

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK  
**Band:** - (1977)  
**Heft:** 1734

**Artikel:** British vistors expected to top 1/4 m for first time  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-691794>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 19.10.2024

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

Löwen und einen Tiecher erlecht. Grosse Beute konnte ich am Abend in meinem Rucksack heimschleppen. Am zweiten Tach komme ich in den Urwald und gleich kommt ein Elefant mir entgegen. Eins, zwei, drei, und schon ist der Elefant erlecht."

Das Appenzeller Purli steht auf und sagt: "Jetzt isch de gneg Uffschnitt serviert. Wenn de Elefant au in Rucksack je nimmst, dänn tätsch dr grad eini a d'Ohre ane! "

*We hope to bring you a regular German column soon!*  
Editor.

#### SWISS LUXURY HOTELS STEP UP QUALITY CONTROL

The Leading Hotels of Switzerland group is to step up the quality control of accommodation and services at its 35 member hotels.

Said Lausanne-based group representative Mr. Urs Meierhofer: "Until now our hotels have been inspected only when joining the group or when undergoing a change of management.

"But in future all member hotels will be inspected on a much more regular basis.

"An extraordinary group meeting will be held soon to work out the exact details."

The Leading Hotels of Switzerland group consist only of luxury five-star establishments. The quality control of accommodation and services is part of the group's self-imposed code of conduct.

## British visitors expected to top 1/4 m for first time

Swiss visitors to Britain this year are almost certain to total more than a quarter of a million for the first time, predicts the British Tourist Authority.

Said Mr. Vaughan James, Zürich-based BTA manager for Switzerland and Austria: "Last year the number of Swiss visitors – not just overnights – reached a record 249,000. That was 10 per cent more than in 1975.

"This year we are confident of at least another 10 per cent increase."

Mr. James said 1977 promised to be the best-ever year for Swiss tourism to Britain because of the Silver Jubilee celebrations and the continuingly favourable exchange rate.

He said that while London still continued to be the major attraction for tourists, Swiss tour operators were showing increasing interest in other regions of Britain.

## Christmas

*Christmas – the time when old friends and new friends exchange seasonal greetings and wishes – and although many things have changed in these modern times, we are happy to say we are still able to provide our readers with the opportunity of sending traditional greetings in the Special issue of the Swiss Observer, posted in December.*

*We shall be contacting all those who had greetings printed last year and will be delighted to print greetings from our new subscribers, too; all those interested should send us their name and address before 18th November. The cost for a published greeting is £3.*

#### SWISS HOSTEL FOR GIRLS

9-11 BELSIZE GROVE  
LONDON N.W.3.

Telephone: Office: 01-722 6856,  
Underground Station: Belsize Park,  
Northern (Edgware) Line.



1872

## SWISS BANK CORPORATION

*(a company limited by shares, incorporated in Switzerland)*

Principal London Office  
99 GRESHAM STREET,  
P.O. Box No. 114,  
LONDON EC2P 2BR  
Tel. 01-606 4000

West End Branch  
SWISS CENTRE,  
1 NEW COVENTRY STREET,  
LONDON W1V 8BR  
Tel. 01-734 0767

(Savings Account facilities available)

SOCIETE DE BANQUE SUISSE  
SCHWEIZERISCHER BANKVEREIN  
SOCIETA DI BANCA SVIZZERA

Offices throughout Switzerland,  
in New York, Chicago, San Francisco,  
Singapore, Tokyo and Bahrain.