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NEW SPA CENTRE FOR LENK

Tourism at Lenk, Bernese Oberland, began with the utilisation of its mineral springs; as long ago as the 17th century visitors went to Lenk to treat their disorders in the seven-per cent sulphurous water. The latest link in this long tradition, a spa centre with the most modern technical facilities, has this summer been opened in front of the Kurhotel.

The facilities are many and varied, covering both cure and prevention and permitting an ideal combination of relaxation and sports activity. Available for spa visitors are a bathing pavilion for mineral and carbonic acid therapy, underwater jet massage and other special treatment, a therapy pavilion for fango pack, compress, electrotherapy, massage and individual and group gymnastics and a spacious 34° mineral swimming pool. It is hoped that the new spa centre will give impetus to the comeback now being made by this once renowned Bernese health resort.

ON FOOT IN THE GOMS

For the walking enthusiast the Goms district of Upper Valais offers a host of possibilities. For those who prefer not to go it alone, there are guided walks. One route is the "Goms high-altitude route" from Oberwald to Bellwald at altitudes of 4,920 ft to 5,905 ft. Another is the "Rottenweg", which starts at Oberwald, continues alongside the infant River Rhône and finishes at Ernen. From Grengiols it takes 3½ hours on foot to reach the Binntal, part of the way being along the ancient romantic road.

An attraction in Binn for those interested in minerals is the mineral-seekers' weeks held until September.

A further attraction are the moonlight walks on the Eggishorn to see the sunrise and the glacier tours over the Rhône and Gries Glaciers. The Mountaineering School at Fiesch arranges tour weeks for both beginners and experience of mountain walkers. Further information is available from the Furka-Oberalp Railway, Postfach 97, CH-3900 Brig, from which the 28-page booklet "Freizeitprogramm Goms" (Goms Leisure Programme) is also available free.

FREE IN SWITZERLAND

No, there's no catch — there really are lots of things going for free in Swiss towns and holiday resorts. And the Swiss National Tourist Office has published a 46-page booklet "Free in Switzerland" to prove it.

It tells visitors where at no cost at all they can take part in botanical walks, wild animal watching expeditions, mountain tours and sports and keep-fit programmes, which museums, art exhibitions, cheese-making demonstrations and industrial plant they can visit and where free concerts, film shows, summer night festivals and local lore evenings are held.

The booklet can be obtained — free of charge of course — in German, French or English versions from the SNTÖ, Talacker 42, 8001 Zürich.

FLIMS: CENTENARY AS A RESORT

Flims has existed for more than 1,200 years. The name Fleim — as Flims is called in the Romansch language — first appeared as long ago as the year 765 in the testament of Bishop von Tello of Chur. The Walser settlement founded in the 14th century developed into a resort towards the end of the 19th century. In 1875 the "Kur- und Seebadanstalt Waldhaus Flims" limited company was formed in 1877 the first Kurhaus, the present-day Parkhotel, was opened.

Today a total of 40 hotels and guest houses offering about 2,000 beds are available for visitors, while accommodation for overnight stays in holiday apartments, tourist dormitory accommodation and on camping sites has risen to 3,500 places.

To celebrate its centenary Flims has arranged a whole range of surprises. Anniversary activities include competitions, minting of commemorative medallions, etc. The Flims summer calendar also contains a wide variety of events.

A new facility introduced for this summer is the "Flims-Laax Passepartout". This is a personal pass obtainable at the Tourist Office together with a symbolic "golden key" and it is valid for seven days without restriction for all tourist facilities in Flims, Laax, Trins and Falera, such as all mountain railways, the indoor and open-air swimming pools, rowing boats, tennis courts, saunas and bowling alleys, cultural and sports events, etc.

Hotel visitors who have booked half or full board arrangements can also take their meals in restaurants and inns of their choice in the region. The pass can be used up to 23 October and costs 66 francs for adults and 33 francs for children.

HOLIDAYS IN THE ALETSCHE FOREST NATURE PROTECTION CENTRE

The Aletsch Forest Nature Protection Centre on the Riederalp, opened last July, is proving popular with visitors. The Centre enjoys an ideal setting in the former Villa Cassel, on the edge of the Aletsch Forest Nature Reserve and high above the great Aletsch Glacier. Comprehensive exhibitions and slide shows with commentaries inform the visitor about nature protection problems, the natural history of the Aletsch region and its scientific study.

This summer 15 one-week courses in natural science will be held in German and French. The subjects will cover alpine flora and birds, geology and glaciology, ecology and wild animal biology, hunting and game protection, nature photography and drawing and painting. Accommodation will be provided in the former Villa Cassel. Information is available from the Secretary, Swiss Nature Protection League, Postfach 73, CH-4020 Basle.

