

**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:** - (1982)

**Heft:** 1796

  

**Rubrik:** Holiday Observer

### **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:** 13.04.2026

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

## Survivor – just – of the golden age

A SFR. 3 million campaign has been launched to save a 19th century hotel described as "one of the last representatives of Switzerland's golden age of tourism" from demolition.

Initiator of the scheme is Franz Weber, the Swiss environmental campaigner and conservationist. He has started a foundation to buy and run Giessbach Hotel, perched romantically above the Lake of Brienz in the Bernese Oberland, and turn it into a national social and cultural centre.

Built in 1884 by French architect Horace Eduoard Davinet, with round towers, wrought-iron balconies and gables, the hotel has been closed since 1980.

Its owners, Erwin and Fritz Frey, said it was losing money and announced plans to demolish it and erect a labour-saving chalet-style building in its place.

Their plan was opposed by a group which includes architects and art historians who claimed

the hotel could stand for another century if renovated.

Now the Frey brothers have agreed to Mr Weber's scheme for the foundation to buy the hotel – plus 22,000 square metres of grounds, including the spectacular Giessbach waterfall and funicular railway – for Sfr. 3 million. They will then donate Sfr. 1 million of this sum to the foundation.

Mr Weber hopes that by next May the foundation will have the money to buy the hotel.

### Planning ahead

SWISSAIR has outlined plans for its fleet of Boeing 747-300 aircraft, four of which are scheduled for delivery next year and a fifth in

1984.

The new aircraft will serve routes to the US next year and will eventually operate to the Far East and South Africa.

The jets each cost Sfr. 180 million, a major commitment for an airline of Swissair's size, according to the carrier's president Robert Staubli.

He told guests at the roll-out ceremony in Seattle: "We had several good reasons for acquiring the new 747. One was to ensure an adequate market-oriented composition of our long range fleet in consideration of the phasing out of our DC-8-64 aircraft.

"Furthermore, and most important, the 747-300 gives us a

valuable degree of flexibility. To cope with the increased cargo demand, some of the new 747s will be combi-version."

Mr Staubli said traffic growth on some routes warranted increased-capacity equipment.

### British award for hotel

THE Hotel Olivella au Lac at Morcote, near Lugano, has won a 1982 "Wedgewood Top Fifty" award from the famous British tableware firm.

The award was for "outstanding gastronomic excellence at acceptable prices" in the hotel's La Voile d'Or restaurant.



Summer holiday memories... the Moleraner Valley in Amsteg in central Switzerland, which is noted for extended alpine pastures

**BUDGET FLIGHTS**

**TO Geneva OR Zurich**

**FROM ONLY £72\*** **RETURN**

Including dormitory accommodation

---

THE SWISS SPECIALIST **SAT**

**SWISS AIRTOURS**

63 Neal Street, London WC2  
Telephone: 01-836 6751

ATOL 661B