

For Six Month Period Ending 30 JUN 1995
(Insert date)

Name of Registrant **Switzerland Tourism**

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.

The Swiss National Tourist Office has changed its name to:

SWITZERLAND TOURISM

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:

Name

Position

Date Connection Ended

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 CRIMINAL DIVISION
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 INTERNAL SECURITY
 SECTION
 REGISTRATION UNIT

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>
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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>
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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>
Aeby, Patricia	220 East 57th Street. 16D New York, NY 10022	clerk	3/1/95
Annen, Christa	3337 Lakewood Avenue Chicago, IL 60657	clerk	6/1/95
Gartmann, Maja	1720 Pacific Avenue Venice, CA 90291	secretary	6/19/95
Schuppisser, Sandra	99-43 62nd Road Rego Park, NY 11374	clerk	2/27/95

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.

Switzerland Tourism, 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:

Giving 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>
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We refer to separat 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>
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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>
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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>
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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>
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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) _____

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 principal 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 7 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.)

SWITZERLAND TOURISM

[Handwritten Signature]

Joseph E. Buhler
Director North America

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

this 24th day of July, 1985

[Handwritten Signature]
(Signature of notary or other officer)

ERICH C. AMMANN
Notary Public, State of New York

⁸The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of the registrant that is an 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, 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 _____ 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

July 21, 1995

Date

Joseph E. Buhler

Please type or print name of signatory on the line above

Director North America

Title

INTERNAL SECURITY
SECTION
REGISTRATION UNIT

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**At last, vacation!
Look no further. Switzerland.**



Item 6 - Termination of employment

<u>Name</u>	<u>Position</u>	<u>Date of Termination</u>
Karrer, Marius	Clerk	2/28/95
De Luca, Helena	Secretary	3/31/95
Gwerder, Marie-Therese	Secretary	5/31/95
Shey, Marianne	Secretary	5/31/95

July 21, 1995/IM



Item 11 of Supplemental Statement: Period January to June 1995
Promotional activities: New York

Travel Trade Shows:

- | | |
|------------------------|--|
| January 22-23, 1995 | Switzerland information booth and seminars for US travel agents at "Switzerland Travel Experience" (STE) in Orlando, FL. |
| March 9-11, 1995 | Switzerland participation at ASTA Regional Conference in Puerto Rico. |
| March 31-April 4, 1995 | Swiss Travel Mart, Switzerland information seminar for US travel agents and tour operators. |
| April 19-21, 1995 | Switzerland information booth at the American Airlines FlyAAway Vacations Show in Fort Worth, TX. |
| May 15-19, 1995 | SCID-Workshop in Geneva for US travel decision makers. |

Receptions and Presentations:

- | | |
|------------------|---|
| June 13-14, 1995 | Switzerland presentations at American Express in Jacksonville and Atlanta in cooperation with Swissair. |
|------------------|---|

July 21, 1995
IM/pa



***Item 11 of Supplemental Statement: Period January-June 1995
Promotional activities: Chicago***

Travel Trade Shows:

- | | |
|----------------------|---|
| January 20-22, 1995 | Switzerland information booth at the International Travel Expo in Cincinnati, OH. |
| February 17-19, 1995 | Switzerland information booth at the Travel Adventure Show in Rosemont, IL. |
| April 12, 1995 | Switzerland information booth at the Star Tribune Agent Show in Minneapolis, MN. |
| May 18, 1995 | Switzerland information booth at the Ski Group Show in Chicago, IL. |

Receptions and Presentations:

- | | |
|------------------------|--|
| February 22, 1995 | Switzerland presentation at Maritz Incentive House St. Louis, MO. |
| March 6-8, 1995 | Switzerland presentation/seminars for travel agents in Minneapolis MN, Omaha NE, and Des Moines IA. |
| March 20-23, 1995 | Switzerland in-house presentation for travel agents at S & H Incentive House, Rosemont, IL
ITA Incentive House, Des Moines, IA
Maritz Incentive House, St. Louis, MO |
| April 27, 1995 | Switzerland presentation for travel agents at Doral Plaza, Chicago, IL. |
| April 28, 1995 | Press/Media/Reception to promote Switzerland in Chicago. |
| July 21, 1995
IM/pa | |



Item 11 of Supplemental Statement: Period January-June 1995
Promotional activities: Los Angeles

Travel Trade Shows:

