

**Zeitschrift:** Helvetia : magazine of the Swiss Society of New Zealand  
**Herausgeber:** Swiss Society of New Zealand  
**Band:** 60 (1994)  
**Heft:** [1]  
  
**Artikel:** Swiss new target for NZ tourism  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-945483>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **Conditions d'utilisation**

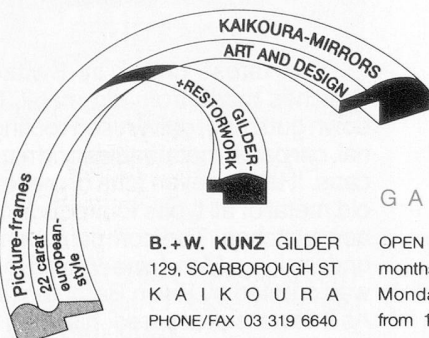
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 07.08.2025

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



**B. + W. KUNZ GILDER**  
 129, SCARBOROUGH ST  
 K A I K O U R A  
 PHONE/FAX 03 319 6640

**GALLERY**  
 OPEN FOR VISITORS:  
 months with 31 days  
 Monday - Saturday  
 from 11 am - 5 pm

## LAST MINUTE ANNOUNCEMENT

The Swiss Embassy would like to let you know that Minister **Rolf BODENMÜLLER**, Head of the Office for the Swiss Abroad in the Federal Department of Foreign Affairs, will probably tour New Zealand from March 10-17.

He will address the Swiss Clubs on current Swiss affairs and the rights and duties of the Swiss abroad. He is also prepared to answer questions. More details regarding venues and dates will be sent to all fellow-Swiss soon.

### KLAUSENPASS RALLY

From 1922 to 1934 the world's toughest mountain car races were staged on the Klausenpass. Last year a commemorative rally was held in which participated many car enthusiasts with their vintage cars.

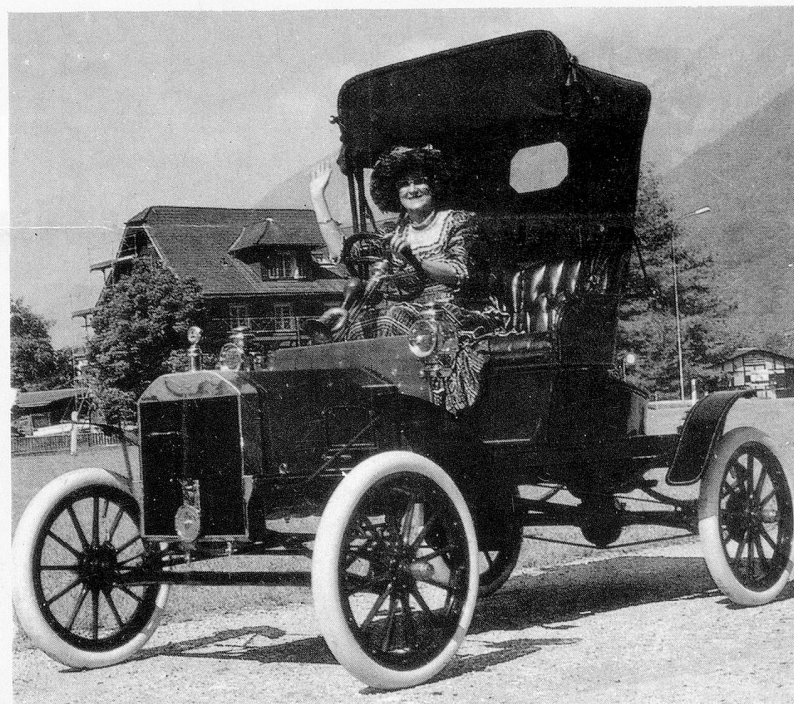
When the first Klausenpass rally took place in 1922, there were hardly over 20,000 cars registered in Switzerland. When the last rally took place in 1934, there were still only around 100,000 cars in Switzerland. In 1925 motorbikes were allowed to participate in the rally for the first time.

The rally took place over a distance of 21.5 km on a 4.8 m wide dusty road. Up to 30,000 spectators used to attend the rallies. The most sought after vantage points were always of course the hairpins. But these intrepid spactoators finished up th day totally covered in dust.

The winner of the first rally in 1922 was NIETH from Basle in a Hispano-Suiza. He took just under 22 minutes to complete the race. Twelve years later, the record stood at just over 15 minutes, achieved by the German Rudolf CARACCIOLA in a Mercedes.

Because of a combination of economical depression, financial difficulties within the rally organisation, road deterioration and problems with obtaining permits to close the road, the Klausenpass rally ended in 1934.

*Walter GRELL in his Bugatti 1928. He is 83 years old and is the only participant in the 1993 rally who has also participated in some of the real races prior to 1934.*



*Rosemarie ODERMATT in her Ford N 1906. The oldest car in the 1993 rally was driven by Rosemarie, the only woman participant. Before the race she was not quite sure whether the car would manage to get to the top of the pass at 1498 m above sea level. But she was counting on the large number of spectators present to give her a push up the mountain if necessary.*

### SWISS NEW TARGET FOR NZ TOURISM

NZPA

Wellington

The first major New Zealand tourism advertising campaign in Switzerland will be launched this year.

The two-year campaign, designed to increase the number of Swiss visitors to New Zealand, particularly during the low season, is the Tourism Board's biggest joint-venture marketing promotion.

Visitor arrivals from Switzerland have increased an average of 16.5 per cent a year since 1985 to a total 12,531 in the year ending September 1993. However the growth has slowed in the past year as a result of a downturn in the Swiss economy.

The Tourism Board chief executive, Mr. Ian Kean, said the new advertising campaign would promote New Zealand in Switzerland as a value-for-money, desirable holiday destination.

The 12 private sector partners in the joint venture are Swiss tour operators, five airlines (Air New Zealand, Singapore Airlines, Cathay Pacific, Ansett and Qantas) and an international accommodation chain (Flag International).

