

30 JUN 1994

For Six Month Period Ending _____
(Insert date)

Name of Registrant SWISS NATIONAL TOURIST OFFICE Registration No. 55

Business Address of Registrant 608 Fifth Avenue
New York, NY 10020

I-REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

- (1) Residence address Yes No
- (2) Citizenship Yes No
- (3) Occupation Yes No

(b) If an organization:

- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

| <i>Name</i> | <i>Position</i> | <i>Date Connection Ended</i> |
|-------------|-----------------|------------------------------|
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4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
 Yes No

If yes, furnish the following information:

| <i>Name</i> | <i>Residence Address</i> | <i>Citizenship</i> | <i>Position</i> | <i>Date Assumed</i> |
|-------------|------------------------------|--------------------|-----------------|-------------------------|
|-------------|------------------------------|--------------------|-----------------|-------------------------|

5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?
 Yes No

If yes, identify each such person and describe his services.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

| <i>Name</i> | <i>Position or connection</i> | <i>Date terminated</i> |
|----------------|-------------------------------|------------------------|
| HORBER, Erich | Clerk | April 30, 1994 |
| ROHNER, Rachel | Clerk | May 31, 1994 |

7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

| <i>Name</i> | <i>Residence Address</i> | <i>Position or connection</i> | <i>Date connection began</i> |
|-------------------|--|-----------------------------------|----------------------------------|
| ZUEHLKE, Roland | 13904 Fiji Way # 232 Marina del Rey, CA. 90292 | Clerk | Febr. 1, 1994 |
| BERNHARD, Stephan | 421 East 65th Street New York, NY. 10021 | Clerk | June 2, 1994 |
| LUGGEN, Daniel | 25 East Delaware Place # 506 Chicago, IL. 60611 | Clerk | June 10, 1994 |

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II—FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name of foreign principal

Date of Termination

-
9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

-
10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

Swiss National Tourist Office, Zuerich/Switzerland
Swiss Federal Railways, Bern/Switzerland

III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes No

If yes, identify each such foreign principal and describe in full detail your activities and services:

Given free information on travel and education, transportation and hotel accommodations and conditions; distribution of travel literature and posters to travel agencies, tour organizers and individuals who ask for them. Loaning of films and slides to lecturers, travel agencies and TV stations requesting them. Furnishing of articles and photos on Switzerland's attractions, her life and culture to newspapers and magazines. Arranging for free transportation within Switzerland for writers, reporters, editors, travel agents and decision makers.

See attached list for free transportations.
See attached list for promotional activities.

¹The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).
A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?
Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes No

If yes, describe fully.

²The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) **RECEIPTS—MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

| <i>Date</i> | <i>From Whom</i> | <i>Purpose</i> | <i>Amount</i> |
|-------------|------------------|----------------|---------------|
|-------------|------------------|----------------|---------------|

We refer to separate sheet.

Total

(b) **RECEIPTS—THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal?
 Yes No

If yes, furnish the following information:

| <i>Name of foreign principal</i> | <i>Date received</i> | <i>Description of thing of value</i> | <i>Purpose</i> |
|--------------------------------------|--------------------------|--|----------------|
|--------------------------------------|--------------------------|--|----------------|

³A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).
⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS—MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

| <i>Date</i> | <i>To Whom</i> | <i>Purpose</i> | <i>Amount</i> |
|-------------|----------------|----------------|---------------|
|-------------|----------------|----------------|---------------|

We refer to separate sheet.

Total

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes No

If yes, furnish the following information:

| <i>Date disposed</i> | <i>Name of person to whom given</i> | <i>On behalf of what foreign principal</i> | <i>Description of thing of value</i> | <i>Purpose</i> |
|----------------------|-------------------------------------|--|--------------------------------------|----------------|
|----------------------|-------------------------------------|--|--------------------------------------|----------------|

See attached list regarding familiarization trips.

(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

| <i>Date</i> | <i>Amount or thing of value</i> | <i>Name of political organization</i> | <i>Name of candidate</i> |
|-------------|---------------------------------|---------------------------------------|--------------------------|
|-------------|---------------------------------|---------------------------------------|--------------------------|

V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

⁵Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- Radio or TV broadcasts Magazine or newspaper articles Motion picture films Letters or telegrams
- Advertising campaigns Press releases Pamphlets or other publications Lectures or speeches
- Other (*specify*) not engaged in political propaganda.

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- Public Officials Newspapers Libraries
- Legislators Editors Educational institutions
- Government agencies Civic groups or associations Nationality groups
- Other (*specify*) _____

21. What language was used in this political propaganda:

- English Other (*specify*) not engaged in political propaganda

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes No

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes No

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

- Exhibit A⁶ Yes No No new foreign principals acquired.
- Exhibit B⁷ Yes No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and / of the supplemental statement? Yes No

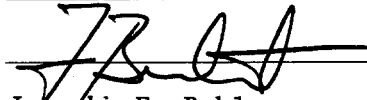
If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

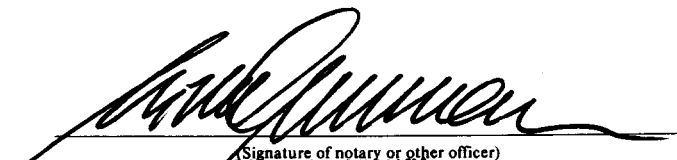
(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

SWISS NATIONAL TOURIST OFFICE


Joseph E. Buhler
Director United States

Subscribed and sworn to before me at New York, N.Y.

this 12th day of July, 19 94


(Signature of notary or other officer)
ERICH C. AMMANN
Notary Public, State of New York
No. 82-4879742
Qualified in Suffolk County
Commission Expires April 1, 1995

⁸The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, or other governing document of the organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

UNITED STATES DEPARTMENT OF JUSTICE
REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form CRM-154, formerly Form OBD-64--- Supplemental Statement):

Yes _____ or No _____

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

Yes _____ YES _____ or No _____

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)



Signature

Joseph E. Buhler

Please type or print name of signatory on the line above

Director United States
Title

July 12, 1994

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New York, N.Y. 10020

Phone (212) 757-5944
Fax (212) 262-6116

Swiss National Tourist Office

PROVIDED FREE TRANSPORTATION WITHIN SWITZERLAND PERIOD JANUARY 1 - JUNE 30, 1994

| | |
|--|----------------------|
| Sandy Cutrone, Liz Firestone, Frank Dimaulo, Frank Cutrone European Connection, Roslyn Hights, NY | \$ 2128.00 |
| Werner Baumann Swissair, New York, NY | \$ 266.00 |
| Anna Knichrehm Austro Tours, Houston, TX | \$ 222.00 |
| David Andrusia Journalist, New York, NY | \$ 312.00 |
| Georgetta & John Calvin Delta Airlines, Cincinnati, OH | \$ 444.00 |
| Franci C. & Robert T. Grandle Omni Netherland Plaza, Cincinnati, OH | \$ 532.00 |
| <u>Educational Trip / Sales Promotion</u> | |
| Tim Eaton, Amy Matherne, Helena Papadelis, Jan Hammond, Don Beck, Glenda Case, Kay Edwards Bornstein Roland Ottiger, Liese Nichols, Barbara Rothbeind, Sherry Correa | \$ 3018.00 |
| Phil & Pat Crofton KLM Royal Dutch Airlines, Atlanta, GA | \$ 532.00 |
| <u>Fam. Trip American Airlines</u> | |
| Denise Berry, Edward Halleman, Rosa Bonilla, Susan Scoggins, Brian miller, Holly Greene, Marti Morris, Christopher Tremblay, Alfonso Perez, Mary Morgan, Karen Worrell, Christopher Tuke, Maureen Celli, Christine May, Loida Gonzales, Jorge Parra, Sherry Burrows, Julie Foster, Kimberly Carter, Nina Schondelmeier, Kim Panthen, Lindsay Brackman | \$ 5852.00 |
| June Schumm-Bonnett & Robert Bonnett Swissotel, Chicago, IL | \$ 532.00 |
| Larry Voelker Hotel Palace, Chicago, IL | \$ 266.00 |
| Mary L. Merritt & Linda M. Barham | \$ 532.00 |