TO THE FOOTPATHS — BY POSTAL COACH

The Swiss postal coach authorities have published six illustrated regional brochures, also containing many sketch maps, for walking enthusiasts, covering the Jura, Bernese Oberland, Central Alps, Graubünden, Upper Valais and Ticino regions and the area lying between Lake Constance and the Klausen Pass. Walkers have a choice of 156 suggested routes, varying from easy walks to difficult mountain tours.

Each tour is briefly described and is accompanied by a sketch, and there are also useful hints about maps, literature for walkers, equipment, path markings, etc. The prospectuses are available free from the Publicity Service, Schweizer Reisepost, CH-3000 Berne.

"STEAMING" THROUGH SWITZERLAND

Trips on old steam trains through Switzerland are proving enormously popular. Examples are trips to Rigi Kaltbad, the Brienzer Rothorn and the Schynige Platte, from Brienz to Innertkirchen, from Blonay to Chamby, from Liestal to Waldenburg, from Oensingen to Balsthal (for the first time a wood-lined historic restaurant car is being used with the "Cluser Schnägg" on this service), from Worb to Worblaufen and from Flamatt to Gümmenen.

Added to the list this summer will be trips organised by the Rhaetian Railways. As a further attraction, the Swiss Federal Railways steam locomotives C 5/6 2978 and Eb 3/5 5819 will be operating at various times and places.

"FLOWERS OF EUROPE" — AN EXHIBITION OF COLOUR PRINTS

Desmond and Marjorie Parish specialise in the photography of wild flowers in their natural habitat. They are ardent conservationists who have used photography as a means of "collecting" specimens throughout many countries of Europe, and particularly in Switzerland's alpine areas.

A delightful exhibition of colour prints taken by this husband-and-wife team is to be shown at the following centres, organised by the Midlands Museums Service, Birmingham:

Until 14th September — National Museum of Wales, Cardiff; 3rd-24th September — The Library, Keyworth, Nottingham; 1st-29th October — The Library, Kirkby-in-Ashfield (Notts.); 5th-20th November — The Library, Calverton, Nottingham.

The colour photographs on show, which were all made from 35 mm "Kodachrome" transparencies, are the result of many years' exploration from sea level to 11,500 feet and of considerable botanical research. The photographs were taken working from dawn to dusk in all weather conditions. During unfavourable weather, electric flash was used for close-ups.

SWISS COUNTRY HOLIDAYS

Many families with children as well as other people – young and elderly alike – dream of getting back to nature by spending their holidays in a real country village. A newly-published brochure, "Holidays in the country", shows where this dream can come true in French-speaking Western Switzerland and the Italian-speaking canton of Ticino.

It lists about 50 holiday apartments in which visitors can prepare their own meals (buying fresh food supplies from local farmers), as well as the addresses of private rooms in farmhouses, with breakfast, full board or half board. The brochure also describes local sports facilities.

NEW PUBLICATIONS AVAILABLE FREE OF CHARGE

from the Swiss National Tourist Office, Swiss Centre, 1 New Coventry Street, London W1V 3HG, Tel: 01-734 1921.

Regional Holiday Season Ticket

The ideal ticket for excursions which is valid for 15 days in the regions of Montreux/Vevey, the Bernese Oberland, Lake Lucerne and the Grisons. On any five days it is used as a General Season Ticket for unlimited travel and on the remaining days at half-fare. In the regions of Locarno/Ascona and Lugano it is valid for seven days as a General Season Ticket.

"Grüezi mitenand": The Railways, Lake Steamers and Postal Motor Coaches of Switzerland are expecting you.

This brochure contains useful information on the various tickets and travel concessions available to visitors, as well as two maps of Switzerland's transport system.

Hotels with swimming pools

The Swiss National Tourist Office has published a new edition of its brochure listing hotels which have their own swimming pools. It shows that 83 Swiss resorts and towns have no fewer than 380 hotel swimming pools between them. The list gives details of the type of pool (indoor or open-air), size, water temperature, opening times, saunas, massage and keep-fit facilities and whether use is restricted to hotel guests.

Postal Coach Holiday Season Ticket

Leaflet giving details of this "made-to-measure" ticket offering 4,660 miles of postal coach services.

Car Conveyance through the Alpine Tunnels

A brochure listing prices and summer timetable to 24th September.

Summer in Switzerland – Events in 1977 and later

This useful booklet not only lists some 2,000 music festivals, concerts, exhibitions, trade fairs, local folklore

events, language courses and sports fixtures, but also gives information on the many special interest courses organised in Switzerland.

