

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: - (1975)

Heft: 1713

Rubrik: Tourist news

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: 23.02.2026

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

A CHRISTMAS IDEA?



Mr and Mrs Yushinobu Maki of Japan who were presented with the holiday card at the Swiss National Tourist office had just arrived in London from Tokyo on their honeymoon visit to England, Switzerland and Italy. From left to right: Mr Albert Kunz, General Manager of the Swiss National Tourist Office in London, Mr P. A. Sturges, Mrs and Mr Yushinobu Maki, Mr David McWilliam, Managing Director of Thomas Cook Bankers.

TOURIST NEWS

In spring 1972, the Swiss Transport Undertakings introduced, for visitors from abroad, the "Swiss Holiday Card", a document offering unlimited travel in Switzerland by rail (3,244 miles), by postal motor coach (2,054 miles) and on lake boats (294 nautical or 339 statute miles), and reduced-rate travel on mountain railways.

To celebrate the issue of the 100,000th Swiss Holiday Card, the Swiss National Tourist Office presented a free Holiday Card to the first two customers to enter their London agency on 30th September.

Mr. and Mrs. Yushinobu Maki of Japan, who were welcomed with a bouquet of flowers and presented with the Swiss Holiday Card, had just arrived in London from Tokyo on their honeymoon visit to England, Switzerland and Italy. Another Swiss Holiday Card was presented to Mr. P. A. Sturges, a rail-fan, who had already travelled 5,600 miles on previous passes.

Social Worker wanted for the "Swiss Welfare Office for young people" in London for May 1976 to give information, advice and help to young Swiss people temporarily staying in England, mainly providing quick help with difficulties and advice on conditions and opportunities during their stay.

Independent and varied job requiring initiative, a good knowledge of German, French and English and some professional experience.

Reply to Miss R. Zumofen, 31
Conway Street, London W1P 5HL.

Swiss-German, English and French speaking *Secretary* wanted for the "Swiss Welfare Office for young people" and the "Swiss Benevolent Society". 5-day week.

Apply to 31 Conway Street,
London W1P 5HL.

FOR SALE: New Bricelet iron £6
cost £10. Comptoir 75 Model. 42
Borrowdale Ave., Harrow, Middx.

Tourists please note

Zurich Airport has opened a new Sw.Fr. 270 million passenger terminal — and now guarantees the shortest passenger transfer times in Europe.

The new terminal B, opened at the beginning of November, is reserved for intercontinental, domestic (Basle and Geneva) and all flights to West European destinations except to and from points in Austria and Germany.

The old terminal A is now used for traffic with East Europe, Germany, Austria and charter operations.

