instruction is given by means of the night sky, and during the day solar research is carried out. In the little village of Berzona, in the romantic Verzasca Valley, visitors can go in for carving, jewellery-making, wool-dyeing, spinning or bookbinding and can also learn the sport of parachuting.

Walking holidays are also very popular in Ticino and there are many guided rambles into the valleys as well as rambling weeks in Ascona, Mendrisio and Cardada above Locarno. Further details and leaflets are available from the Ente Ticinese per il Turismo, CH-6500 Bellinzona.

### THE ROOFTOPS OF FRIBOURG

Visitors to Fribourg, one of the cities founded by the Zähringen family, can climb up to the top of the tower of the well-known Saint-Nicolas Cathedral. The reward for this effort is a marvellous view over the old quarter of the city.



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