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Two ski lifts up to Elsenlücke offer stirring runs down to Kühboden – and a fine view of the Mischabel massif and the Matterhorn

STRICTER standards for classifying Swiss luxury five-star hotels have been proposed by the 37-strong Leading Hotels of Switzerland group.

President Richard Landi of Geneva claimed too many properties were listed in the top category.

He told a press conference in Montreux that his group was revising its own rules to meet tougher criteria.

"We are convinced that an improvement is possible in the present classification system," he said.

"We think the variations in quality of the five-star hotels are too great."

"In the last ten years, a total of more than Sfr 300 million has been invested in our member hotels," he added.

"We are therefore convinced that they can stand up to considerably stricter quality criteria."

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MORE than 500 hotels in 40 countries are now covered by Swissair's computerised reservation system Horis.

Horis started in August 1976 with 118 Swiss hotels. A year later it accepted hotels in other countries.

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SWISSAIR recently won several major awards in an airline survey conducted by the British business travel magazine Executive Travel.

The company was nominated best short haul airline of 1982, and runner-up in the Airline of the Year award to British Airways as overall winner.

Swissair also came number two in the categories Best Airline to Europe, to the Middle East and to Africa.

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PRESTIGIOUS hotel association, Swiss International Hotels, is anxious to find its first London property.

Executives are currently in the capital eager to carry out negotiations for a suitable property.

The rare awaits in Basle

THE 24th Swiss Fair of Art and Antiques will be held in Basle from Friday, March 11 until Sunday, March 20.

This year the number of exhibitors has increased to 54 although as the result of a temporary change of halls, the actual stand space has been reduced.

One distinguishing feature of this, the oldest Swiss fair of antiques, is that participation is offered only to members of three influential societies: the Swiss Association of Antiques and Art Dealers, the Association of Book Antiquarians and Dealers in Etchings and Engravings in Switzerland, and the Swiss Association of Art Dealers.

A strict panel of experts

scrutinises all exhibition goods to assure their authenticity so that the visitor can be sure that choice objects and precious, rare items will be waiting for him in Basle.

Collectors visiting the Fair will find an assortment of antiques as well as first-class objects of art. These include Helvetian art, furniture, silver, ceramics, jewellery, pewter and Swiss arts and crafts as well as sculpture from the Middle Ages, from East Asia, books and much more.

With a few well-defined exceptions, mainly in the categories of jewellery and paintings, all exhibition objects share a common quality – as a special restriction, only objects dating before 1850 can be displayed in Basle.

As a further attraction for

visitors, all exhibitors have collaborated in the development of a stand for young collectors, where new enthusiasts can find modestly priced objects of the best quality.

Cultural events are traditionally organised in conjunction with this fair, and this year there will be a special presentation by the Jewish Museum of Switzerland, founded in Basle in 1966.

In addition to many treasures, partly on loan from other museums and private collections, visitors will have a chance to examine richly embroidered textiles which, for reasons of space limitations and fragility, must normally be kept in close storage and are therefore rarely offered for public view.

The association currently has 24 member-hotels worldwide. Some are managed while others are associate.

But each hotel must be owned or managed by a Swiss person.

The company plans steady expansion and it is expected there will be 30 SIH properties by mid-1983.

SIH was formed two years ago and has properties in Canada, Peru, Bahamas, France, West Germany, Austria, Italy, Malta, Greece, Saudi Arabia, Thailand, Denmark, Ecuador, Portugal, Spain and in Keswick, England.

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THE Geneva Penta Hotel has recently introduced a completely new service for business travellers, called "Competence Service".

The staff are not only able to arrange temporary office accommodation and provide a complete secretarial, translation and message service, but in addition

they will organise conferences, arrange meetings with local authorities, industry and the press.

They also provide expert counselling on legal and fiscal matters.

Complementing the new business service which is run by a local consulting firm the hotel is also able to offer guests the facility of speeding important documents to all parts of the world.

Conference facilities have been extended by the addition of six new rooms, two designed specially as syndicate rooms for small meetings of up to 15 people.

The other four seat 20 delegates each but interconnect to create one large room seating 100. All rooms are soundproofed and air-conditioned and all have the advantage of natural daylight.

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Don Ward, Britain's managing

director of the Swiss Travel Service, has been presented with the Golden Key to the town of Interlaken in recognition of his efforts in promoting tourism to the Bernese Oberland region of Switzerland.

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ST. MORITZ is apparently James Bond's favourite skiing resort.

So says travel writer Abby Rand in an article in the American magazine *Signature*.

She studied all the James Bond books as well as taking statements from Bond author Ian Fleming, and others connected with the 007 legend.

But Roger Moore, who plays 007 in the successful James Bond film series, clearly prefers the fashionable Bernese Oberland resort of Gstaad.

He recently won official permission to buy property in Gstaad – reportedly an eight-room chateau style villa costing nearly Sfr 2 million.