

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Herausgeber: Federation of Swiss Societies in the United Kingdom
Band: - (1961)
Heft: 1392

Artikel: The perfect holidayland
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-691139>

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The Swiss Observer

FOUNDED IN 1919 BY PAUL F. BOEHRINGER.

The Official Organ of the Swiss Colony in Great Britain

Advisory Council: R. DE CINTRA (*Chairman*), O. F. BOEHRINGER, J. EUSEBIO, GOTTFRIED KELLER, R. J. KELLER, A. KUNZ, A. STAUFFER, G. E. SUTER.

EDITED BY P. HOFSTETTER WITH THE CO-OPERATION OF MEMBERS OF THE SWISS COLONY IN GREAT BRITAIN.

Telephone: CLERKENWELL 2321/2.

Published Twice Monthly at 23, LEONARD STREET, E.C.2.

Telegrams: FREPRINCO, LONDON.

Vol. 47. No. 1392

FRIDAY, 25th AUGUST, 1961

PRICE 11D.

THE PERFECT HOLIDAYLAND

by

R. A. Langford

Around five million people spend their holidays in Switzerland every year. They come from all parts of the earth; they come by plane, by train, by road; they come in summer and in winter — for a robust sporting holiday, or for rest and relaxation. But wherever they come from, and

capped Alpine peaks; the austere realm of glaciers and eternal snows; gay resorts of all sizes and at all altitudes; facilities for summer and winter sports of every imaginable kind (one can, in fact, choose one's climate in Switzerland); good roads for the motorist, and comfortable, inexpensive travel on one of the finest railway systems in the world; the joy of exploration off the beaten track; excellent hotels in every price range — these are, in broad outline, the attractions which have earned Switzerland the name of the World's Playground.

* * *

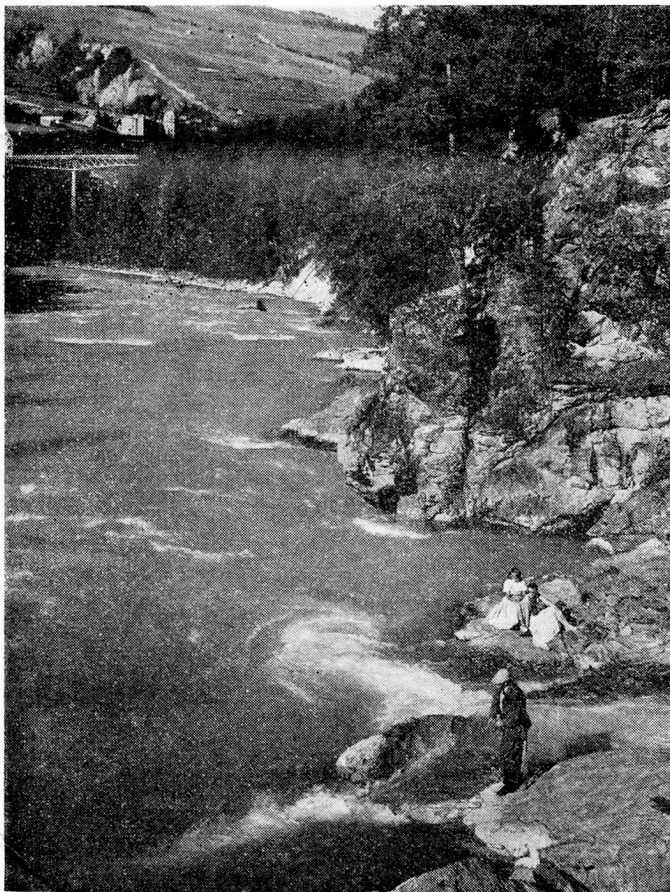
In whatever part of Switzerland you may decide to spend your vacation, of one thing you can be sure: there will always be something out of the ordinary to see or do. Each district has its own folklore and its colourful festivals, which differ greatly in character according to whether the population is German-, French-, Italian-, or Romanish-speaking, for each cherishes its typical way of life.

Nowhere else in the world is such a wealth of diversity and contrast to be found within so small a compass as in Switzerland. Every type of climate and scenery, from ice-bound Arctic to subtropical Mediterranean, is represented in this Alpine country so compact that it can be traversed in any direction by rail or road between breakfast and tea. Between the giant spur of the Matterhorn, whose summit is the goal of every ambitious Alpine climber, and the warm waters of the southern lakes, the visitor has a choice of over two hundred resorts, large and small, each with its tempting attractions.

Wherever you go in Switzerland, hospitable folk are waiting to make you welcome. It makes no difference whether you reserve a suite at a luxurious Grand or Palace Hotel in one of the most fashionable resorts, or put up at a modest village inn; everywhere you will find friendly, efficient hosts who take pride in upholding their national tradition of hotel-keeping — and above all in showing off the excellent standard of their cuisine and cellar.

* * *

The only disadvantage of a Swiss holiday is that it is never long enough: the precious days, each one brimful of enjoyment, slip by like a flash and there is too little time left for exploring that other Switzerland, just as fascinating, which forms the background of life as the Swiss themselves live it. Their cities, just as diverse in character as the natural scenery of their country, are ancient centres of



(Photo: Swiss National Tourist Office)

whatever they come for, they can find just what they had in mind — their heart's desire, the perfect holiday. This is not hyperbole, but plain statement of fact. For the Swiss scene is kaleidoscopic in its variety. Trim, peaceful villages and towns down in the valleys; placid lakes set amid white-

European culture and holiday resorts in their own right: go-ahead Zurich, bustling and cosmopolitan; leisurely Berne, the Federal capital, with its old-world arcades and fountains; lovely Geneva, with its glorious expanse of lake and many international associations; warm-hearted Lausanne, full of charm and character; stately Basel, Queen of the Rhine; historic St. Gall, ancient seat of learning and culture; the sunny twins, Lugano and Locarno, romantic and colourful.

Yes, Switzerland is the perfect holidayland.

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The extension follows the successful conclusion of recent talks in Tokyo between the Japanese authorities and representatives of the Swiss Federal Air Office and Swissair.



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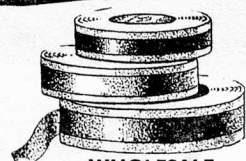
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