

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: - (1984)
Heft: 1817

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: 16.02.2026

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

Group offers

BERNE-based Ambassador Swiss Hotels, Switzerland's biggest voluntary chain, has published a special booklet with group tour offers.

It features 34 ASH hotels in 29 Swiss cities, towns and holiday resorts.

"Special emphasis has been laid on ideas for interesting excursions, entertainment, good food and all-inclusive arrangements", said an ASH spokesman.

For groups and clubs planning Swiss tours, the booklet contains suggestions for programmes of five to eight days, priced from Sfr 283 half board.

Swissôtel signs deal with Asia group

SWISSOTEL – the hotel management company formed four years ago by Swissair and Nestlé – has signed a cooperation agreement with the Hong Kong-based Peninsula Group.

A Swissôtel statement said the agreement would "provide a framework for the two hotel management companies to pool their experience and collaborate closely with each other in the corporate development, marketing and hotel operations fields".

Peninsula is to focus its future expansion on South and East Asia and the Pacific region. Swissôtel

plans to concentrate on the rest of North America, Europe and the Middle East.

The Swissôtel Group currently comprises four luxury hotels – Hotel International, Zurich; Hotel Belle-vue Palace, Berne; Hotel Président, Geneva and The Drake Hotel, New York.

It employs a total of 1,000 staff and generated a turnover of Sfr 100 million in 1983.

The Peninsula Group operates the leading luxury hotels in

Southeast Asia.

Among these is the Peninsula Hong Kong, opened in 1928 and renowned ever since as one of the world's premier hotels, and the much newer but no less prestigious Peninsula Hotels in Manila and Bangkok, which also have an outstanding reputation throughout the region.

Currently the group consists of eight hotels, including the first hotel in the People's Republic of China

De-luxe hotels boost quality

THE 36-strong Leading Hotels of Switzerland group has adopted strict new quality requirements.

The group's annual meeting has defined the minimum services which member hotels must offer. These include at least two restaurants, availability of meals until midnight and a 24-hour snacks and drinks service.

Guests must be able to have breakfast served in their room at

no extra charge. Direct-dial telephones and mini-bars must be provided.

Group spokesman Urs Meierhofer said: "By adopting these self-imposed quality standards, our group aims at setting new criteria for the top-class segment of the hotel industry."

"The new rules are particularly important at a time when services generally are being cut back".

New president

THE Swiss Hotel Association has elected Carlo de Mercurio, 55, as its new president.

Lausanne-based Mr de Mercurio, who started working life as an apprentice cook, runs his own group of hotels and became a hotel manager at the age of 27.

He is a former student of the Lausanne Hotel School, of which

he is president.

He is vice-chairman of the Swiss Tourism Federation – an influential body sometimes described as Switzerland's unofficial tourism ministry.

Mr de Mercurio succeeds Amsteg hotelier Peter Andreas Träsch, who has stepped down after nine years in office.



THE SPECIALISTS IN SWISS PROPERTY SALES

Complete range of chalets, villas and apartments throughout Switzerland. Swiss bank mortgages available on all properties.

These are just a few of the resorts on our files:

VALAIS – Verbier & 4-Valleys, Crans-Montana, Evolène, Val d'Anniviers, Champex, Le Bouveret.

VAUD – Montreux, Villars, Leysin, Les Diablerets, Chateau d'Oex, Ste Croix, St. Cergue.

GRISONS – St. Moritz, Champfer, Silvaplana, Davos.

FRIBORG – Moleson sur Gruyeres, Estavayer le Lac.

TICINO – Lugano, Melano, Origgio, Locarno, Campione.

All prices ranges from SF 75,000 to SF 4,000,000
Inspection flights individually arranged.

For our full list and colour brochures please contact:

Hilary Scott
Travel Property

HILARY SCOTT LTD.
422 Upper Richmond Road West,
London SW14 7JX
Telephone 01-876 6555. Telex 934386

Switzerland — holiday apartment slum?

SWITZERLAND could be faced with a "holiday apartment slum" problem by the end of the century, if remedial action is not taken, says Walter Leu, general manager of the Swiss National Tourist Office.

The number of apartments has risen from 10,000 to 90,000 since 1950, Mr Leu told the annual SNTTO meeting.

The occupation rate of those available for letting was only 20 per cent and most of them would age almost simultaneously.

The dilemma lay in the low occupation rate, which produced an inadequate yield. This in turn meant there were no reserves for renovations.

"Will the end of this millennium bring us a 'holiday apartment slum'?" Mr Leu asked.

"The idea cannot be dismissed out of hand if the existing offer cannot be better utilised ... The emphasis must be on using up capacity and on renovation, and not on expansion".

Rival snapped up

EUROPE'S biggest holiday accommodation agency, Swiss-based Interhome, has bought up its smaller competitor Uto-Ring AG, which has a Sfr 1 million share capital.

Uto-Ring, with 70 employees, is based in Zurich and was 90 per cent owned by Indelec AG, a subsidiary of the Swiss Bank Corporation. The other 10 per cent was held by Swissair.