- | | |
|-----------------------|--|
| Jan. 17-Feb. 14, 1995 | Switzerland information booth at ETC Roundtable in Denver, Seattle, Portland, San Francisco and San Jose. |
| February 1-2, 1995 | Switzerland information booth and seminars for US travel agents at "Switzerland Travel Experience" (STE) in Newport Beach, CA. |
| March 1, 1995 | Switzerland information booth at the ASTA Travel Festival in San Diego, CA. |
| March 11-12, 1995 | Switzerland information booth at the Los Angeles Times Travel Show in Los Angeles, CA. |
| March 18, 1995 | Switzerland information booth at the Sacramento Travel Bee Show in Sacramento, CA |
| April 7-9, 1995 | Switzerland information booth at the Phoenix Metro Travel Show in Phoenix. |
| May 11-14, 1995 | Switzerland information booth at the ASTA Western Regional Conference in Beaver Creek, CO. |

Receptions and Presentations:

- | | |
|-----------------|---|
| March 7-9, 1995 | Switzerland presentation/seminars for travel agents in Tucson, Scottsdale, and Phoenix, AZ. |
| May 23-25, 1995 | Switzerland presentation/seminars for travel agents in Salt Lake City and Phoenix |

July 21, 1995
IM/pa

The Swiss Center
608 Fifth Avenue
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, 1995

Steve & Suzanne McGregor, Ft. Lauderdale, FL (Prize Winners)	\$ 468.00
Sonya & Larry McKee, Memphis, TN (Prize Winners)	\$ 560.00
Stephen & Kathleen Smith, Coral Gables, FL (Prize Winners)	\$ 560.00
Frank & Lee Intiso, Los Angeles, CA (Prize Winners)	\$ 560.00
Joseph Marie, Melrose, MA (Freelance journalist)	\$ 280.00
Joel & Judith McKinsey, Tampa, FL (Prize Winners)	\$ 560.00
Linda Tiedt & Richard Davidson Ski Europe, Houston, TX	\$ 514.00
D. Anderson, H. Willimann, M. Bauer, Four Season Hotel, Chicago, IL	\$ 702.00
Daniel Bogue Delma of Switzerland, New York, NY	\$ 280.00
Eva Wegmueller Solotour, New York, NY	\$ 328.00
Cornelia & Beat Von Allmen Murdock Travel Management, Salt Lake City, UT	\$ 656.00
Anita Lynn Weisenbach & Susan Sarah Maiden, Globe Pro Travel, Inc., Athens, OH	\$ 560.00
Frank & Lee Intiso, Los Angeles, CA (Prize Winner)	\$ 560.00
Carl Marek, Alexander & Alexander, New York, NY	\$ 234.00
Marjorie & Bruce Teele Symply Swiss, Chelsea, MA	\$ 560.00
American Airlines, Cary, NC Rick Mengel, Richard Chisenhall, Morris Bridges, Renee Johnson, Rick Revet, Kelly Underwood, Patricia Davies, Janette Pritchette, Beverly Bergin, Phyllis Pannkuk	\$ 2800.00

Richard Bayard Swissotel, Chicago	\$ 328.00
Mary Alice & Joseph O'Reilly, Martinsville NJ Prize-Winners	\$ 560.00
Robert Kernsnick & Heather Clancy, Chatsworth, CA Prize-Winners	\$ 560.00
Anne & Harry John Alden, Bronx, NY Price-Winners	\$ 560.00
Gerhard & Kathryn Seibert, Chicago Hilton & Towers, Chicago, IL	\$ 560.00
Julia & Ronald Smith, American Airlines, New York, NY	\$ 560.00
Frank L. Polk, Alexander & Alexander, New York, NY	\$ 234.00
Terri McCart & Thomas Burris, Maritz Travel Comp. Fenton, MO 63099	\$ 560.00
Thomas W. Duffy, World Loopets, Hayward, WI	\$ 280.00
Bette Glavin Windigo Travel,Manchester,VT	\$ 328.00
David & Janet Martin Travel Agent Magazine, New York, NY	\$ 468.00
Richard Rittenberg Hopkins Travel, Inc., Roanoke, VA	\$ 280.00
Ron & Melissa Osborne Maritz Travel Company, Fenton MO	\$ 656.00
Miss Chip Lindenmyr Lindemyr Travel, New York NY	\$ 514.00
Donald Smith American Airlines, New York NY	\$ 280.00

Sandra Trujillo Delta Flight Center, NY	\$ 280.00
Laura Portocarrero Delta Flight Center, NY	\$ 280.00
Michel Beaudry Freelance Writer, Vancouver, Canada	\$ 280.00
Melinda & Bruce Kelly Taos Travel, Ltd., Taos, NM	\$ 560.00
Frank & Lee Intiso Falcon Cable TV, Los Angeles, CA	\$ 560.00
Dennis Dywan, Phillip Videckis, Phillip Darnell Terry Schmitz, Phillip Varilone, Ron Berling High Alpine Adventours, Chicago, IL	\$ 1,680.00
Jessica Stockwell Freelance writer, Huntington Station, NY	\$ 280.00
Dennis Migletz Montreux Tourist Office, Burnsville, MN	\$ 280.00
Martha Larson, Janet Riggins Maritz Travel Company, St. Louis, MO	\$ 560.00
Joel Weiss ALOS, New York, NY	\$ 234.00
George Hobica Freelance writer, Newton, MA	\$ 280.00
Helen and Ronald Vounas Fielding Travel, Villa Nova, PA	\$ 560.00
Lina El Tagi American Express/Thomas Cook Travel Washington, DC	\$ 234.00
Diane Dunbar American Express Tours Co. Inc. Washington, DC	\$ 234.00

