

Zeitschrift:	Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber:	Swiss Society of New Zealand
Band:	67 (2001)
Heft:	[5]
 Artikel:	Eastern Switzerland marks the death of Heidi's creator Johanna Spyri, one hundred years ago...
Autor:	Swiss Radio International
DOI:	https://doi.org/10.5169/seals-945132

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: 09.08.2025

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

Eastern Switzerland marks the death of 'Heidi's creator' Johanna Spyri, one hundred years ago...

Everyone knows the story of the orphaned Swiss girl, who was sent to live with her reclusive grandfather on his alp, her stay in Frankfurt and her triumphant homecoming.

- Heidi pilgrims are expected to flock to Switzerland in even greater numbers this year because of the 100th anniversary of Johanna Spyri's death. They will also have more to do and see.

- There will be Heidi trails to follow around Maienfeld and Bad Ragaz - picturesque places in eastern Switzerland where the story originated, as well as walks in the Engadine valley where most Heidi films were shot, including the latest version, which was released in Switzerland last month.

- This year about 100,000 Heidi devotees are expected to descend on Switzerland - about twice as many as in any other year. It's proof of Heidi's immense marketing potential and her ever-lasting appeal.

- "Heidi" as a person, has qualities that are important for every society in every period according to a folklore expert from Zürich university.

- Many people have done many things with 'Heidi' over the years but nobody really managed to change the heart of the story he says.

(excerpts from a story by Swiss Radio International.Ed.)

The organisation has produced a guide to this year's special sites and events ↓



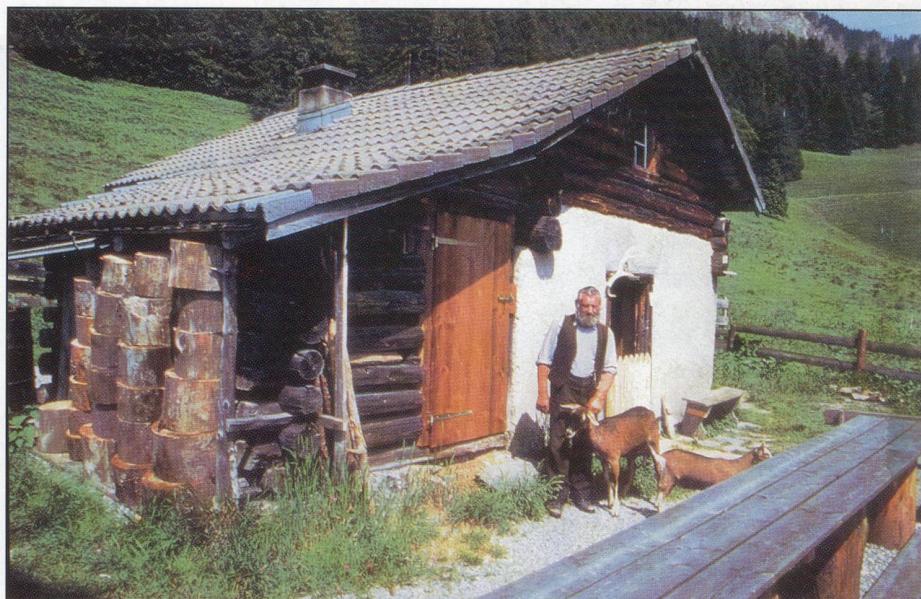
If undelivered please return to:
The Secretary of the Swiss Society of New Zealand (Inc.)
P.O. Box 4035 Hamilton East

Permit Post

New Zealand
Permit 93966

J + M Bishop
Sleet Road
RD 28
Mania

(Registered at the G.P.O. Wellington as a Magazine)
Monthly Publication of the Swiss Society of New Zealand (Inc.)
Group New Zealand of the Helvetic Society



The "Heidi-Alp"

Heidi's Grandfather for this year is a real mountain farmer with cows and goats to look after.

**ROSETOWN
PRINT**

PH 07 871 7786 • FAX 07 871 7746
144 SLOANE ST • TE AWAMUTU
EMAIL rtpprint@xtra.co.nz