It administers nearly 1,400 holiday apartments, mostly in Switzerland, and last year had a

Back to Kuoni

AIRTOUR Suisse director Hans-Rudolf Egli is leaving to take up a senior appointment with leading Swiss travel company Kuoni.

Mr Egli, 51, will be returning to the company for which he worked from 1954 to 1979, when he moved to his present post. He is to become Kuoni's head of marketing and sales for Switzerland.

Kuoni has a 30 per cent share of the Swiss market.

On right track

THE increasing popularity of holiday rail travel in Switzerland helped Railtour Suisse push up its passenger figures by 23 per cent and its income by 28 per cent in 1983.

With a net profit of Sfr 47,063, a 10 per cent dividend is being recommended.

Railtour Suisse was founded in 1972 to promote rail tourism and its main shareholders are the Swiss Federal Railways, Berne-Lötschberg-Simplon Railway and the Swiss travel agencies.

Last year it sold holidays to 47,177 passengers and in the current year is looking for a 10 to 15 per cent turnover growth, sell-

ing through travel agencies and railway stations.

This year Railtour Suisse is introducing a new cheap rail ticket for young people under the name 'Rail and Roll', offering reductions of up to 30 per cent.

Airtour Suisse is owned by 200 Swiss travel agency shareholders and has 750 sales points in Switzerland.

Bathing ban lifted

LUGANO'S tourism authorities have welcomed the lifting of a ban on bathing at the resort's lakeside lido.

The area was one of several on Lake Lugano in southern Switzerland on which a bathing ban was placed 13 years ago because of health hazards due to pollution.

The ban has gradually been relaxed as the state of the water improved following the installation of treatment plant by local authorities around Lugano.

Weekly to and from Switzerland and England



Providing door to door services with vans specially equipped to carry



**Household Removals
Works of Art
Exhibition Goods**

For full information

contact:

In Switzerland

Kehrli + Oeler Ltd.

3001 Bern

Bubenberplatz 9

Tel.: 4131 22 00 22

Telex 32 414 Kerolch

In England

All Eurovan Members

**E
EUROVAN**

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 £6,000 MILLION
ANNUAL INCOME EXCEEDS
£1,500 MILLION**

Swiss Life



The solution is in your hands

I have been disappointed with the contents of the Swiss Observer for a long time.

I do appreciate that people have different tastes and needs for reading material, that advertising is necessary, but your magazine seems to lose more and more its appeal and somehow personal note for us Swiss people abroad.

Every month it takes me less and less time to read it!

Today I was sitting in glorious summer sunshine in the garden, when the postman brought me your July edition. "A Childhood Christmas remembered", a wonderful story, but surely the wrong season to publish it!

Has your stock of material run so low?

I'm convinced that there are many readers who have appropriate stories to tell, be it about their life in a foreign country, their holiday experiences, their ideas of upbringing of bil-

ingual children, their visits and impressions of fatherland etc.

Articles which one could enjoy, and perhaps even learn something, or identify with.

I'm convinced that there are many writers among us readers. And please do print Monika Brewster - Villager's Xmas story at Christmas! - Mrs R.V. Cole, Taunton, Somerset.

● Yes, there probably are many people out there with interesting stories - but they rarely send them to Swiss Observer!

Maybe some readers are shy of writing in English. If so, there's no need to worry, because mistakes can easily be ironed out in our office.

Swiss Observer is always glad to receive articles for publication, preferably typed double-spaced on one side of the paper. Photographs, where included, should be black and white glossy prints.

Editor

South Walsham Hall

Hotel and Country Club

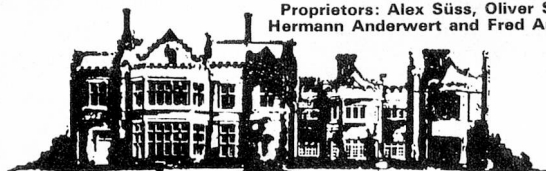
Norwich, Norfolk, NR 13 6DQ Telephone: South Walsham 378

An historical Manor House, dating back to the 11th Century, situated in 28 acres of Parkland. Ideal for Weekends, Holidays, Conferences, Weddings and all kinds of Functions.

Sportsclub with Squash, Tennis, heated outdoor Swimming pool, Sauna and Solarium. Boating within easy reach of Norfolk Broads. Excellent renowned cuisine (Continental and English); Superb Winelist.

Please contact the Proprietors for Brochures, Tariffs and Holiday arrangements.

**Proprietors: Alex Süß, Oliver Süß,
Hermann Anderwert and Fred Aregger**



THE SWISS FLIGHT SPECIALISTS

ZURICH - GENEVA - BASLE - BERNE

Scheduled and charter flights from:

HEATHROW - GATWICK - MANCHESTER - BELFAST

BY

SWISSAIR - DAN-AIR - BRIT. ALEDONIAN ETC.

From £82 return all incl.

Ask also for our brochure of inclusive summer holidays to Switzerland.

SUPER SWISS HOLIDAYS

4 Mays Court, London WC2N 4BS. Telephone: 01-379 7885

ATOL 882