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## BIENNE, CITY WITH A FUTURE

The bi-lingual city of Bienne (or Biel), situated at the foot of the Bernese Jura chain, has a population of more than 6,000. At testimony to its forward-looking attitude, the city has just completed construction of a new conference hall, a building complex which includes a high-rise office building and an indoor swimming pool. Construction of the scheme cost a total of some 25 million Swiss francs — an incredible sum for such a relatively small community — and was executed in three stages: the office building was finished in the Spring of 1961, the indoor pool in April 1966 and the conference hall in the autumn of the same year.

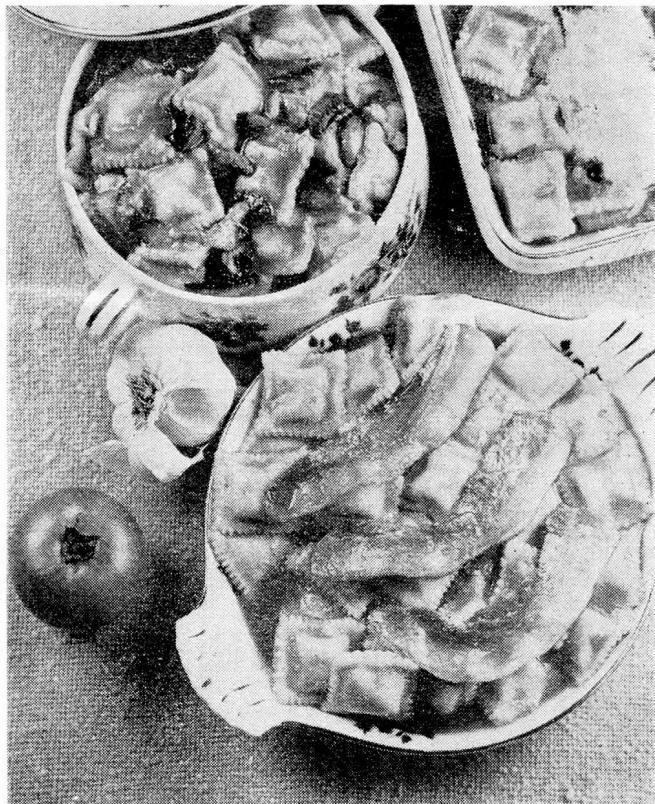
The conference centre includes a spacious foyer, with gallery and casual seating arrangements, all optically connected to the swimming pool; a restaurant on the ground floor; a lecture room; a meeting hall with a simple stage and facilities for simultaneous translation, and a large hall which can accommodate 1,300 people for concerts or more than 700 for banquets, also equipped for simultaneous translation as well as radio and TV hook-ups. Attached to the swimming pool are a sauna section with special baths and massage rooms, and a ladies' hairdresser and barber. The seventeen-storey building, in addition to the Centre's management and technical equipment, houses a School of Home Economics and various industrial offices occupying a total of nine stories.

[S.N.T.O.]

## LAUSANNE GIVES AWAY TOURIST COUPONS

Although the city's hotels registered 900,000 overnight stays in 1966, Lausanne's tourist industry is faced with serious problems. An increasing trend toward transient traffic has led to a shift in hotel registrations to the suburbs, where about 1,000 hotel beds are at the disposal of those disinclined to spend the time needed to find a room in the city proper. Consequently, for some years there have been efforts to make of Lausanne a conference centre. At the same time, however, steps are being taken to persuade as many transient tourists as possible to spend a longer time in the city. To this end, the Lausanne Tourist Office has issued a "Visitor's Card" to be handed to every tourist stopping at one of the hotels registered with the Hotel Association of Lausanne-Ouchy. The card, which it really a booklet, contains a number of coupons having a total trade-in value of about 15 Swiss francs. They provide discounts at museums, on sightseeing trips, for an hour of horseback riding, for the first order placed at a department store restaurant and the first drink ordered at a night club. There is also a coupon for a free game of bowling, free admission to the ice skating rink or the municipal swimming pool, and a ticket providing clothing check, beach chair and bathing towel at the private beach of the "Club de la Voile d'Or". As a final surprise, the "visitor's card" contains a free lottery ticket, with first prize in the drawing being a free one-week holiday in Lausanne for two people, at a value of 1,500 Swiss francs. 1,200 copies of this coupon booklet have already been sent to travel agencies throughout the world. Not just Lausanne, but all of Switzerland is awaiting the first results of this new kind of publicity campaign.

[S.N.T.O.]



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