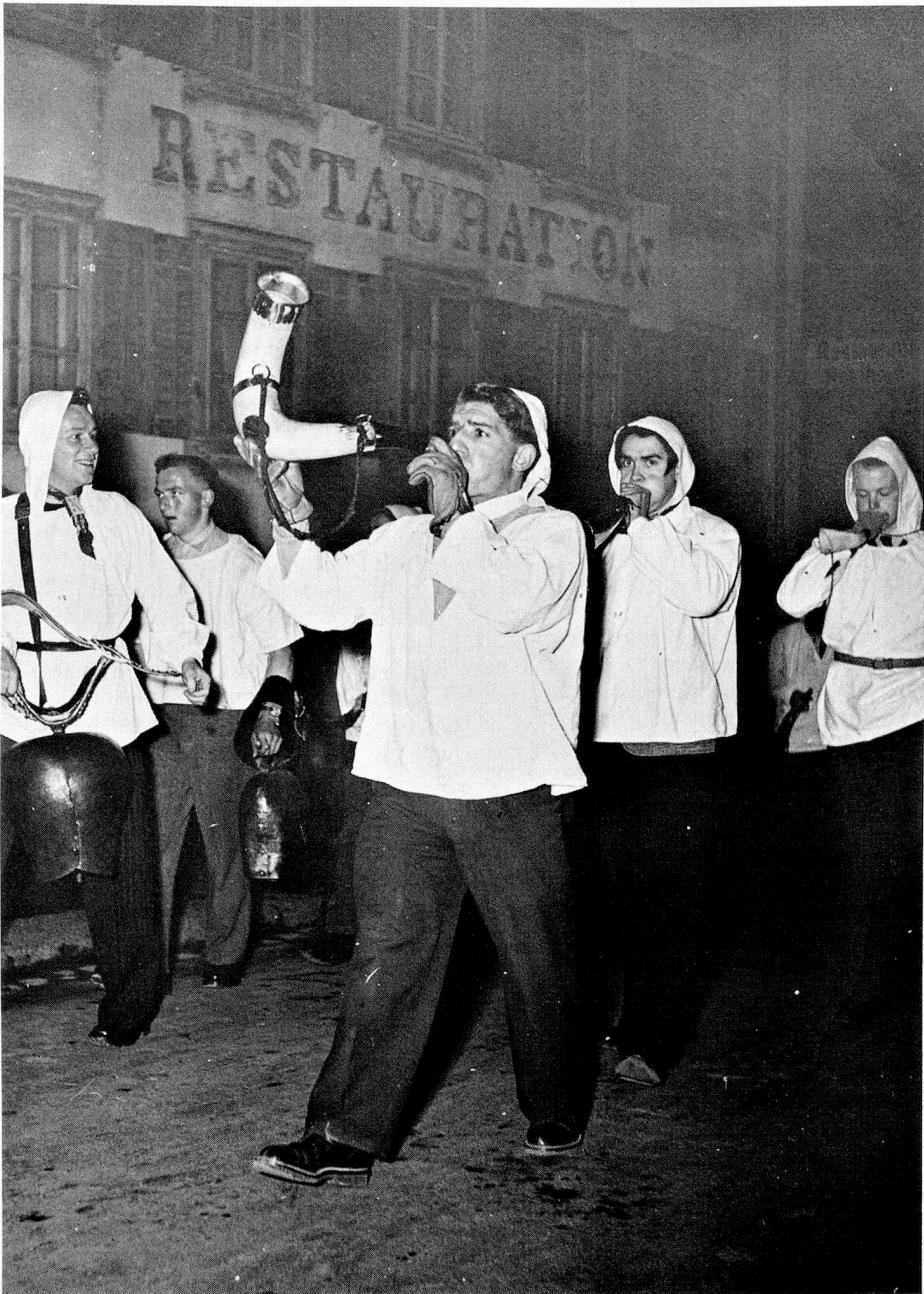
Unlike terminal A, the new terminal is equipped with passenger loading bridges primarily serving wide-body aircraft. And instead of terminals being reserved for individual airlines, the separation of scheduled services has been made according to destination.

An airport spokesman said that with Zürich now offering flights to more than 100 destinations, the separation of traffic had given planning experts "many a headache".

"So a computer was used to produce a solution taking all criteria into account, and our major objectives were achieved — including equal treatment of carriers and the limitation to a minimum of the number of passengers having to change terminals."

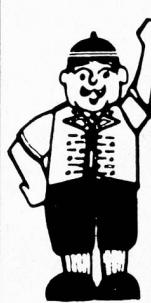
The spokesman added: "We in Zürich were determined not to lose our reputation of offering ultra-short transfer times — as major European airports go we now guarantee the shortest."

Calculations had shown, he said, that if one man alone had been entrusted with the planning of the new terminal "the work would have taken 90 years."



This St Niklaus scene in Küssnacht am Rigi (Central Switzerland) may be familiar to some of our readers? Photograph by courtesy of the Swiss National Tourist Office.

BARTHOLDI
TEL. 01-
636-3762-3



SWISS
SPECIALITIES
SAUSAGES
TINNED GOODS
CHOCOLATES
CHEESE
&
FRESH MEAT

(RAIL & PARCEL SERVICE)

4 Charlotte St.,
LONDON, W1P 1HE

ZURICH  **INSURANCE**

ZURICH INSURANCE COMPANY

A limited company incorporated in Switzerland in 1872.

THE BEDFORD GENERAL INSURANCE CO. LTD.

A member of the British Insurance Association.

THE BEDFORD LIFE ASSURANCE SOCIETY LTD.

A member of the Life Offices Association.

**United Kingdom Head Office for
Administration & Service:**

Victory House, Havant Street,
Portsmouth PO1 3EZ.
Telephone: Portsmouth 22200

**United Kingdom Executive
Head Office:**

Fairfax House, Fulwood Place,
London WC1V 6HX.
Telephone: 01-242 8833.

GROUP RESOURCES EXCEED £500,000,000