

# Holiday Observer

Objektyp: **Group**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): - **(1983)**

Heft 1801

PDF erstellt am: **15.08.2024**

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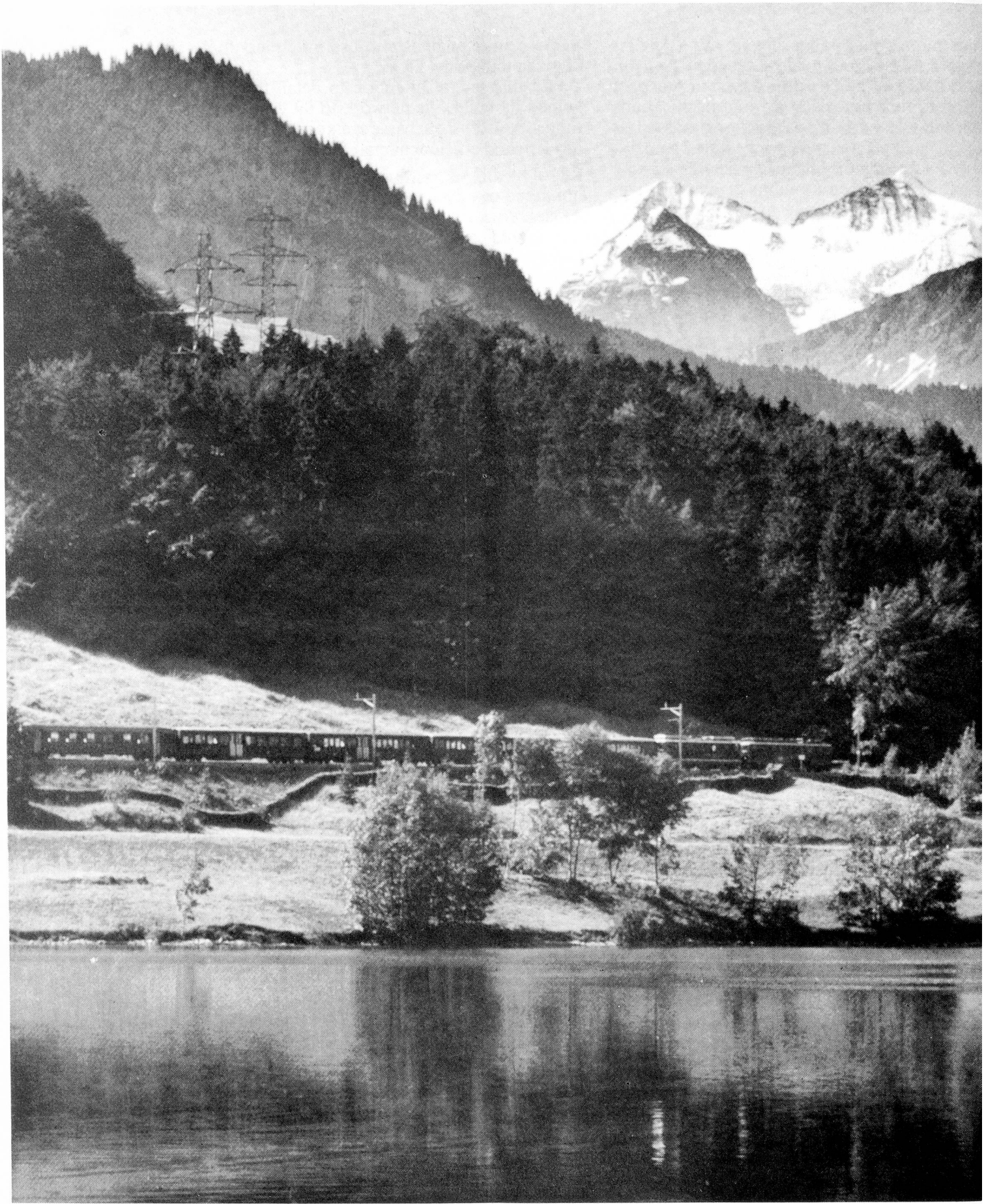
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*HOTELIERS in and around Lugano have pledged to peg their prices this year.*

*"This move has been prompted by the falling inflation rate in Switzerland," said Lugano's director of tourism Eugenio Foglia.*

*He said the measure would enable Swiss tourists to holiday in Lugano at prices comparable with those of competitors in Mediterranean countries having a similar climate to that of southern Switzerland.*

*Six hotel groups in Lugano are offering one-week arrangements, starting at Sfr 175 for seven overnights with breakfast. Half-board starts Sfr 252 and full board Sfr 315.*

### Agency celebrates

ZURICH-based Kündig, which claims to be Switzerland's oldest full-service travel agency, this year celebrates its 90th anniversary.

At a time when many Swiss were emigrating to the US, the agency was formed in 1893 by the Norddeutscher Lloyd Bremen shipping line together with the Swiss firm of Meiss and Co.

Richard Kündig, who joined the firm in 1904, became sole proprietor in 1922 and his son Richard A. Kündig jun., took over

**Walkers following the left-hand shore of the Lake of Lungern can turn to see the Brünig Pass behind them, and towering above the Wetterhorn massif in the Bernese Oberland. The Brünig Railway is part of the internationally renowned Golden Pass Route which connects the holiday resorts of Lucerne, Interlaken, Gstaad and Montreux**

## Courses for the snap happy

AMATEUR photographers and moviemakers can now combine their hobby with an all-inclusive summer holiday in Switzerland.

Berne-based Inter-Hotels Switzerland and the Swiss Photo and Cine School at Hausen am Albis have launched a joint programme, offering photography enthusiasts a range of holiday courses nationwide.

The school has been organising the courses since the 1950s. Inter-Hotels, which has 42 individually-owned and managed properties throughout Switzerland, has been established for more than 20 years.

The hobby holidays cost from Sfr 450 to Sfr 900 per person –

travel agency commission is eight per cent – including on-location lessons from multi-lingual professional instructors, sightseeing tours and excursions, and full board and accommodation at Inter-Hotels.

Special offers include a "Tour de Suisse" from June 20 to 26 and a one-week course for handicapped holidaymakers at Klewenalp, above Lake Lucerne, from July 24 to 31.

The courses are open to beginners or advanced amateurs of any age – and even to holidaymakers who do not yet possess their own camera (equipment will be provided on loan).

direction of the agency after World War Two.

At a celebration gathering, the present managing director, Walter Fürer, said Kündig's turnover last year was Sfr 20.5 million, a rise of nearly ten per cent over the previous year's figure.

The number of passengers booked went up by eight per cent.

### Thriving mart

ALL stands at the second Swiss Travel Mart, scheduled from October 23-26 in Lugano, have already been taken.

The event is organised by the Swiss National Tourist Office with the assistance of Swissair, Swiss Federal Railways and the Post Office.

It will be staged on the same lines as the first Travel Mart in Interlaken in November 1981, which was hailed as a success by

exhibitors and visitors alike.

Once again, about 250 travel agency representatives from Europe and overseas will be brought to Switzerland, where they will meet and do business with a roughly equal number of Swiss suppliers of tourism services.

### Super cars

HERTZ Rent-a-Car is introducing its "prestige service" in Switzerland this month.

So far available only in London, Paris and Nice, the service provides luxury cars for hire and offers customers personal attention.

The firm's new Swiss operation will be run from a special office in Geneva and feature Mercedes 380 SEL and 50 EC vehicles fully air-conditioned with electrically operated sliding roof, leather upholstery and quadrophonic radio and cassette player.