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# Ambassador hotels expect good results

All 85 hotels belonging to Switzerland's Ambassador Service Hotels group expect business this summer to better or at least to equal their 1976 season's results, according to a group survey.

Fifty-five per cent of member hotels are predicting improved results, while the remaining 45 per cent expect business to remain at last summer's level. Not a single ASH hotel is expecting a fall-off in business.

The figures were given by ASH President, Mr. Rolf F. Gasteyger of the Hotel International, Basle, when he addressed nearly 100 guests at an open-air party to inaugurate the group's new headquarters at Herrenschwanden, near Berne.

Mr. Gasteyger said the survey has revealed that two main problems continue to face the Ambassador group's members and the Swiss hotel industry in general — the high exchange rate of the Swiss franc for foreign tourists, and the lack of personnel.

He said that of last year's bookings at ASH hotels, some 40,000 overnight reservations alone had been made on member-to-member basis.

Total bookings at ASH hotels had shown a three per cent increase last year

— compared with the drop of nearly four per cent recorded by the Swiss hotel industry in general.

Mr. Gasteyger praised "the untiring efforts of Ambassador's devoted sales and management team, and in particular the leadership of group manager Mr. Peter Kuehler — a man we are lucky to have."

The Ambassador group links 85 privately-owned and individually-managed hotels in 60 locations throughout Switzerland.

## DIPLOMA AWARDED

The Hôtel du Rhône in Geneva has been awarded the *Diplôme de l'Excellence européenne* for its "outstanding contribution to the luxury hotel industry and tourism of Europe".

The award was made to Hôtel du Rhône director Mr. Richard A. Lendi at a ceremony in Geneva attended by representatives of the Paris-based *Comité de l'Excellence* and by diplomatic representatives in Switzerland of France, Portugal, Iran, Lebanon, Morocco and Pakistan.

Also among the guests were 18 employees of the Hôtel du Rhône with service totalling 424 years.

The Hôtel du Rhône — the first major hotel to be built in Europe after the second world war — is a member of The Leading Hotels of Switzerland group.

## HOTELIERS PRAISE TOURIST OFFICE

The City of Berne Tourist Office has been praised by local hoteliers for its efforts in promoting the Swiss capital as a tourist destination.

The tributes were paid at the recent annual meeting of the Berne Hotels Association, when BHA President Mr. Rolf Tanner (Hotel Savoy) told members: "The past year has been marked by solidarity among members and excellent co-operation with our city tourist office."

Mr. Tanner said after the meeting that the outstanding co-operation existing between the Berne tourist office and local hotels was something "apparently sadly lacking in certain other cities and resorts."

Mr. Tanner was re-elected by members to a further three-year term as President.

Also re-elected were vice-president Mr. Rudolf Homberger (Hotel Krebs), treasurer Mr. Peter Marbach (Hotel Bären and Hotel Bristol), and committee member Mr. Fritz Maeder (Hotel Bellevue-Palace).

Mr. Albert Frankhauser (Hotel zum Kreuz) was elected a new committee member.

## SHA MOVE

The new address is Monbijoustrasse 130, Postfach 2657, 3001 Berne (Telephone 031/46 18 81, telex 32 339 shv ch).



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