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| Delta Airlines, Atlanta, GA Jay Cowan & Harriet Garth Skiing/Outside, Snowmass, CO | \$ 532.00 |
| Rev. Ron Crewe St. Paktrick Church & Parish, Whitewater, WI | \$ 266.00 |
| James Kitfield Freelance, Arlington, VA | \$ 266.00 |
| Lisa Becker & Nancy McBride Maritz Travel Company, St. Louis, MO | \$ 532.00 |
| Kimberly Willaims & Robert Higgins Travel Management Corporation, Lake Bluff, IL | \$ 532.00 |
| Francis & Dorothy Makula Goin' Places, Branford, CT | \$ 532.00 |
| Laura Ann & James Collins Price Winner, Evanston, IL | \$ 532.00 |
| Steve Warady Swissotel Chicago, IL | \$ 266.00 |
| <u>Fam. Trip Solotur, New York</u> Eva Wegmuller, Gale Arbeit, Liliana Baumann, Tine Johansen Jasmin Henderson, Evelyne Gibson, Chris Rosenkilde, Liliane Di Natale Francois Merle, Wayne Lee, Helen Roelli, Markus Schneider, Sandra Berdat, Erich Aeschlimann | \$3108.00 |
| Sy Pearlman & Cynthia Bernbach NBC, New York | \$ 624.00 |
| Joel Weiss Assoc. & Litho Inc., New York | \$ 222.00 |
| Judy Miller & Bojan Groselj Group Trips Unlimited, Arlington, VA | \$ 532.00 |
| Steven Funchess & Samuel R. Erwin Pricewinner, Birmingham, AL | \$ 532.00 |
| Thomas Pallone & Patricia Ransford Little City Foundation, S. Barrington, IL | \$ 532.00 |



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| Lisa Bowe, Catherine Grega & Lu Ann Guglielmetti Rosenbluth International Inc., Summit, NJ | \$ 666.00 |
| Chip Lindenmeyr Lindenmeyr Travel, New York, NY | \$ 222.00 |
| Werner Suter Hotels of Switzerland, Chicago, IL | \$ 266.00 |
| Dorothea Rasser Ski Marketing Corporation, Houston, TX | \$ 222.00 |
| Jessie Ardolino & Elissa Haley Price Winner, Branford, CT | \$ 624.00 |
| Elizabeth Walker Corkery & Colin Corkery Price Winner, Needham, MA | \$ 532.00 |
| Linda Parseghian & Louis Russi Free-lance, New York, NY | \$ 532.00 |
| Gabriel Erem Lifestyles Magazine, Downsview, Ontario | \$ 266.00 |
| William Sands, James Geiger, Heinz Graf, Valentina Graf, Henry Augenstein, William Galbraith, Jeff & Nancy Buckman Howard & Ingrid Reed, Walter Strohmayer, Werner Kellerhaus | \$ 2664.00 |
| Dely Wardle Freelance, Riverdale, NY | \$ 266.00 |
| Verna Miller Travel Agents Int., Harrisonburg, VA | \$ 312.00 |
| Bruce & Marjorie Teele Simply Swiss, Chelsea, MA | \$ 532.00 |
| Richard Rittenberg Hopkins Travel Inc., Roanoke, VA | \$ 266.00 |
| Monica Maria & James Vrettos Swissotel Chicago, Chicago, IL | \$ 624.00 |
| Becky & John Reimers | \$ 532.00 |



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| Price Winner, Beaumont, TX J. & K. Cabot Price Winner, Boston, MA | \$ 532.00 |
| Hulda Lawrence Park East, New York, NY | \$ 624.00 |
| Daniel Bogue Delma, New York, NY | \$ 226.00 |
| Jerry & Jane Hammer VIP, New York, NY | \$ 624.00 |
| <u>Presstrip SNTO Kapellbridge</u> Claudia Caruana, Rich Rubin, Patricia Harris, Harry Jay Katz Rachel Rohner | \$ 1376.00 |
| John Palmer & Bundi Griffith Reynolds Freelance Writer, Birmingham, AL | \$ 532.00 |
| J. Richard Bockelmen Beale Travel Service, Chicago, IL | \$ 312.00 |
| Brenda McMains & Hazel Parsons OKI Telecom, Suwanee, GA | \$ 624.00 |
| <u>Fam. Trip ETT Tours. Mamaroneck</u> Evelyn Curtin-Spencer, Jeff Flicker, Maggie Gallagher, Alice Garman Diane Johnson, Rosalin McDermid, Wend Paul, Frieda Trueb, Peter Bachner | \$ 2394.00 |
| Frederic & Cynthia Westman Price-Winner, Rockport, MA | \$ 532.00 |
| Henry & Carole Osborne Price Winner, Woodbridge, VA | \$ 532.00 |
| Penn Lewis New York Vista, New York, NY | \$ 312.00 |
| Pat & Darlene Brady Missouri Farm Bureau, Jefferson City, MO | \$ 532.00 |
| Linda & William Risher Southern Farm Bureau, Jackson, MS | \$ 532.00 |



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| Laura & Carl Bratton, Karen & Bill Campbell Unbited Farm Bureau Mutual Ins., Indianapolis, IN | \$ 1064.00 |
| Tom McDonald Tennessee Farmers Ins., Columbia, TN | \$ 266.00 |
| Ronald & Jean Price, Tim Hoffman, Teresa De Witt Farm Bureau Life, West Des Moines, IA | \$ 1064.00 |
| Michael & Susan Still Country Mutual Ins., Bloomington, IL | \$ 532.00 |
| Kevin Kelly & Jim Robinson Farm Bureau Mutual Ins., Lansing, MI | \$ 532.00 |
| Kathryn & David Fiser Farm Bureau Mutual Ins., Manhattan, KS | \$ 532.00 |
| Anthony & Elizabeth Viscusi Farm Bureau Mutual Ins., Mahattan, KS | \$ 532.00 |
| Lynn Wilson Western Farm Bureau Life, Denver, CO | \$ 266.00 |
| G. Dennis Migletz Montreux Tourist Office, Brunsville, MN | \$ 266.00 |
| Jack & Rita Liechtenstein Price Winner, New York, NY | \$ 532.00 |
| Paul & Norma Harwood Price Winner, Atlanta, GA | \$ 532.00 |
| Sarah Hogate Bacon & Catherine Hawley Bass Price Winner, Firenze, Italy | \$ 532.00 |
| Phyllis Funke Freelance, New York, NY | \$ 578.00 |
| Patricia Neil & Richard Burnstan Carlson Travel Network, Chicago, IL | \$ 532.00 |
| Robert Ashley & Joan Marie LEE Price Winner, Springfield, VA | \$ 532.00 |



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| Connie Castillo & Joanna Mora Price Winner, Houston, TX | \$ 532.00 |
| Carol & Lawrence Muroff Professional Travel, Tampa, FL | \$ 532.00 |
| Betty & William Channel Price Winner, Atlanta, GA | \$ 532.00 |
| Mercedes Yordan Leading Hotels of the World, New York, NY | \$ 312.00 |
| Lysbeth Bledsoe Calkins Newspaper Group, Willingboro, NJ | \$ 266.00 |
| <u>PR-Trip</u> Lysbeth Bledsoe, Tom Bross, Nancy Cornell, Roy Exum, Ted Heck, Valerie Tamis, Betty J. Wilson, Linda Parseghian, Erika Lieben | \$ 2394.00 |
| <u>Educational Trip SNTQ</u> Debra Bellamy, Carolyn Triebel, Halina Okla, Terri Ross, John Elia, Sharon Palmer, Bea Marie Goldstein, Josefina H. Loewenberg, Bea Chaiklin, Judith Widmer, Janet Sawdey | \$ 3120.00 |
| Jody Baer, Joy Gazzoli, Lisa Cohen-Bertuch, Mathew Gill, Judy Gutow, Nancy Polley, Tom Finnerty, Michael Whaley, Carol Sommers, Susan Borwick, Valerie Wilson, Virginia Heinz, Dan Beschloss, Alice Straus, arbara Majdanski, Cindy Kandler | \$ 3596.00 |
| Susan & Mark Keller Price Winner, Ramsey, NJ | \$ 532.00 |
| Nancy & Kent Hoffman Murray Electronics Corp. Hunt Valley, MD | \$ 532.00 |
| Tom & Michele Grimm Orange Coast Magazine, Costa Mesa, CA | \$ 624.00 |
| Thomas & Barbara Springston Twelve Post Office Square, Boston, MA | \$ 624.00 |
| Blaine Harrington Freelance, Danbury, CT | \$ 312.00 |



