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COLIN FARMER'S DESPATCH FROM BERNE



The entire group bids farewell to Berne before flying back to Britain.

SAY CHEESE

Representatives of the British cheese industry have spent four days in Switzerland on a visit sponsored by the Swiss Cheese Union.

The participants won the trip for their contribution to Swiss cheese sales and promotion in Britain. The party also included two members of the general public — Mr. and Mrs. Vigurs Doidge of Chelsea — who won first prize in a Swiss cheese contest run by a London shopping chain.

The visit — organised in co-operation with Inter Hotels Switzerland, Romanic Tours of London and Dan-Air — included two nights at the Hotel Savoy in Berne, and excursions to the Bernese Oberland and to the cheese-making regions of the Emmental and Gruyère.



Mr. and Mrs. Vigurs Doidge of Chelsea are welcomed to Berne by Mr. Martin Buehler (right), director of Inter Hotels Switzerland.

INTER HOTELS HAVE BERNE H.Q.

Inter Hotels Europe — linking more than 400 independent hotels in five countries — has announced the opening of a headquarters in Berne, Switzerland.

The European office is at Sternengässchen 1, 3011 Berne (telephone 031/22 14 17, telex 33742).

Mr. Martin Buehler — director of Inter Hotels Switzerland — now assumes additional responsibility for marketing concept development, reservations and administration for Inter Hotels Europe.

Said Mr. Buehler: "Our immediate objective is the creation of a concept for improved co-ordination between the national groups in the spheres of marketing, sales and reservations.

"We plan to give top priority to maximum co-operation with the travel trade in general, and with travel agents in particular."

Inter Hotels Europe — the continent's largest independent hotel group with a common brand name — links Inter Hotels France (240 hotels), Inter Hotels Britain and Ireland (120 hotels), Union Hotels Italy (24) and Inter Hotels Switzerland (22).

Leading representatives of the Swiss travel trade attended celebrations in Berne marking the opening of the Inter Hotels Europe headquar-

ters. Guest speakers included Mr. Derek J. Hartley-Brown, chairman of Inter Hotels Britain and Ireland, who described the realisation of a European office as "a dream come true".

LOWER AIR FARES TO BERNE

British independent airline Dan-Air is extending its offer of "the lowest excursion fare on any scheduled service between Britain and Switzerland".

Dan-Air marketing manager Mr. Brian Brett said the £78 fare for the London-Berne-London return flight — introduced during the summer — would also remain valid for the winter season.

A Dan-Air statement earlier this year said that British and Swiss government approval for the new low fare meant the company had succeeded in "breaking through the IATA stranglehold on international air fares".

The company had claimed that the previously prescribed fares were higher than necessary to produce adequate profit on the route, and were also a barrier to developing traffic potential.

Dan-Air launched the Berne route six years ago — and is still the only airline operating between Britain and the Swiss capital.

Mr. Brett said the new fare structure was aimed at attracting more individual tourist and business traveller bookings on the route.

This winter Dan-Air is operating four return flights on the route — on Mondays, Wednesdays, Fridays and Sundays — leaving London (Gatwick) at 0910 and departing Berne for the return flight at 1310.

A NEW SWISS CLUB

A newly-formed Swiss club held its first meeting on 10th November at the Oak Farm Community Centre, Chaucer Road, Farnborough, Hants.

For further information on the club and its aims please contact the organiser, Mrs. Anne Doy, 8 James Way, Camberley, Surrey, telephone Camberley 64208.