Switzerland – Railway Connections

Copies of the booklet "International Railway Connections" (to 24th September, 1977), as well as timetables giving rail services between London and Switzerland, are now available. The booklet also contains TEE services, a selection of car-ferry trains, and information on couchette services to and from Switzerland.

Air Timetable U.K. – Switzerland

For summer period to 31st October, 1977, giving rail connections to Swiss holiday resorts. (Also available from all Swissair and British Airways offices.)

NEW BOOK – "THE ENCHANTED LAKES THUN AND BRIENZ"

No other Englishman, perhaps no other foreigner, has ever known the Bernese Oberland more intimately or loved it with more discrimination than Arnold Lunn (1888-1974).

The volume "The Enchanted Lakes: Thun and Brienz", the last of Sir Arnold Lunn's books, honours the Swiss mountains, the Bernese Oberland, Interlaken and its lakes.

The 48-page handbook has seven chapters, illustrated with black/white photographs. It is obtainable in the Bernese Oberland or at £1 (in aid of the Arnold Lunn Memorial Fund) from Lunn Antiques, 86 New Kings Road, London SW6 4LU, Tel: 01-736 4638.

SWISS HOTELS – "SEASONS FOR SENIORS"

Holders of a valid Senior Citizen Rail Card can take advantage of a scheme offering reduced hotel rates. In the case of couples staying at hotels participating in the scheme, it is sufficient for one spouse to be a holder of the Senior Citizen Rail Card.

Taking into account seasonal circumstances in the various regions of Switzerland, the participating hotels apply the reductions during certain periods or on weekends throughout the year. Full details are available from the Swiss National Tourist Office.

ZÜRICH – IMPROVED BUS SERVICE FROM ZÜRICH AIRPORT TO CITY HOTELS

In addition to the airport – town terminal bus service (fare: Sw.Fr.5), which operates every ten minutes, there are now regular minibus services from Zürich Airport to the following six hotels: Hotel Airport (fare: Sw.Fr.5), Hotel Atlantis (Sw.Fr.11), Hotel Continental (Sw.Fr.9), Hotel International (Sw.Fr.7), Hotel Nova Park (Sw.Fr.9), and Hotel Zürich (Sw.Fr.9). This hotel bus service has now been increased to 12 daily round-trips,

TOURIST NEWS

operating between 06.00 and 20.00 hours.

LUNGERN-SCHÖENBÜEL: FREE TAXI RIDES FOR RAILWAY PASSENGERS

Railway passengers get special treatment at Lungern-Schönenbühl. On production of a valid rail ticket, individual tourists are driven free of charge by taxi from Lungern railway station to the bottom station of the aerial cableway. Return transport is also available.

DISCOVER SWITZERLAND BY EUROPABUS

The Swiss Postal Coach Passenger Service is again organising, until October, 1977, escorted tours by modern motor coaches. There are three different arrangements: "Swiss Highlights Tour" (three days from Geneva from Sw.Fr.320), "Swiss Alps and Lakes Tour" (four days from Zürich from Sw.Fr.450) and "Grand Alpine Tour" (seven days from Geneva or Zürich from Sw.Fr.770). These tours include demi-pension in rooms with bath or shower.

SWITZERLAND – HOBBY HOLIDAYS

The Swiss National Tourist Office has published a series of six different booklets listing the many hobby activities that can be enjoyed in Switzerland from spring to autumn this year, with detailed information on dates of hobby courses, venues and prices.

Already a great number of Swiss holiday resorts specialise in hobby activities for visitors. In Eastern Switzerland, for instance, courses for alphorn blowing are held at Appenzell and for hand-weaving at Wildhaus.

Brienz offers possibilities for wood-carving, whereas painting and drawing, as well as photography and filming, can be enjoyed at Lugano and Muerren.

For the more adventurous, there is an eight-day tour in horse-drawn carriages through the Jura, and a Mule Safari through the valleys of the Valais.

Numerous resorts organise "Hobby Weeks" in tennis, golf, summer ski-ing, riding, sailing and touring.

Throughout Switzerland, many Language Courses are organised for visitors from abroad; and holiday camps, with instruction in sports and languages, are arranged. Detailed information is listed in the booklet "Holidays and Language Courses".

FLIMS-LAAZ – PASSPORT TO RESORT FACILITIES

To mark the 100th anniversary of Flims as a holiday resort, the Flims Tourist Office has introduced the "Golden Key": a resort passport which can be purchased at Sw.Fr.66 and entitles the holder to unlimited use of all mountain transport facilities, indoor and outdoor swimming-pools, saunas, bowling alleys, tennis courts, rowing boats; to a fishing permit, as well as to free admission to all cultural and sporting events – all this in the resorts of Flims, Laax, Trins and Falera.