Brian O'Brien Here Today There Tomorrow Washington, DC	\$ 234.00
Virginia A. Glennon Marquis Travel Associates Inc. Silver Spring, MD	\$ 234.00
Ermelinda Sergi American Express/Thomas Cook Washington, DC	\$ 234.00
Melinda Denny Executive Travel Associates, Washington, DC	\$ 234.00
Charles Khourouzian Travel Appointments Inc., New York, NY	\$ 234.00
Patricia Kreamer SATO Travel, Washington, DC	\$ 234.00
Viola Thompson Omega World Travel, Washington, DC	\$ 234.00
Marcelo Sanguinetti Emerald International Travel Washington, DC	\$ 234.00
Glory Williams US Travel, Arlington, VA	\$ 234.00
Susan Brown Carlson Wagonlit Travel, Towson, MD	\$ 234.00
Kathleen E. Rosnick Act Travel, Washington, DC	\$ 234.00
Suzanne M. Smith Carlson Wagonlit Travel, Midlothian, VA	\$ 234.00
Donald Bean Amex/Thomas Cook, Washington, DC	\$ 234.00
Christina Saoutis Amphitron Holidays, Washington, DC	\$ 234.00

Christa Nida American Express, Bethesda, MD	\$ 234.00
Diane M. Lennon American Express Travel, Gaithersburg, MD	\$ 234.00
Michelle Thong Here Today There Tomorrow, Washington, DC	\$ 234.00
Deana Lowery American Express, Richmond, VA	\$ 234.00
Jacquelyn Dungan World's Window Travel, Easton, MD	\$ 234.00
Kathryn Benjes Travel One, Baltimore, MD	\$ 234.00
Rebecca and William Rogers Benson Macy's prize winners Wyckoff, NJ	\$ 560.00
Lisa and Randall Wolking Merchandise Fulfillment Services Co., Fenton, MO	\$ 560.00
Gabriel Erem Lifestyles Magazine, Richmond Hill, Ontario Canada	\$ 328.00
Caroline Walker The Phelps Group, Los Angeles CA	\$ 328.00
Randy Fowler and Larry Timmons Winner Channel 24 Titusville, FL	\$ 560.00
Bert and Brenda Fine New York, NY	\$ 560.00
Bates Reed Specialty House, Orlando FL	\$ 280.00
Larry Voelker Palace Lucerne, Chicago IL	\$ 328.00

Ernie Werner Swiss Center Partners, New York NY	\$ 328.00
Jerry Soverinsky CBT Bicycle Tours, Chicago IL	\$ 328.00
Daniel Bogue Delma of Switzerland, New York NY	\$ 280.00
Mr. & Mr. Martin Moncrieffe Mayo Medical Labs, Rochester MN	\$ 560.00
Floyd Beverly, Tina Beverly, Joaquim Rodrigues, Yoland Perras, Kathleen Casey-Smetana, Ellen Anne Casey Swissotel, Chicago IL	\$ 1,680.00
Dr. & Mrs. Stanley Robboy Prize Winners, Chapel Hill, NC	\$ 560.00
Thomas & Joan Tukey Prize Winners WLRN, Miami FL	\$ 560.00
Erich & Barbara Ammann Swiss Center Inc., New York, NY	\$ 468.00
Curt & Erika Leviant Writer, Edison NJ	\$ 560.00
Anna Costa & Katherine D'Andria Boston, MA	\$ 560.00
Martin Rubin Rubin & Co., Mt. Vernon NY	\$ 280.00
Mike & Ella Saltan Skokie Travel Centre, Inc. Skokie IL	\$ 560.00
Hulda G. Lawrence Park East, Editor & Publisher, New York NY	\$ 656.00
Margaret Zellers Travel writer, Southport CT	\$ 280.00

