

**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:** - (1981)

**Heft:** 1779

**Rubrik:** Swiss Holiday Scene

#### **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:** 15.02.2026

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

# Swiss Holiday Scene

## All-in at Fribourg

THIS year Fribourg is again offering an all-inclusive arrangement with prices starting from Sfr. 110.-- for three nights and Sfr. 193.-- for six nights, including bed and breakfast, tickets for the local buses and funicular, admission to three museums and one disco, excursion tickets by motor coach and train to Gruyères, Morat, Lac Noir, guided city sightseeing tour, documentation, etc.

The canton of Fribourg is celebrating its 500th anniversary of joining the Swiss Confederation. A special calendar of events has been published.

Further information from: Official Tourist Office, Grand-Places 30, 1700 Fribourg, Switzerland.

## Package links spa and sun

FOR the first time two different regions of Switzerland are jointly offering an all-inclusive arrangement, with one week at the spa resort of Baden near Zurich and one week at sunny Ascona on the Lake Maggiore.

Prices start from Sfr. 999.-- including seven nights bed and breakfast at each resort, all transfers, eight visits to a thermal swimming pool in Baden, various excursions and many other attractions. These arrangements are valid until October 31.

Further details and descriptive literature is available from the Swiss National Tourist Office in London.



## Events of the month

July/Aug	Lugano	Monte Brè: Every Friday folklore evening	July 12	Wassen i.E.	Hinterarni fête
July/Aug	Sierre	«Les soirées sierroises», every Friday folklore evening	July 19	Eriswil i.E.	Brestenegg fête
July/Aug	Thun	Every Wednesday folklore evening	July 19	Eriz i.E.	Rütteggli fête
July 3	Aarau	«Maienzug», ancient custom	July 19	Grindelwald	Grosse Scheidegg: Wrestling and alpine herdsmen's festival
July 4/5	Villars	12th Villars folklore rally	July 19	Walkringen i.E.	Hammegg fête
July 4/5	Weggis	50th Rose festival	July 21	Rigi	Staffel: Rigi meeting with ascent of cattle to the high pastures
July 9	Brugg	«Rutenzug», ancient custom			Ballenbühl fête
July 11	Disentis	Plazidus festival	July 25/26	Gysenstein i.E.	Brünig wrestling meeting
July 12	Grindelwald	Männlichen: Mountain spring festival	July 26	Meiringen	Lushütten fête
July 19	Meiringen-Hasliberg	Mägisalp: «Nidlete», popular festival	July 26	Trub i.E.	Grisons-Glarus cantonal wrestling festival
July 19/20	Solothurn	Vorstadt fête	July 27	Davos	
July 24-26	Einsiedeln	Gross: 12th lake night festival			
July 25/26	Puidoux	Midsummer festival			
July 26	Belalp	St.James festival			
July 5	Fribourg	Neyruz: Wrestling festival of Western Switzerland	Aug 1	Meiringen-Hasliberg	Käserstatt: Alpine herdsmen's festival
July 5	Rigi	Staffel: Wrestling and alpine herdsmen's festival	Aug 2	Eriswil i.E.	Ahorn fête
July 12	Brienz	Planalp fête	Aug 2	Grindelwald	Männlichen: Mountain fête
July 12	Emmental	Napf fête: Wrestling and alpine herdsmen's festival	Aug 9	Riederalp	Alpine herdsmen's festival
July 12	Kandersteg	Oeschinen wrestling festival	Aug 9	Bumbach/	Alpenrösli fête
July 12	Röthenbach i.E.	Emmental wrestling festival	Aug 9	Schangnau i.E.	
			Aug 9	Emmental	Lüdern fête
			Aug 9	Saanen	Berne cantonal wrestling festival

### Wrestling and alpine herdsmen's festivals

# Switzerland is value for money once again

THE tide has really turned for British holidaymakers in Switzerland. Figures issued by the Federal Statistics Office in Berne show that what might at first have seemed to be a fluke surge of interest is a definite fact - Britons are now back in Switzerland in a big way.

They once formed the bulwark of the Swiss tourist industry, in fact it was the British, led by the pioneering Thomas Cook, who really put Switzerland on the tourist map.

Then, a few years ago, came the slump caused by the soaring cost of the Swiss franc against the

pound plus the fact that other holiday spots were not only cheaper but could offer guaranteed sunshine. The number of British holidaymakers going to Switzerland dropped to a trickle.

