

**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:** - (1967)  
**Heft:** 1537  
  
**Artikel:** Forty Swiss tourist office managers meet in London  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-696579>

### **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:** 23.05.2025

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



SWISS CENTRE  
LONDON W.1.

### ALL FOUR RESTAURANTS NOW OPEN

In the last issue of the "Swiss Observer" I undertook to eat my typewriter if any customer to one of the Swiss Fair Restaurants is disappointed in the food. I am not at all surprised that so far, my diet has not had to be adjusted to keys, rollers and types. It has, however, received a substantial increase in proteins, fats, carbohydrates and other essentials since I have had to frequent the Swiss Centre and its dining and wining establishments.

On the first of the four restaurants, the *Rendez-Vous*, we have already reported. It is the meeting place for the guest in a hurry, the one who wants just a quick snack or spend only a few shillings on something satisfying, yet inexpensive. The very thought of a *Chlöpfersalat* or a *Schaffhuser Büllechüechli* makes one's patriotic mouth water!

The second eating place, opened a week later (22nd November), is the *Locanda*, the sun-parlour, bright, sunny and cheerful. What about a truly Italian *antipasto*, home-made *pasta*, a *bollito misto*, "Merlot" drunk from a *Boccalino*?

Newly opened are the *Taverne* and the *Chesa*. The former represents the French-speaking part of Switzerland with its abundance of wines and cheeses. At the *Taverne*, the ceiling is made of wine bottles; walls and floors are railway sleepers. *Raclette* and *Fondue* are available, Vaudois sausages and the other regional specialities, not to speak of the wine cellar in full view of the guests.

A genuine antique Engadine doorway leads not into a *Sulèr* but into the elegant *Chesa* where everything attractive to the real connoisseur of table delicacies is served: *Hors d'œuvres chaud*, *grillades*, specialities of the Grisons as well as the best in international *cuisine*.

Too much praise? If you think that, you obviously have not yet paid a visit to the Swiss Centre near Leicester Square.

What I really started out to do was to report on the Press Reception given by the Swiss Fair Restaurants and their Directors on Tuesday, 27th November, prior to opening the last of the four restaurants. But would it be really fair to describe the most beautiful *buffet froid* that I have ever come across? And just to forestall any doubts that a mere journalist of my modest aspirations would be able to judge at all, I hasten to say that I was surrounded by gourmets, gourmands and epicures, by expert caterers and well-known men-about-town whose unanimous verdict must be beyond suspicion. It was just a fantastic spread both to the eye and to the palate which will not be forgotten very quickly. On the recommendation of those present at the official opening alone, the Swiss Fair Restaurants should register brisk business in the months to come, and by then they should be so firmly established with British, Swiss and other nationals that the organisers and shareholders should have no reasons for complaint. *Bonne chance!*

MM

*Usual Opening Times:— "Rendez-Vous": from 9 a.m. to midnight. "Locanda" and "Taverne" from midday till midnight. "Chesa" from 12 to 3 p.m. and 6 p.m. to midnight.*

*Sunday opening from 17th December onwards from midday to 11 p.m.*

*Christmas Eve: noon to 5 p.m. (Staff Christmas in the evening) Christmas Day and Boxing Day: closed. New Year's Eve: noon to 11 p.m.*

### FORTY SWISS TOURIST OFFICE MANAGERS MEET IN LONDON

For the first time, the Association of Swiss Tourist Office Managers held their Annual General Meeting outside Switzerland. This was in order to mark the International Tourist Year. Great Britain was chosen for the close bond of friendship which has existed between the two countries for centuries.

The President and members held a Reception and Buffet Luncheon at the Dorchester Hotel Ballroom on Monday, 27th November. The guests included the Swiss Ambassador, a number of important travel agents, tour organisers, representatives of air lines, automobile and other associations, British Railways, banks, hotel booking offices, well-known travel writers, correspondents of Swiss newspapers and so forth.

In order to facilitate easy mixing of the 400 guests, the luncheon was a standing-up affair — most original, too, a special *pot au feu* being served in Swiss ceramic bowls, later presented as a gift to every guest. Swiss wines, cheeses and pastries completed the excellent meal.

The President, Mr. R. Jaussi, Montreux, welcomed the guests and expressed his and his colleagues' hope that the limited travel allowance further reduced by devaluation would not prevent the British holidaymakers from going to Switzerland.

### EXTRA FLIGHTS TO SWITZERLAND FOR CHRISTMAS

Despite the sterling devaluation Swissair expects to carry again a large number of winter holidaymakers to the Alps over the Christmas/New Year period. The airline is therefore putting on twenty-eight extra jet flights from London to Switzerland between 24th December and 4th January. From 21st to 24th December alone, Swissair will provide about 4,100 seats to Switzerland, including the normal scheduled services.

Of the extras, twenty-one will go to Zurich and seven to Geneva, with one of the Geneva flights also calling at Basle. Twenty-four of the extras are being operated as low-fare tourist flights, and four as day services. Aircraft used will be four-engined DC-8s and Coronados, DC-9s, including newly delivered DC-9-32s, and Caravelles.

Peak travel day will be 23rd December, when Swissair will operate altogether fourteen flights from Heathrow Airport London to Switzerland.

### "SWISS OBSERVER" PUBLICATION DATES

The "Swiss Observer" is published every second and fourth Friday of the month. Our next issue will appear on 12th January 1968. Articles and reports should be to hand not later than Tuesday, 2nd January. Short news items only can be accepted later.

Our next issue but one will be published on Friday, 26th January. We shall be grateful to receive all contributions by Tuesday, 16th January.