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| Jerome & Mary Preiser 400 E/59 St., New York, NY 10022 (Freelance Writer) | \$ 444.00 |
| Lori Aschliman, John Webster Theobald 406 S. Fourth St., Mt. Horeb, WI 53572 (Raffle winner) | \$ 532.00 |
| Heneline & Deborah Moses, Thomas Cook Travel Fairlane Office Centre, Dearborn, MI 48126 (site inspection) | \$ 532.00 |
| Kenneth & Linda McDowell, WBND AM 1160 Radio 250 W. CT South 312 E, Cincinnati, OH 45202 (Educational Trip) | \$ 532.00 |
| <u>Educational Trip Swisspak, Inc., Harrison, NY</u> Patricia Walker, Isabel Acre, Noel Guzman, Raymond Goshes, Nelide Mezullo, Saundra Davenport, Rosmary Porchi, Maira Luppino Susan Gawchick, Anne Boyke, Lisa Johnson, Jennifer Atherton Christina Gomes-Monteiro, Elke Seccafico | \$ 3724.00 |
| <u>Site inspection - Thomas Cook Travel, Omaha, NB</u> Matilde Maria Wraith, Deborah Picken Covert, Holly Marie Wood, Sharyn Landword Jenson, Kristy Lynn Broadstone, Felix Schai | \$ 1596.00 |
| Ellis & Marcie Goodman 3906 Nauyors Lane # 100, Baltimore, MD 21208 (site inspection) | \$ 532.00 |
| Rosangela & Wilfried Luethi, 245 E. 93 St., New York, NY 10128 (Price Winner) | \$ 532.00 |
| <u>Site inspection/American Medical Security</u> Deborah King, Tracy Norum, Karen Williams, Premier Group & Incentives, 210 Commerce St., Oskosh, WI 54902 | \$ 798.00 |
| David & Hilde Abraham 7315 Wisconsin Ave., Bethesda, MD 20814 (Prize Winner) | \$ 614.00 |
| David & Dolores Bagish, 58 Spring Brook Road, Morristown, NJ 07960 | \$ 532.00 |
| Kathy & Richard Goocher, 310 South Michigan Ave. Ste 1900, Chicago, IL 60604 | \$ 532.00 |
| Jamie & Michael Constantakos, (Prize Winners) Travel Inc., 11780 US Highway 1, North Palm Beach, FL 33408 | \$ 532.00 |



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| Curtis D. Kirchner, Uniglobe Northwest Travel, 9433 Jones Road, Houston, TX 77065 (Site inspection) | \$ 266.00 |
| Ingrid Reed, Alphorn Ski Tours, 5788 route 202, Lahaska, PA 18931 (Site inspection) | \$ 266.00 |
| Cynthia Rubin, Go West, New York | \$ 312.00 |
| Karl Haas & Dr. Jane Follis c/o Alice Haas, 766 Chesterfield, Birmingham, MI 48099 | \$ 532.00 |
| Mary & Steven Regina 8 Baltusrol Drive, Hudson, NH 03051 (Prize Winners) | \$ 532.00 |
| Nancy & Beat VonAllmen, Murdock Travel 4505 South Wasatch Blvd., Salt Lake City, UT 84124 (Fam Trip) | \$ 614.00 |
| Dorothea Rasser & Linda Tiedt, Ski Europe 1535 West Loop South, Ste 319, Houston, TX 77027 | \$ 444.00 |
| Mr. & Mrs. A. Maggipinto, 1212 Roanoke Ave, Riverhead, NY 11901 | \$ 532.00 |
| <u>Site inspection Swissotel, Chicago, IL</u> Mary frances Gillen, Evelyn Finley, Yoland Perras, Claude Abiad Richard Bayard, Joe Rodriques, Margret Kroepfli, Elaine Kaufmann, Daniel Kaufmann | \$ 2624.00 |
| Marshal & Spencer Maggipinto, 1212 Roanoke Ave., Riverhead, NY 11901 | \$ 532.00 |
| Rae.T. Rosenzweig & Gladys Brody (Prize Winners) Golden Travel, 3706 Broadway, Astoria, NY 11103 | \$ 532.00 |



222 No. Sepulveda Blvd. Phone (310) 335 - 5980
El Segundo, CA 90245 Fax (310) 335 - 5982

Swiss National Tourist Office Los Angeles

PROVIDED FREE TRANSPORTATION WITHIN SWITZERLAND
FROM OUR LOS ANGELES OFFICE.
PERIOD JANUARY 1 - JUNE 30, 1994

| Name/Adress | Amount \$ |
|---|--------------|
| | |
| Diane Sippl, Los Angeles, CA | 312.- |
| | |
| Nick & Barbara Dobson, Charthouse Travel, Solana Beach, CA | 532.- |
| | |
| Kermit Wagner, Lindsay, CA | 266.- |
| | |
| Ray & Nancy Fisher, Los Angeles, CA | 532.- |
| | |
| Robert & Cynthia Oddy, Laguna Hills, CA | 532.- |
| | |
| Patricia Woeber, Tiburon, CA | 222.- |
| | |
| Willy & Mildred Reich, Travel Fac. Inc., Los Angeles, CA | 624.- |
| | |
| Thomas & Susan Koch, Mission Viejo, CA | 624.- |
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| Norman & Margery Tyre, Los Angeles, CA | 532.- |



| Name/Adress | Amount \$ |
|---|--------------|
| Joseph & Judith Schocken, Mercer Island, WA | 624.- |
| Sandy Stahl, John Fisher, Annette Berget, Diane Riter, Sherry Speer, Beverly Springer, Bret & Elisabeth MacPherson, Steven & Sharon Field, Michael & Jayme Hume, Todd & Julie Carter; KMTT-AM/FM, Marketing, Seattle, WA | 3'108.- |
| William & Rosa Dieffenbach, Los Altos, CA | 532.- |
| Allan & Karen Folsom, Santa Barbara, CA | 532.- |
| Kathryn Clayton, Deseret News, Salt Lake City, UT | 312.- |
| Donna Garrett & Lynne Davidson KP MG Peat Marwick, Los Angeles, CA | 624.- |
| Gary & Nancy Guenther-Jesch, Sunstar Hotels of CH | 532.- |
| Brenda James, Ski Connections, Truckee, CA | 266.- |
| Pat Keller, Pappas Travel, Cirtrus Heights, CA | 266.- |
| Norma Philipps, Sierra Travel, Roseville, CA | 266.- |
| Bill & Claudette Ostrander, Town & Country Travel, Sacramento, CA | 532.- |
| David & Diane Fields, River City Travel, Sacramento, CA | 532.- |