Bowed but not beaten Swiss holiday interests have been fighting back. Local and regional tourist offices, hotels, transport undertakings have been hammering on the doors of British tour operators, persuading them that Switzerland offered genuine

value for money.

Co-ordinating all their activities has been a man dedicated to making the British rediscover Switzerland, the head of the Swiss National Tourist Office in London, Albert Kunz.

And his efforts have paid off handsomely. The number of British visitors to Switzerland is now, in percentage over last year's figures, way above those from any other country.

The latest figures, for the

month of April, show a 39 per cent increase. For the period January to April it is 42 per cent - compared to an average increase of overseas visitors of 12 per cent. The Swiss holidaying in their own country only managed to achieve a 2 per cent increase.

Not unnaturally, British tour operators are cashing in on the revived interest in Switzerland. This summer 114 of them are offering inclusive Swiss holidays to no fewer than 65 destinations.

## Alpine festival returns

AFTER 13 years the traditional Swiss Costume and Alpine Festival will again be taking place at Interlaken on the weekend of September 5 and 6.

The Saturday programme includes a folk dance festival on the Hoeheweg, and a yodel concert in the Congress Centre Casino.

Sunday starts at 8am with Alpine wrestling, followed by a procession, the throwing of the Unspunnen Stone, and in the afternoon a festival performance of "The Voice of the Alps" on Unspunnen meadow.

From August 31 to September 4 the Kursaal at Interlaken will be the venue of various folklore events from other parts of Switzerland. From August 22 to September 13 there will be an exhibition on Swiss folk art of the present time. And the Museum for Tourism at Unterseen near Interlaken will be showing the history of the Swiss Costume and Alpine Festival until October. A brochure is available from the Swiss National Tourist Office in London.

Further details from: Unspunnenfest, c/o Official Tourist Office, Hoeheweg 37 3800 Interlaken, Switzerland.

## All-inclusive holidays

The Swiss National Tourist Office has again published its brochure "Summer Holidays in Swit-



Alpine festivals are among the highlights of the summer season and bring an opportunity for tourists to learn about the heardsman's daily work.

erland 1981 arranged by British Tour Operators". This year more than 114 British tour operators are arranging inclusive holidays and "city breaks" in 65 Swiss resorts and towns.

Prices range from £119 for eight days or from £179 for 15 days at Engelberg or Lucerne, with half board and air travel from London.

## William Tell at Interlaken

THE William Tell open-air performances will be taking place in Interlaken, in a covered auditorium, from July 9 to September 5. All-inclusive arrangements lasting two to four days are offered by the Automobile Club of Switzerland

(ACS), including half board accommodation at the traditional five-star Hotel Victoria-Jungfrau, transfer by horse-drawn carriage to venue and entrance ticket, transfer back to hotel by taxi and documentation. The four-day arrangement also includes an excursion to the Harder-Kulm.

Costs are: two days, Sfr. 150.-; three days, Sfr. 220.-; four days Sfr. 325.-.

Information from: ACS-Reisen AG, Wasserwerksgasse 39, 3000 Berne, Switzerland.

## Sailing and surfing courses

THE Hotel Beatus at Merligen on Lake Thun is organising weekly courses in sailing and wind-surf-

ing for beginners and advanced in conjunction with the Automobile Club of Switzerland (ACS).

All-inclusive prices start from Sfr. 850.- (half board) for sailing and from Sfr. 820.- (full board) for wind-surfing courses, including instructions and free use of the hotel's indoor swimming pool and sauna.

Next dates are August 16 to 22 and September 6 to 12. Weekend arrangements also available. Instruction is given in German, and also in French if there is a big enough demand.

Information from: ACS-Reisen AG, Wasserwerksgasse 39, 3000 Berne, Switzerland.

## Made to measure at Lugano

INDIVIDUAL one-week arrangements are on offer at Lugano until October 31, with prices starting from Sfr. 245.- for bed and breakfast, Sfr. 350.- for half board and Sfr. 420.- for full board.

The cost of the package includes seven nights at the hotel, city sightseeing tour by coach, funicular to Mount San Salvatore or Monte Bre, bus excursion to Tesserete or Sonvico, train trip to Ponte Tresa, entrance and one drink at a night club, participation in a contest for one free week for two persons, etc.

Further information from: Official Tourist Office, Riva Albertolli 5, Casella postale, 6901 Lugano, Switzerland.