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# 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 over-nights 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

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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”.