| Name/Adress | Amount \$ |
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| Eugene & Shirley Gini, Truckee Travel, Truckee, CA | 532.- |
| June Stansbury, Stansbury-Sterling Travel, Reno, NV | 266.- |
| Jeannie De Mello, Maria Fotopoulos, MTS Travel, Fresno, CA | 532.- |
| Barry & Rita Bollinger, American Airlines, Sacramento, CA | 532.- |
| Dave Reid, Reid Travel Assoc. Inc., Strockton, CA | 266.- |
| Art Leavitt, Garden Grove, CA | 312.- |
| Robert & Ida Burg, Prestige World Travel Inc., Denver, CO | 532.- |
| Daniel & Ann Bros, Prestige World Travel Inc., Minneapolis, MN | 532.- |
| Woodland Deringer, Paul Voight, Prestige World Travel Inc., Miami, FL | 532.- |
| Charles & Betty Krebs, Prestige World Travel Inc., Phoenix, AZ | 532.- |
| Dale & Helen Pipher, Prestige World Travel Inc., Albuquerque, NM | 532.- |
| Lori Carstens, Prestige World Travel Inc., San Francisco, CA | 266.- |
| Muriel Buckles, La Mesa, CA | 266.- |



| Name/Adress | Amount \$ |
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| Hilda Fernandez, Salvador Zmudio, Mexico-City, Mexico | 532.- |
| Joe Rosendo, KIEV-Radio, Marina del Rey, CA | 312.- |
| Douglas Watermann, Barbour/Langley Prod., Santa Monica | 266.- |
| De Anne Musolf, Oakland, CA | 266.- |
| Michael Stinson, Beverly Hills, CA | 266.- |
| Andy Dappen, Hank de Vre, Hohn Tremann, Powder Magazine, Brier, WA | 798.- |
| Hank de Vre, Andy Dappen, John Tremann, Powder Magazine, Brier, WA | 936.- |
| Richard Montgomery and Spouse, Santa Monica, CA | 532.- |
| Gene & Patricia Morgan, Encino, CA | 444.- |
| Lori Paulsen, Ruth Hilligoss, Gloreen Brandreth, Theresa Brunsman, Miro Rendelman, Brock Stout, Richard Barnard, Natasha Andersen, Gail Triggs, Martin Henley, Rex Burrage, Sally Kiernan; American Express, Platinum Card Division, Los Angeles, CA | 3'192.- |
| Duncan & Catherin Beardsley, Stanford, CA | 444.- |
| David & Josephine Kulo, San Francisco, CA | 444.- |
| Fred & Jean Lindlaw, San Francisco, CA | 444.- |



| Name/Adress | Amount |
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| Thomas Peirce, Palo Alto, CA | 222.- |
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| Mark Schulze, Mark Eveslage, Patricia Mooney; New & Unique Videos, San Diego, CA | 936.- |
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| Ueli & Irma Burkhardt, Downey, CA | 532.- |
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| Masakazu & Melodie Misu, Arthur Anderson & Co., San Francisco, CA | 532.- |
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| Brian & Cindy Morris, Arthur Anderson & Co, Los Angeles, CA | 532.- |
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| Willy Isler, Balair SFO, San Francisco, CA | 266.- |
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| Richard Heinrich, San Diego, CA | 266.- |
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| Jonathan & Rebeckah Glasoe, Guyer Marketing Group, San Diego, CA | 532.- |
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| Lee Daley, Corte Madera, CA | 312.- |
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| Brian & Joanne Rapp, Santa Barbara, CA | 532.- |
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| Chris Huette, American Express, Los Angeles, CA | 266.- |
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| Jerry & Sharon Cole, Special Travel Services Inc., Los Altos, CA | 532.- |
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| Ot Pi Isern, New & Unique Videos, San Diego, CA | 266.- |
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| Name/Adress | Amount \$ |
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| Lawrence & Shirley Resek, Coronado Travel Bureau, Coronado, CA | 532.- |
| Joy Jorgensen, San Francisco, CA | 266.- |
| Richard Crow, New & Unique Videos, San Diego, CA | 312.- |
| Brian & Cindy Morris, Arthur Anderson & Co, Los Angeles, CA | 444.- |
| Josefine Loewenberg, Travel Store, Los Angeles, CA | 266.- |
| Robert & Brian Vanneman, San Francisco, CA | 532.- |
| Dawn Kamp, Los Angeles, CA | 312.- |
| Jay & Helen Ashley, Burlingame, CA | 532.- |
| Edward Barkett, Stockton, CA | 266.- |
| Edmund D. & Mari Edelmann, Emily Edelmann, Los Angeles, CA | 798.- |
| Edward Hamilton, Los Angeles, CA | 266.- |
| Francine Rabinovitz, Los Angeles, CA | 266.- |
| Michael I. & Linda Keston, Los Angeles, CA | 532.- |



| Name/Adress | Amount \$ |
|--|--------------|
| Thomas H. & Marilyn Nielsen, Costa Mesa, CA | 532.- |
| Jeffrey Skorneck, Los Angeles, CA | 266.- |
| Masatsugu Suzuki, Tokyo, Japan | 266.- |
| Joel Wachs, Los Angeles, CA | 266.- |
| Joe Lefcoe, Los Angeles, CA | 312.- |
| Leon Chiu, Los Angeles, CA | 312.- |
| Matthew W. Funk, Dana Davis, Beverly Hills, CA | 532.- |
| Dan Gindling, Kimberlee Caledonia, San Diego, CA | 624.- |
| Jim & Sue Judd, Murdock Travel, Salt Lake City, UT | 532.- |
| David L. Gold, Murdock Travel, Los Angeles, CA | 266.- |
| Robert E. & Lorraine Kritausky, Fountain Suites Park, Glendale, AZ | 532.- |
| Alexander Peluffer, San Francisco, CA | 266.- |
| Candice Smith, Donal Hilla, Downbeat National Magazine, San Francisco, CA | 532.- |



| Name/Adress | Amount \$ |
|--|--------------|
| Robert Brown, Leonilla Mendioro, KBLX-Radio, San Francisco, CA | 532.- |
| Kevin & Jacquelin McKinney, KIFM-Radio, San Diego, CA | 532.- |
| Christopher & Sharon Bonner, Joy Jorgensen, Alexander Peluffer; Jazz Times Magazine | 1'064.- |
| William M. Snider & Lynne Kocherhans, Ciao Travel, San Diego, CA | 532.- |
| Norma & Peter Barnes, Bay Area Travel, Santa Monica, CA | 624.- |
| Carolin Bevis, Ciao Travel, San Diego, CA | 312.- |
| Mildred Reich, Travel Facilities, Los Angeles, CA | 312.- |
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| 07/07/94/mtg | |



Item 11 of Supplemental Statement: Period January to June 1994
Promotional activities: New York

Travel Trade Shows:

- | | |
|---------------------|---|
| March 3 - 6, 1994 | Switzerland Information booth at the AA Flyaway Supermarts in Dallas, TX |
| March 14 - 25, 1994 | Swiss Travel Show, Workshop for travel agents in Atlanta, Boston, Chicago, New York, Newark, Philadelphia and Washington, DC. |
| April 14 - 15, 1994 | Switzerland information booth at ETC Europathon, New York |

Receptions and Presentations:

- | | |
|----------------------|---|
| February 1, 1994 | Press- and VIP reception to promote our advertising campaign "Look no further. Switzerland". |
| February 1 - 7, 1994 | Various receptions in New York for advertising magazines in conjunction with the "Look no further. Switzerland" campaign. |
| February 15, 1994 | Press - and VIP reception to promote New York loves Switzerland campaign. |
| April 15-17, 1994 | Switzerland presentation at the Ski Council in St. Antonio, to promote Interlaken Switzerland. |
| May 4 - 5, 1994 | Switzerland Spotlight seminar in Washington and Tyson's corner |
| May 13 - 18, 1994 | Swiss Convention and Incentive Marts (SCIM/ETBTM) for US Travel and Incentive Industry |

July 12, 1994
IM/hdl



***Item 11 of Supplemental Statement: Period January to June 1994
Promotional activities: Chicago***

Travel Trade Shows:

- | | |
|---|---|
| January 28 - 30, 1994 February 18 - 20, 1994 | Switzerland information booth at the International Adventure Show in Cincinnati, OH and Chicago, IL |
| March 8, 1994 | Switzerland information booth at the European Travel Supermarkets in Chicago, IL. |
| April 11, 1994 | Switzerland information booth at the Spring Show in Detroit, MI. |
| June 6, 1994 | Switzerland information booth at the AA Flyaway Supermarket in Cleveland, OH. |

Receptions and Presentations:

- | | |
|--------------------|--|
| June 16 - 17, 1994 | Switzerland seminars for US travel agents in Cleveland |
| June 15, 1994 | Participation at the World Soccer Opening Parade in Chicago. |

July 12, 1994
IM/hdl



Item 11 of Supplemental Statement: Period January to June 1994
Promotional activities: Los Angeles

Travel Trade Shows:

- | | |
|---------------------------|--|
| February 17 - March 3, 94 | Switzerland information booth at ETC Supermarts in Denver, Los Angeles, San Diego, San Jose, Portland and Seattle. |
| April 7 - 10, 1994 | Switzerland information booth at ASTA Western Regional Conference in Newport Beach |
| June 3 - 5, 1994 | Switzerland information booth at Travel Age West Trade Show in Las Vegas. |

Receptions and Presentations:

- | | |
|---------------------|---|
| April 19 - 28, 1994 | Switzerland seminars for US travel agents in Santa Barbara, Newport Beach, San Diego, Palo Alto and Monterey. |
| May 3 - 4, 1994 | Switzerland seminars for US travel agents in Boulder, CO. |
| June 13 - 15, 1994 | Switzerland seminars for US travel agents in Tucson, Phoenix, Salt Lake City, Colorado Springs and Denver. |

July 12, 1994
IM/hdl



Item 14 (a) RECEIPTS MONIES US - HEADQUARTERS NEW YORK

| <u>Date:</u> | <u>From Whom:</u> | <u>Purpose:</u> | <u>Amount in US-\$:</u> |
|-----------------------|---------------------------------|--|------------------------------|
| January 1994 | SNTO Zurich | Current Expenses | 50'000.00 |
| February 1994 | do. | do. | 230'000.00 |
| March 1994 | do. | do. | 165'000.00 |
| April 1994 | do. | do. | 170'000.00 |
| May 1994 | do. | do. | 575'000.00 |
| June 1994 | do. | do. | 150'000.00 |
| Jan. - June 1994 | Travel Agents | Reimbursement of Postage | 7'373.00 |
| do. | do. | Participation Educational Trips/Seminars in CH | 26'592.00 |
| do. | Swiss Partners | Participation at the Swiss Travel Show | 270'678.00 |
| do. | do. | Participation at the IT& ME Travel Show Chicago | 45'011.00 |
| May 1994 | Swissair | Participation for the Swiss Travel Show | 50'000.00 |
| March 1994 | Rail Europe, Inc. | Participation Joint campaign "Look no further. Switzerland | 100'000.00 |
| Jan. - June 1994 | Var. Swiss Partners/Swissair | Participation Joint campaign "Look no further. Switzerland | 61'211.00 |
| Total receipts | New York, Chicago, | Los Angeles | <u>1'900'865.00</u> ===== |

July 12, 1994
IM/hdl



Item 15 (a) DISBURSEMENTS-MONIES FOR US-HEADQUARTERS NEW YORK

| <u>Date payment was made</u> | <u>Name of person to whom payment was made</u> | <u>Purpose for which payment was made</u> | <u>Amount of payment in US-\$</u> |
|------------------------------|--|---|-----------------------------------|
| January - June 94 | Employees SNTD NYC | Salaries | 168271.00 |
| | Rent/Cleaning/Heating etc. | | 164157.00 |
| | Office Supplies, Insurances etc. | | 67953.00 |
| | Transfer costs for employees | | 33683.00 |
| | Public Relations: Press clippings, releases, promotions | | 123955.00 |
| | Production costs: folders, fact sheets, photos | | 17071.00 |
| | Advertising: Window displays, prom. articles, advertising | | 370841.00 |
| | Sales Promotion: Trade shows, receptions for travel industry, give-aways, seminars | | 455727.00 |
| | Information: Reference books, Library | | 1006.00 |
| | Postage, customs duties and brokerage fees | | 138377.00 |
| | Traveling expenses of staff | | <u>31967.00</u> |
| | | Total | \$ 1573008.00 ===== |

July 12, 1994
IM/hdl



**Item 15 (a) DISBURSEMENTS-MONIES FOR MIDWEST REPRESENTATION
CHICAGO**

| <u>Date payment was made</u> | <u>Name of person tho payment was made</u> | <u>Purpose for which payment was made</u> | <u>Amount of payment in US-\$</u> |
|----------------------------------|--|---|---------------------------------------|
| January - June 94 | Employees SNT0 CHI | Salaries | 22045.00 |
| | Rent/Cleaning/Heating etc. | | 10430.00 |
| | Office Supplies | | <u>2728.00</u> |
| | | Total | \$ <u>35203.00</u> ===== |

July 12, 1994
IM/hdl



**Item 15 (a) DISBURSEMENTS-MONIES FOR WESTERN REPRESENTATION
LOS ANGELES**

| <u>Date payment was made</u> | <u>Name of person tho payment was made</u> | <u>Purpose for which payment was made</u> | <u>Amount of payment in US-\$</u> |
|--|--|---|---------------------------------------|
| January - June 94 | Employees SNTD LAX | Salaries | 29320.00 |
| | | Rent/Cleaning/Heating etc. | 15591.00 |
| | | Office Supplies | <u>20201.00</u> |
| | | Total | \$ 65112.00 ===== |
| Total Disbursements New York/Chicago/Los Angeles | | | \$ 1673323.00 ===== |

July 12, 1994
IM/hdl



**Item 15 (b) of Supplemental Statement: Period January to June 1994
New York**

Familiarization Trips:

- | | |
|-------------------------|---|
| January 19 - 27, 1994 | Fam. trip to Switzerland for US travel agents in cooperation with Delta Airlines. |
| April 12 - 17, 1994 | Fam. trip to Switzerland for US Travel journalists in cooperation with Swissair. |
| May 15 - 20, 1994 | Fam. trip to Switzerland for US journalists in cooperation with Swissair. |
| June 8 - 15, 1994 | Fam. trip to Switzerland for US travel agents in cooperation with Swissair |
| July 12, 1994 IM/hdl | |



***Item 15 (b) of Supplemental Statement: Period January to June 1994
Los Angeles***

Familiarization Trips:

May 7 - 15, 1994

Fam. trip to Switzerland for American Express agents in cooperation with Swissair, Los Angeles.

July 12, 1994
IM/hdl

Swiss National Tourist Office
608 Fifth Avenue
New York, NY 10020

Contact: Erika Lieben
Tel. (212) 757-5944

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SECTION
REGISTRATION UNIT

TRAVEL TIPS TO SWITZERLAND

Easter In Switzerland

Easter in Switzerland means a long, lazy week-end when entire families, including the family dog, will go hiking along meadows abloom with spring flowers. Candy shops offer a profusion of fantastic confections in the form of Easter eggs and bunnies. But it also means centuries-old customs, such as "Les Pleureuses" ("The Mourners") in the small town of **Romont** near Fribourg. This custom, dating back to the 15th century, consists of veiled women dressed in black, mourning Christ by carrying replicas of the tools used by his tormentors on red pillows, as well as St. Veronica's shroud. The procession follows a young girl portraying the Virgin Mary, who in turn follows a penitent, carrying a cross and a black hood. All day, the town resounds with chants, as well as prayers, sung by the whole congregation.

Mendrisio is a small community in the Ticino, first mentioned in chronicles in 793 AD. Once a year, at Easter, this tiny town plays host to two processions, the first held on Maundy Thursday and the second on Good Friday. In both, lay actors wear sumptuous costumes provided by La Scala in Milan. Horses, torch bearers, brass instrumentalists and drums complete the picture. The processions move through the Old town, decorated with lit banners depicting biblical scenes.