Riding and excursions in horse-drawn carriages are available at half-rate. The holder of this "pass" can furthermore choose at will the restaurants where he wishes to dine; his hotel will issue him vouchers to this effect. Validity: until 23rd October, 1977.

ZÜRICH – A BANK OPEN DURING SHOPPING HOURS

At Bahnhofstrasse 70 (in Zürich's main shopping street) a branch office of the Swiss Bank Corporation now stays open during shopping hours: daily from 09.00 until 18.30, on Thursdays until 21.00, and on Saturdays until 16.00. This will enable visitors to change and draw out money at times when other banks are closed.

BERNE A LA CARTE

The Federal Capital is offering a special package valid throughout the year. Prices start from Sw.Fr.106 for two

nights and from Sw.Fr.132 for three nights' accommodation.

The arrangement includes bed and breakfast, an evening meal in a typical Bernese restaurant, a city sightseeing tour, a 24-hour ticket for the public

transport system, a trip to the Gurten (2,800 ft.), free admission to museums, night-clubs and discothèques and a complete documentation, etc. Leaflets are available from the Swiss National Tourist Office.

A GOOD BOOK REVIEWED

"Made in Switzerland," with 324 pictures, 188 of them in full colour, in a reproduction quality that does credit to the title of the book.

Secondly with a very readable text that provides a concise but interesting outline of the growth and manifold activities of modern Switzerland.

The text and pictures complement each other in many ways, forming a unity that serves the sole purpose of furnishing a comprehensive survey, and one that is not meant only for the specialist.



WHO ARE THE AUTHORS?

Walter Günthardt, an Editor of the "Neue Zürcher Zeitung", is responsible for the whole text of this lavishly illustrated book; he also wrote the principal chapters as well as all the picture captions.

Hans Erni, a painter and graphic artist of world renown, has given some thought to the main branches of the Swiss economy and has contributed a number of allegories that serve as introductions to the various chapters.

Rob Gnant, the first Swiss to have won the Golden Palm of the Cannes Film Festival, is the photographer who has made man and his work in a technical world the fascinating central theme of this book.

Size 28 X 28 cm (11 X 11 in.), 336 pages with 324 illustrations, 188 of them in full colour, 11 full-page illustrations by Hans Erni, finest matt art paper, clothbound, packed ready for airmail dispatch.

The visual information contained in the book is free from all clichés and window-dressing. It shows Switzerland at work, seen through the eyes of a skilled and perceptive photographer.

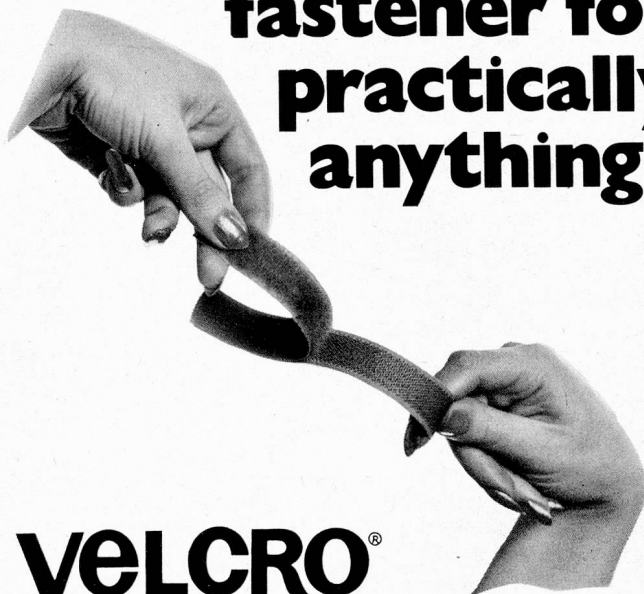
Without making any exaggerated claim to exhaustive treatment, it brings all the main aspects of Switzerland's export-oriented economy into clear focus and helps the reader to a deeper understanding. The English text, finally, makes Made in Switzerland accessible to readers all over the world.

Watches, cheese and chocolate are of course still part of Switzerland's image abroad. They also get the attention they deserve in this illustrated book. But there is much, much more in the book – the first to appear under the committed motto of Made in Switzerland – for its purpose is to spotlight all the quality products of the Swiss export trade.

Made in Switzerland has become a password that is accepted as a guarantee of the highest precision and dependability both for products and for services. The story of how this rare creative combination has come into existence over the years in a small multilingual country like Switzerland with its dearth of natural resources is told on every page of this book.

Copies are available, price SFR 144, direct from the publisher – A. Vetter, Schiffplände 22, CH-8001, Zürich.

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