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TOURIST NEWS

NEW SWISS HOTEL GUIDE 1980

The Swiss Hotel Association has published its new Hotel Guide for 1980, valid from 1st December, 1979 to 30th November, 1980.

Thirty-four per cent of the hotels in Switzerland (or 2,688 to be exact) are members of the Swiss Hotel Association and between them total 170,000 beds, which amounts to 62 per cent of all the hotel beds available in the country.

The Swiss Hotel Guide is available free of charge from the Swiss National Tourist Office.

Most of the member hotels of the Swiss Hotel Association have decided not to increase their rates for 1980, thus maintaining accommodation prices for the seventh successive year. This determination to remain internationally competitive makes Switzerland an excellent value-for-money holiday destination. In Switzerland there are 100,000 hotel beds available at under Sw.Fr. 30 per night including breakfast, tips and taxes.

VEVEY'S CAMERA MUSEUM

A museum of photographic apparatus has been opened at Vevey, on Lake Geneva. More than 700 items, as well as pictures and documents, illustrate the development of the camera. The museum is installed in the old customs house on the big market place near the steamer landing stage. It is open from 2 p.m. to 4 p.m. daily except on Mondays.

VEVEY — IN AND AROUND VEVEY FOR A WEEK

"In and around Vevey for a week" is the name of an all-inclusive arrangement valid in July, August and September 1980 from Sunday to Sunday. Prices start from Sw.Fr. 363.00 for six nights accommodation with breakfast, including many attractions such as a visit to the "Gauloises" cigarette plant, the Mont-Pèlerin radio and television Tower, an alpine cheese dairy, a trip on the Panoramic Express to Château-d'Oex, an excursion to Geneva, Zermatt, Chillon Castle, etc.

A second package, which is on offer from April through until October 1980, includes six nights half board, one boat or mountain excursion, a guided city tour, etc, with prices starting from Sw.Fr. 241.00.

Office du Tourisme
5 Place de la Gare
1800 *Vevey*/Switzerland

DISCOVERING CANTON VALAIS BY ALPINE POSTAL COACH

A boon for anyone wishing to explore the beauties of Canton Valais on foot are the three Swiss postal coach one-week general season tickets. They are the Upper Valais weekly ticket at Sw.Fr. 30, the Sion weekly ticket at Sw.Fr. 40, and, the newest version, the Sierre weekly ticket at Sw.Fr. 40. Children or holders of holiday tickets pay half these prices. The tickets are sold at all post offices in the region, which also supply a booklet containing 30 selected routes for walking.

RESORTS WITH FACILITIES FOR KNEIPP TREATMENT

Switzerland can boast several spa resorts which offer Kneipp cure treatment: Kurhaus Dussnang at Dussnang (Canton Thurgau), Kurhaus Sennrüti at Degersheim and Kurhaus Wienacht at Wienacht (Appenzell) – all three with indoor pools and situated in Eastern Switzerland; Kurhaus Therme at Bad Vals (Grisons) with thermal pools; Park-Hotel St. Moritz-Bad with direct access to the Spa Centre; Thermal Spa Lostorf and Kurhotel Bad Ramsach at Läufelfingen (both in North-Western Switzerland); and the well-known Kurhaus Cademario at Cademario above Lugano, which offers a heated open-air swimming pool.

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FAST FLIGHT HOME

. . . thanks to Midlands Industrialists, Businessmen and British Airways.

Popping back home for the week-end or for the odd day or so has been easy enough for Swiss nationals living and working in the London area or North West regions of England. A plane from Heathrow, Gatwick or Manchester airports will set them down on home ground in a less than two hours flight.

For homesick Swiss living in the Midlands, however, the journey has been rather more troublesome, with irritating journeys by road, rail or air to catch connections at those airports.

Now all that has been changed.

Swiss Midlanders (a new definition?) have new get-you-there-quickly and get-you-back-quickly flights of their own from Birminham Airport to Zürich and return.

If there is any cap doffing to be done for the implementation of this new service, British Airways modestly deflect such tributes towards the Midlands industrialists and businessmen. It was they who exerted the most pressure for such a service and their influence that led to British Airways giving the nod for such a service to begin.

The new service, beginning on April 1st this year, has been planned for an initial five times weekly service — Monday to Friday — with 81 seat BAC 1–11 jet aircraft leaving Birmingham each day at 11.10 and Zurich at 13.25. Flying time is one hour 40 minutes.

In addition to the normal economy fares of £120 (452 Sw. Fr.) single and £240 (904 Sw.Fr.) return, a seven day excursion fare of £186 (769 Sw. Fr.) return is offered.

For the week-ender, there is a £141 (703 Sw.Fr.) return fare when leaving on a Friday or Saturday and returning on the following Sunday or Monday.

Until Saturday and Sunday flights between Birmingham and Zürich are possible, routing via London can still be arranged for travelling on these days.

Best bargain of all is the advance purchase excursion fare of £121.50 (493 Sw.Fr.) return. This is made available by making a reservation and purchasing your ticket one month prior to travel and provided your stay includes a Saturday night.

There are Swiss who do not live in the Midlands who can also take advantage of these new services. Swiss Glaswegians, for example, can catch the 08.55 flight to Birmingham and connect comfortably with the Zürich flight, and can return to Glasgow by catching the connecting 16.05 flight from Birmingham. Swiss Edinburgonians (?) can connect by catching the 09.15 to Birmingham and the 19.00 from Birmingham.

This new service is part of British Airways expansion programme at the provincial hub airports of the United Kingdom — Gatwick, Birmingham, Manchester and Glasgow; to provide more swift, direct services to Continental Europe for industrial and commercial centres of the Midlands, Northern England and Scotland.

Incidentally, the Swiss traveller from Zürich to Birmingham can connect with flights to Dublin and Belfast and there are connections too for Swiss Dubliners and Swiss Belfastonians to the new Birmingham–Zürich service.

In addition to the British Isles links already mentioned, from April 1980 British Airways will provide the Midlands with improved services to Paris and Brussels and (in conjunction with NLM) Amsterdam on a twice daily basis. There are also daily frequencies to Dusseldorf and Frankfurt; a daily service to Milan except on Saturday; and a three times a week service to Copenhagen.

That's the promise for tomorrow. The day after tomorrow is likely to be looking at a still brighter future for British Airways in the Midlands when the new Birmingham Airport Terminal is built.

A proposed £30 million passenger terminal will link British Airways passenger arrivals much closer and more conveniently with the hugely successful National Exhibition Centre, and the new Birmingham International Railway station.

Improvements to airport facilities and the growing attraction of the NEC to foreign buyers promises to help the prosperity of the Midlands as a whole and British Airways will be striving to improve passenger and cargo services as demands increase.

One of the benefits that must accrue from this is a steadily tightening bond of friendship, trade, industrial and commercial co-operation between Midlands people and their Swiss counterparts.

The seeds of closer relationship are already there. It was, after all, the Midlands industrialists and businessmen who were responsible for forging this aerial link between Birmingham and Zürich in the first place.

N.B. All fares are correct at time of going to press but maybe subject to amendment.

British Airways aircraft at Birmingham Airport.