Of course, it wouldn't be Easter without eggs and bunnies. Certainly these can be made or bought in many places but none has quite the cachet of the Easter Egg Market in **Berne**, held from March 25-27, 1994. Often imitated, never surpassed, this market offers richly decorated Easter eggs and other Easter-related ornaments. Far from serial productions, these are originals of the highest artistic value. Also present is a pastry

chef who will demonstrate that chocolate Easter bunnies do not come from the supermarket but are formed by highly qualified hands!

For many people, **Lucerne** is synonymous with its International Music Festival (IMF) held in late summer. Music lovers need not wait this long to sample some of the world's foremost orchestras since the IMF now has an Easter Music Festival, scheduled for April 1- 4, 1994. The program will highlight classical music with a religious slant. Also, more joyous pieces will be played to celebrate the coming of spring. For advance information and ticket orders, call Ovarions International at (800) 635-5576 or by fax at (404) 476-7165. For a program, call the Swiss National Tourist Office at (212) 757-5944.

Photographic Memories Need No Further Developing in Winterthur, Switzerland!

So you're a photography buff and didn't think Switzerland had anything to offer in this respect? Quite the contrary is true. Photography has long been a medium where the Swiss have felt right at home, with some quite famous names to show for it. To mind come such luminaries as Georg Gerster, the aerial photographer and Robert Frank, creator of the book "The Americans". And now, there is a **Photography Museum in Winterthur**, where the likes of these two great men – and many others, perhaps lesser known, or not Swiss, but just as interesting – will be exhibited. Located in a former factory, it offers nearly 5000 square feet of space for five annual shows. These deal with cultural, historic and controversial subjects, and intend to firmly anchor photography in the mind of the public as a contemporary art form. It is considered the foremost venue in the Swiss-German region of Switzerland and the Southern area of Germany.

"Industrial Society Photographed" is the title of the show beginning on April 9 - June 5, 1994, followed by "Helmut Newton" held from June 18 - August 21, 1994 and "Peter Hujar: Portraits of Life and Death" from September 3 - October 30, 1994.

Berne In Tune with Syncopating Harmonies

Although better known for its bears, Berne has a special affinity to jazz. It has one of the world's foremost jazz schools, a music conservatory specializing in the teaching of jazz! This has bred a lot of jazz aficionados which in turn clamored for their own jazz festival.

Well, their wish has been fulfilled: if you happen to be in Berne from May 4-8, you can catch such stars as Delfeayo Marsalis and his quintet, the Kenny Baron Trio or Diane Reeves wooing Berne. Tickets can be bought on the spot at the Ticket-Corner offices located in any Schweizerischer Bankverein (Swiss Bank Corporation), *anywhere* in Switzerland.

A Chip Off the Block in Brienz, Switzerland

Beginning on July 4 and continuing for five days, the lake shore promenade in **Brienz** will be turned into an open-air artists' studio. There, 14 wood sculptors from eight nations will vie for a gold medal. Each contestant will be given a trunk of larch wood and they will then proceed to create their work of art while the public has a chance to kibitz.

During this time a retrospective of Arnold Huggler's work will be shown at the Cantonal Wood Carving School in Brienz. Arnold Huggler was a famous wood carver from Brienz. He would have turned 100 this year. The show will be on during the entire month of July.

But watching is one thing, doing is quite another. For people wishing to be more involved, the Brienz Tourist Office has produced a package which includes 7 nights at the cozy Hotel Stern***, the possibility to engage in wood carving yourself, entry to the Swiss Open-Air Museum, a three-hour boat ride on Lake Brienz and entry to the Arnold Huggler Retrospective. Cost of this package is Swiss francs 571, about \$390 per person, double occupancy.

For more information, contact the Brienz Tourist Office at 011-41-36-51 32 42 or by fax 011-41-36-51 35 73.

Swiss National Tourist Office
608 Fifth Avenue
New York, NY 10020

Contact: Erika F. Lieben
(212) 757-5944

Travel Tips for Switzerland

Canine Week in Berne June 6 - 12, 1994

From June 6 - 12, 1994, the City of Berne - Switzerland's capital - will host "Canine Week" which features a Scientific Congress of the International Cynological Federation, and the International Dog Show. Approximately 15,000 four-legged friends and 40,000 visitors are expected.

FIC Congress - June 6-8, 1994: Veterinary experts will lecture on the subject of dogs, their breeding and training. The congress is aimed not only at experts, but also interested dog-owners and breeders.

International Dog Show - June 9 - 12, 1994: Following the 1993 International Dog Show in Argentina, the 1994 exhibition takes place in Berne. 15,000 dogs are expected to participate in the world's most important beauty contest for dogs, with international judges appraising different breeds and awarding the sought-after titles of "World's Top Dog", and "Best of Breed".

Davos celebrates Thomas Mann's "Magic Mountain"
August 7 - 13, 1994

Thomas Mann gave Davos a place in world literature when he based his novel "The Magic Mountain" there. Mann's "educational novel" leads the reader back to the time when Davos was a therapy metropolis for those suffering from tuberculosis.

"The Magic Mountain" is brought to life during a one-week symposium including lectures and cultural events: Visits to all the places mentioned in Mann's novel, recitals from the work, interpretations, seminars on the medical, biological, and psychoanalytical aspects of the book. Church performances of "Magic Mountain" music are offered at the Marienkirche, a visit to the Ernst Ludwig Kirchner Museum is also part of the program.

An exhibition devoted to "The Magic Mountain" opens at the Davos Congress Center on Monday, August 8, and the theme of the 5th International Cartoon Biennale (August 3 - 31, 1994 - a yearly event in Davos) also focuses on Mann's novel. The one-week immersion program concludes with an open-air dinner on August 12.

Participation is limited to 600 persons - the symposium language is German.

For more information on "The Magic Mountain Symposium" and for travel literature on Davos, contact the Swiss National Tourist Office, 608 Fifth Avenue, New York, NY 10020.

May 1994/ef

Swiss National Tourist Office
608 Fifth Avenue
New York, NY 10020

Contact: Erika F. Lieben
(212) 757-5944

Summer in Lenk

A summer vacation in Lenk offers tourists numerous cultural and sports events, such as a hike up to the Betelberg (6,000 ft.), to the right on the photo, or a high Alpine excursion to one of the surrounding 9,000 ft. summits.

May 1994/ef

Swiss National Tourist Office
608 Fifth Avenue
New York, NY 10020

Contact: Erika F. Lieben
(212) 757-5944

A Summer of Music and Culture in Lenk
17th International Summer Academy of Music Lenk
August 28 - September 10, 1994

Lenk is a small Alpine resort village, located in the Bernese Oberland's Simmen-Valley south of Lake Thun. It is a railway stop on the Montreux-Oberland line and can also be reached by car from Zweisimmen.

For 17 years, the musicianship of Professor Kurt Pahlen, author of 60 music books and artistic director of the **Lenk Summer Academy** has attracted young people from all over the world to study in Lenk. Pahlen guarantees continuity and quality for students arriving from twenty nations to be enrolled in his master courses. A prerequisite for admission is a finished basic musical education, as well as talents which make a future career as a professional musician feasible.

The teachers of the master courses are internationally renowned masters of their instrument, e.g. Peter Lukas Graf (flute), Homero Francesch (piano), Sena Jurinac (voice), and Ana Chumachenko (violin). The **Lenk Summer Academy** after 17 years of existence is constantly on the lookout for new ideas and supplements to current activities. This year, world-renowned cellist Antonio Meneses will join the Academy for a four-day seminar. In accordance with a long-standing tradition, Professor Pahlen will be giving musical/cultural lectures on ten afternoons to which non-participants of the Academy are also invited.

Master courses begin on Monday, August 29, 1994, registration is requested by June 1. A complete program as well as information on registration procedures, cost of

participation, and master course regulations is available from the Swiss National Tourist Office.

