

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: - (1983)

Heft: 1805

Rubrik: Travel 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: 16.04.2026

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

Swiss Life



The Swiss Life Insurance and Pension Company

offers through its United Kingdom Branch:

For Individuals

ALL CLASSES OF INDIVIDUAL LIFE ASSURANCE AND ANNUITIES

For United Kingdom Companies

GROUP PENSION, LIFE ASSURANCE AND GROUP PERMANENT HEALTH INSURANCE SCHEMES

For Multinational Companies

THE MASTER COVER CONTRACT
Savings in costs by means of multinational pooling.

Further details may be obtained from Swiss Life's offices at:

9-12 Cheapside London EC2V 6AL
Telephone: 01-236 3841

**Schweizerische
Lebensversicherungs-
und Rentenanstalt**

A Mutual Company Incorporated in Switzerland in 1857.

**ASSETS EXCEED £5,000 MILLION
ANNUAL INCOME EXCEEDS
£1,000 MILLION**

Swiss Life



TRAVEL OBSERVER

A SPECIAL all-in arrangement for art lovers has been announced by the southern Swiss resort of Lugano.

It covers three hotel overnights plus admission to an exhibition of 40 impressionist and post-impressionist masterpieces from the Soviet state museums in Leningrad and Moscow, on view at Villa Favorita near the town until October 15.

There is a choice of three hotel categories, and prices start at Sfr. 145 per person.

New Swissôtel projects

SWISSÔTEL, the hotel management company started by Swissair and Nestlé in 1980, has announced its planned involvement in two new hotel projects in Sri Lanka and Saudi Arabia.

The Sri Lankan project is for a five-star, 400-room hotel in Sri Jayawardanapura, a newly-developed satellite town and future site of a governmental administration complex.

Swissôtel plans to participate in the project and eventually take over management of the hotel, which is due to open in mid-1985.

A cultural centre is envisaged as part of the hotel – the first of its kind on the island.

To initiate its presence in the

Holiday offer for art lovers

Gulf region, Swissôtel is also negotiating a co-operation agreement with the Atallah Company in Riyadh, Saudi Arabia.

Birmingham air link

BIRMINGHAM Executive Airways has started a daily Monday to Friday service between Birmingham and Zurich.

It uses 12-seater BAe Jetstream aircraft on the route.

Departure from Birmingham is at 8.20am with arrival in Zurich at 11.40am. The return flight leaves Zurich at 1.15pm arriving in Birmingham at 2.45pm.

Tourists meet the mayor

LOCAL personalities will lead some of the walking tours being

Beautiful Bernese Mountain Dogs

Chantalle prize winning puppies
Litter born July 2 '83
2 more litters expected



Alistair Mackie, Arncote Park,
Bicester, Oxon OX6 0QR.
Telephone 08692 42126



organised in the southern Swiss resort of Lugano this autumn.

Three escorted tours weekly – at a cost of Sfr. 50 per participant – will be held from October 2-23. The price includes maps and souvenirs.

“Participants could find themselves on a walk led by the mayor or deputy mayor of Lugano, or of one of the surrounding local authorities”, says Lugano Tourist Office director Eugenio Foglia, who says that he will also occasionally play the part of escort.

Crystal cavern in Lucerne

LUCERNE'S National History Museum is staging a special exhibition devoted to quartz, lasting until October 24.

The exhibition contains a wealth of fascinating information about quartz: its origins and growth, its uses down through the

NEARLY four tons of locally-grown apples are being distributed free to tourists visiting the Bernese Oberland this year.

The apples are being offered by the Interlaken Tourist Office and the Jungfrau Railway as a “thankyou” gesture to visitors holidaying in the region.

Baskets of fresh apples are on

times – both artistic and scientific.

One special attraction is the extensive “crystal cavern”, containing a display of quartz crystals from all over the world. The exhibition includes some exquisite items loaned by private collectors and museums.

There will be two audiovisual presentations: “Auf Strahlertour in den Alpen” (“Crystal-hunting in the Alps”) and “Einschlüsse im Quarz” (“Quartz inclusions”).

Tourists with bite!

display at tourist counters with the invitation in German, French and English to “help yourself”.

Says Interlaken tourist director Urs Zaugg: “The apple symbolises health, happiness, hospitality – and holidays”.

Lugano ‘made to measure’

UNDER the title “Lugano made to measure”, seven hotels in the southern Swiss resort are offering special one-week arrangements until the end of October.

The hotels are the Admiral, Europa, Excelsior, Meister, Gott-hard, Holiday-Select and Nizza.

Prices, which have been kept

at last year’s level, start at Sfr. 385 with breakfast, Sfr. 490 half board and Sfr. 595 full board.

The arrangements include extras, such as a city sightseeing tour, funicular and rail trip and one hour’s tennis for two people.

Swissair’s new deal

SWISSAIR has introduced a new “key customer” service for full-fare passengers.

As part of the package, special check-in facilities will be installed at Swiss airports and – where conditions permit – at airports abroad, in order to expedite check-in procedures for full-fare passengers.

The new blue counters, bearing the sign “Business Class and Full Fare”, will be in addition to the First Class, Express and Economy desks currently in use.

Travellers paying the full tariff will also be issued with blue boarding cards to facilitate status identification by ground and in-flight airline personnel.

Said a Swissair spokesman: “The great majority of full-fare passengers tend to be frequent fliers, above all business people. Such travellers rightly expect an atmosphere conducive to work or relaxation during flight.

“Reflecting this need, Swissair accords them priority in seat selection, inviting them to reserve the seat of their choice when booking the flight”.

The spokesman added: “Space limitations unfortunately make it impossible to provide special aircraft lounges for all full-fare passengers.

“But Swissair long-haul passengers in this category will be handed a voucher at check-in entitling them to a complimentary drink at an airport restaurant along their route”.