The **Lenk Summer Academy** offers young musicians two weeks of hard work, artistic progress, and much pleasure. The beauty and serenity of the landscape around Lenk further concentration and encourage inspiration.

However, not only the students, but also guests vacationing in Lenk can partake in this unique combination of musical excellence and spectacular natural surroundings. For tourists staying at Lenk during the Academy, musical entertainment starts with an opening concert of the Carmina Quartet on August 28. It continues with daily concerts featuring the most gifted students. A highlight is the sponsors' concert on September 3 which is broadcast nationally on Swiss television. Professor Pahlen's lectures on musical topics are open to the public, and so is the daily "Morning sing-along" under his direction.

Besides the **Lenk Summer Academy**, a vacation in Lenk offers hikes along the broad Upper Simmen Valley with the mountains of the Bernese Oberland rising all around. More demanding hikes lead up past Alpine meadows into the wild and rocky terrain of snow-covered Mt. Wildstrubel, Lenk's house mountain. To soothe aching muscles, a visit to Lenk's traditional mineral spa is recommended.

Cultural events also include a major yodelling festival with Alphorn blowers, flag throwers, and yodelers (June 17-19); New Orleans Jazz Days featuring local and international bands (July 15-24), as well as Drawing and Painting Classes for adults and children (August 1-5).

To book a Lenk summer package, contact your travel agent or call Swisspak at 800-688-7947. Travel information on Lenk and on the **Lenk Summer Academy** is available from the Swiss National Tourist Office, 608 Fifth Avenue, New York, NY 10020.

May 1994-ef

Swiss National Tourist Office
608 Fifth Avenue
New York, NY 10020

Contact: Erika F. Lieben
(212) 757-5944

TRAVEL TIPS FOR SWITZERLAND

New in Geneva in Summer 1994

During the summer of 1994 Geneva celebrates **Voltaire** in commemoration of his birth threehundred years ago in 1694. Geneva greatly venerates the French intellectual who spent a good part of his life on its territory. After extensive renovation work, "Les Delices", the villa Voltaire purchased in 1755 was refurbished with original furniture, 18th century woodworks, and is now again accessible as a museum. The museum houses a life-size model of the philosopher and a wealth of manuscripts.

The Geneva city authorities as well as the neighboring French town of Ferney-Voltaire will throughout 1994 organize rich programs around the life and work of Voltaire, including conferences, concerts, theater performances and special exhibitions.

Until September 30, 1994, the Lake Geneva Steamship Company will run a new daily **Folklore and Dinner Cruise**. During the 2-hour cruise, passengers will not only enjoy the beautiful shores of Lake Geneva, but also an excellent meal and a colorful Swiss folklore show. An other two-hour **Castles Cruise** leaves Geneva for the old private harbor of the Rothschild family estate. The journey continues to the Castle Bellerive dating back to the 12th century, then on to the romantic Villa Diodati where Lord Byron stayed in 1816. En route, the steamship passes a chalet that was Lenin's residence in 1914 when he planned the Russian Revolution

Explora 1994 - An Adventure for the whole family

From July 9 - 24, 1994, Vevey on Lake Geneva - a lovely small town near Montreux - offers its summer guests **Explora '94**, an exhibition featuring many exciting activities

dealing with science and the environment. In a park on Lake Geneva, rich in rare plants, trees and flowers, open-air workshops and special exhibits in covered halls are organized in connection with The International Year of the Family.

Explora '94 invites visitors to have a closer look at the four elements: air, earth, fire and water, and offers spectators and participants a lively introduction into science.

Themes include:

- Jules Verne, visionary explorer
- Illusion and reality: 15 optical experiments with mirrors, prisms, and magnifying glasses
- soap bubbles as oversized, colorful geometric creations, crafted by visitors
- experiments with fire and light
- musical structures, where music is produced with the help of gigantic water instruments.

The dream of Icarus is reenacted with huge kites, and the 'science of living' is demonstrated with six houses and twelve magic cubes.

For further information on **Summer in Geneva** and **Explora '94 Vevey** contact the Swiss National Tourist Office, 608 Fifth Avenue, New York, NY 10020.

June 1994/ef

Swiss National Tourist Office
608 Fifth Avenue
New York, NY 10020

Contact: Erika F. Lieben
(212) 757-5944

Hiking in the Pizol Region - Eastern Switzerland

Hikers and observers of wildlife are attracted by the high alpine scenery around five small lakes in Eastern Switzerland: Wangsersee, Wildsee, Schottensee, Schwarzsee, and Baschalvasee (all at about 7,000 ft.). The path from the Wangsersee to the Wildsee is steep and leads along blue-green, gleaming waters - often frozen right up to summer.

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**Eastern Switzerland features lush landscape, bustling cities,
tradition, culture, sports, and a taste of Appenzell cheese**

In an effort to reposition itself, Eastern Switzerland had a close look at its major assets: its landscape, its cities, villages and people, its culture, transport system, its sports and adventure possibilities, and its traditional cuisine.

The regional tourist office created a program around these themes and just came out with a brochure highlighting the various vacation opportunities the most Eastern part of Switzerland offers its visitors.

Bordered in the north by **Lake Constance** and the River Rhine, in the east by Liechtenstein and Austria, Eastern Switzerland starts east of Zurich, its major cities being **St. Gallen, Schaffhausen, and Appenzell**. Lush with orchards and gardens, this is a fertile land right up to the high Alps in the region's south.

The landscape

It includes the steep-pastured cow-dotted hill country of **Appenzell**, from where an excursion to 8,200 ft. **Mt. Saentis** is a must. A cablecar runs daily, every 30 minutes, from Schwaegalp, and the fine view on top reaches across Lake Constance and towards the high alps of Graubuenden and the Bernese Oberland. A few miles west of Appenzell is the **Toggenburg Valley** with the major resorts **Wildhaus, Unterwasser, and Alt St. Johann** which draw Swiss families for winter skiing, but are quite unexplored by Americans. **Flumserberg** has timberless slopes overlooking Lake Walen and the Churfirsten mountains. **Braunwald** and **Elm**

are further south, ideal for hiking in summer and skiing in winter. Elm is the hometown of Olympic ski gold medal winner Vreni Schneider.

Cities, villages, and the people

St. Gallen is well-known for its abbey and abbey library (since 1983 listed among UNESCO's world cultural heritage) and is famous as a textile center. Its well-preserved historical town center offers a series of intriguing events throughout the year. The town of **Appenzell** offers tourists a concentrated sampling of folk culture. Its streets are lined with brightly-painted houses and shops full of embroidery. Its Landgemeindeplatz is the site of the unique open-air parliament (formerly all-male elections), which takes place the last Sunday in April each year. **Werdenberg**, Switzerland's smallest town, and at the same time the country's oldest wooden construction settlement, comprises thirty-four rooftops sheltering ninety inhabitants.

Culture, castles, and heritage

There are not many castles in Eastern Switzerland, but each one is quite worth the trip. **Schaffhausen** which has preserved a medieval aspect is dominated by the massive stone fortress **Munot**. Built between 1564 and 1589 in full circle form, this fortress allowed the defense of the city from all sides. Travelling to Schaffhausen, a visit of the nearby **Rhine Falls** is a must. The water falls are 500 ft. wide, drop 80 feet in a series of three dramatic leaps, and are split at the center by a bushy crag straight out of a 19th-century landscape painting. 12 miles east of Schaffhausen lies one of the most picturesque villages of Switzerland, **Stein am Rhein**. Directly above this perfectly preserved medieval town stands the 13-th century hilltop Castle of **Hohenklingen**. The villages on the lower branch of Lake Constance are also dominated by castles. The Castle of **Arenenberg** once was home to the future Napoleon III and today serves as a museum with souvenirs of the Second Empire.

Ways to travel and places to stay

Zurich International Airport is 30 miles south of Schaffhausen, 46 miles west of St. Gallen. Direct trains leave Zurich and its airport every hour to St. Gallen. Travel time: one hour. Connections to Schaffhausen take 40 minutes. For those travelling by car, the N1 expressway connects Zurich with St. Gallen. From the south, N 13 shared with

Austria, leads from Chur past Liechtenstein to the eastern end of Lake Constance where it connects with N1 to St. Gallen.

Besides the cities and resort towns already mentioned, a stay in **Bad Ragaz**, a renowned spa in the Rhine Valley is highly recommended. Remembering Heidi - Switzerland's young heroine: When Heidi's paralyzed friend Clara needed to take a cure, she first came to Bad Ragaz. Its warm abundant springs have been tapped for a thousand years.

Sports and adventure

In Eastern Switzerland many sports can be practiced: Skiing, snowboarding, tobogganing and hiking are great in the mountains. Swimming is popular in Lake Constance, at public beaches or in one of the well-equipped indoor swimming pools. Sailing schools abound in **Rorschach** and **Kreuzlingen**, two lake-shore communities. The countryside along the lake is quite flat and has many well-marked cycling paths.

Food and Wine

There are many local specialties to spoil the palate of visitors to Eastern Switzerland. Actually, all across Switzerland one finds the **St. Gallen Bratwurst**. In restaurants it is served with onion sauce and Roesti potatoes, but the locals eat it standing up at one of the outdoor stands. The famous **Appenzell Cheese** has a most complex, spicy tang, with traces of nutmeg. **Mostbroeckli** is marinated air-dried beef served in translucent slices with local bread and bites of pickled onion. **Appenzeller Biber** are honey cakes filled with almond paste. **Chaesmaggro**ne is a rich, plain dish of large macaroni layered with butter, grated Appenzell cheese and crispy fried onions.

Most of the wines of Eastern Switzerland are light and rarely exported. Red wine areas are **Berneck** in the Rhine Valley, and **Hallau** near Schaffhausen; crisp white wines can be found in **Stein am Rhein**.

The new brochure issued by Eastern Switzerland lists hotels in all categories and is available free of charge from the Swiss National Tourist Office, 608 Fifth Avenue, New York, NY 10020.

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TRAVEL TIPS TO SWITZERLAND

The Phenomenon of Swatch

Swatch, the Swiss artsy plastic watch that has taken the world by storm hardly needs an introduction. It is therefore not only Swatch collectors who will wait with bated breath for the "Phenomenon Swatch" to open in Belmont-sur-Lausanne on January 21, 1994 but also those interested in graphic arts and societal changes or the simply curious.

The core of the exhibit consists of prototypes and original Swatch designs of well-known models, as well as ones steeped in anecdotes and even scandals. Also shown are 500 unique Swatches that have never been catalogued nor exhibited. Furthermore, 800 highly-prized Swatches will also be shown.

The hoopla has already started. The European media has dedicated lengthy articles to this show. Entrenched art publications are especially interested in the showcases designed by Lucerne artist Sigi Widmer, best known for his chess board designs. The Swiss Travel System offers a roundtrip ticket from anywhere in Switzerland for the price of one-way.

The show will take place from January 21-March 27, 1994. Entry fee: Sfr. 13.- (group fee Sfr. 9.--). A gift shop offers T-shirts, posters, catalogs and postcards which were created especially for this event.

Lugano in Winter

Palm trees are not what come to mind automatically when one thinks of Switzerland, yet this is one of its surprising aspects: winter South of the Alps is so mild that fickle foliage stands an excellent chance of thriving.

Not only good for difficult plants but also sensitive purse strings, Lugano now offers a **three-day package** from Sfr. 138 per person, approximately **\$94 per person**, including breakfast, tax and service.

Visitors to Lugano can now buy a pass called "Lugano Extra". Its cost is Sfr. 40 and it entitles the bearer to free travel on public transportation within city limits, a ride each on the Monte Bre funicular and the Lugano-Ponte Tresa train, a boat ride to Morcote, free admission to the Cantonal Art Museum, the Villa Helenum (non-European cultures in a Renaissance villa) and the Alprose Chocolate Museum in Caslano with unlimited tastings. Calorie-counters are best left at home!

Both of the above items are offered through March 31, 1994 and can be booked by contacting the Lugano Tourist Office by letter or fax: Lugano Tourist Office, Riva Albertolli 5, 6901 Lugano, Switzerland or fax: 011-41-91-22 76 53.

Vevey Offers Cultural Highlights

If you like markets, music and comedy you should put Vevey on your Swiss itinerary this coming summer! Here is a quick run-down of what's on:

July 9, 1994 26th Folklore Market at the Grenette and the Town Hall Square. Folklore groups will perform, complete with yodelers and alpenhorn blowers. Meet the locals, taste their wine, toast their culture!

July 25-30, 1994 14th International Comedy Film Festival: have your funny bone tickled in a pleasant lake-side setting.

Aug 20-Sept 20, '94 Montreux-Vevey Music Festival: a month of classical music

- Aug 26/27, 1994** **Street Performers' Festival: sword swallows and acrobatic troupes will turn the streets of Vevey into one huge party. Come and join in the fun!**
- August 27, 1994** **26th Folklore Market (ditto July 9)**
- Sept 2-4, 1994** **Antique and Flea Market along the lake shore. Come and browse in a relaxing and beautiful open-air setting.**
- Sept 9-11, 1994** **Schubertiade: Schubert will take the city by storm as 150 concerts will be held in three days in Vevey and its immediate surroundings**
- November 8, 1994** **St.Martin's Market: held for the 525th time! Now that's tradition!**

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**WONDERS OF SWITZERLAND ARE UNVEILED
IN NEW ADVERTISING CAMPAIGN**

NEW YORK, February 1, 1994 – Switzerland, long-known for its majestic Alps and scenic beauty, will be sharing its attractions with American travelers through a major print advertising campaign in national travel and lifestyle magazines, beginning in February and March of 1994. Sponsored by the Swiss National Tourist Office, Swissair, and American Express, the promotion uses spellbinding images of the country's six major assets: **The Alps and the Landscape; Cities, Villages and the People; Places to Stay and Ways to Travel; Culture, Castles and Heritage; Food and Wine, and Sports and Adventure** to paint a fuller picture of Switzerland for the traveller.

The campaign which uses the slogan "**Look No Further. Switzerland.**", is based on the results of a major study conducted by Plog Research, Inc. of Los Angeles, and commissioned by the Swiss National Tourist Office, Swissair, and the Swiss Federal Railways. The study revealed that the American traveler to Switzerland is attracted by the landscape and its easy accessibility, but also by the Swiss people, their history, culture, and cuisine. "The research complemented what we already knew," said Joseph E. Buhler, Director USA for the Swiss National Tourist Office. "But these findings helped put us on the right track to reach a greater potential of future travelers to Switzerland."

Eight-page inserts will appear in more than ten magazines. Each insert consists of dozens of color photographs depicting aspects of Switzerland with no copy to detract from the arresting images. Information and phone numbers to assist readers will appear on the last page.

"We are confident that this new campaign will heighten awareness of Switzerland's diversity and its wealth of visitor attractions," said Jean-Pierre Allemann, Swissair's General Manager North America. "As the Swiss flag carrier, we welcome this opportunity to broaden people's understanding of our country."

"American Express is very pleased to participate in this advertising campaign to encourage American travelers to experience the multiple splendors of Switzerland," said Lynn Walka, Director - Multi-National Key Accounts for American Express. "With four Travel Service locations in Switzerland, American Express is available to provide travelers services such as foreign currency exchange and other travel arrangements in addition to any other services our Cardmembers might require."

In conjunction with the new campaign, the sponsors, along with Swiss Federal Railways and various Swiss regional tourist offices, have created a **"Look No Further. Switzerland" Vacation Planner**. The brochure offers travelers flexible vacation packages which allow them to experience each of the six themes of the campaign. They may be booked through Swisspak at (800) 688-7947 or with a travel agent.

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