Erika Lieben SNTO, New York	\$ 280.00
Shannon Simpson Specialty House, Orlando FL	\$ 280.00
Nina & Lewis Meyer CTN/Vision Travel Inc. Coral Gables, FL	\$ 560.00
Larry Lotridge Optical Society of America Washington, DC	\$ 280.00
Diana E. Marquez and Jose Luis Hoozky BLG Incorporated, New York NY	\$ 560.00
Joseph Viesti Viesti Associates Inc. New York, NY	\$ 234.00
Esther Sworney American Express, New York NY	\$ 234.00
John Morton Swiss Challenge, Stowe VT	\$ 656.00
Stephen Harriman and Rennee Wyman Virginian Pilot & Ledger Star Norfolk, VA	\$ 656.00
Rose Beranbaum Food writer/author, New York NY	\$ 280.00
Ralph Collier Radio Broadcaster, Philadelphia PA	\$ 280.00
Michael Franz Wine Columnist, Silver Spring MD	\$ 280.00
Eunice Fried Wine writer, New York NY	\$ 280.00
Helmut Koenig Travel writer, New York NY	\$ 328.00

Jane Schneider Wine columnist, Atlanta GA	\$ 280.00
Mark Spivak Wine columnist, Pompano Beach FL	\$ 280.00
Melissa Sere Swiss Wine Information Council New York NY	\$ 328.00
Mark Ellinger Swissair Melville, NY	\$ 234.00
Erika Lieben Swiss National Tourist Office New York NY	\$ 328.00
Guido and Arielle Zehnder Gondrand Transport Gondrand, Jamaica NY	\$ 656.00
David and Catherine Bennett Swiss Watch Winners Atlanta GA	\$ 560.00
Lisa and Anita Feintuch Macy's Winners Annandale VA	\$ 560.00
Charles and Colleen Hamilton Macy's Winners Phoenixville PA	\$ 560.00
Rhona Feinsilver and Bess Appleman Macy's Winners Delray Beach FL	\$ 560.00
David Parry, Chase Vokrot, Amy Warner Academic Travel Abroad Washington, DC	\$ 984.00
Donita Dyer, Wendy Werbitski Vista Travel Olds Olds, Alberta Canada	\$ 560.00

Marius Karrer Hotels of Switzerland Chicago IL	\$ 280.00
Gerda Strupp and Barbara Burns Murray Prize Winners, Miami FL	\$ 560.00
Neil Tesser and Amy Jeppsen Prize Winner, Chicago IL	\$ 560.00
Robert J. and Alissa Rudin Prize Winners, Saddlebrook NJ	\$ 560.00
Jim Kerr Fort Lauderdale FL	\$ 280.00
Keith Brickhouse Brickhouse Production New York, NY	\$ 328.00
Theo G. Zacharatos TGZ & Associates Royal Oak MI	\$ 280.00
Paulette Shier, Debbie Schier, Kathy Coleman, Midred Machado, and Eberhard Suhr (Miss Georgia Group) Atlanta, GA	\$ 1,640.00
John and Susan Whalen Cos Cob, CT (Auction Winners)	\$ 656.00

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 SNT TO USA WEST - OFFICE LOS ANGELES
PERIOD January 1 - June 30, 1995

Name/Adress	Amount \$
Willi & Mildred Reich, Los Angeles, CA	656.-
Nancy Gunther, Sunstar Hotels, Incline Village, CA	328.-
Gary Jesch, Sunstar Hotels, Incline Village, CA	328.-
Peter Karl, Travel Management, Inc. Boston, MA	280.-
Christy Taylor, Rosenbluth Travel, Voorhees, New Jersey, N.J.	280.-
Grace Schneider, Wolrd Travel & Tours, Lynden, WA	280.-
Thomas Eagan, Travel Department, Inc. Washington, DC	280.-
Mike Nathan, Enterprise World Travel, Inc. Washington, DC	280.-
Clarke Norton, San Francisco, CA	280.-
Rosana Fuentes, Reforma, Mexico City, Mexico	280.-

Name/Adress	Amount \$
Andra Ornelas, El Economista, Mexico City, Mexico	560.-
Glen Putman, Los Altos, CA	328.-
Nancy Guenther, Sunstar Hotels, Incline, CA	280.-
Joseph F. & Ellae-Mae Saccomanno, Fly Away Travel, Spokane, WA	560.-
John Hamilton, KGO Radio, San Francisco	328.-
Mr. Bob Enzel, Blue Books Europ.Ski Resorts Washington, D.C.	328.-
Rex & Charlotte Burnett, Swiss Trek, Gualala, CA	560.-
Mr. & Mrs. Miguel and Isabel Von Euw, Mexico City, Mexico	560.-
John R. Naye, Mercer Island, WA	328.-
Roy Stephen Giordano, Bellingham, WA	328.-
Mark & Sandra Sopp, Carlsbad, CA	560.-
Mr. & Mrs. Robert Berke, Pacific Palisades, CA	560.-
Harold B. Nelson, Long Beach, CA	328.-
David & Laura McKenzie, Steve Webster, John Ross, Associated Television International, Hollywood, CA	936.-

Name/Adress	Amount \$
Janet Burleigh, Carlson First Class Travel; Jodi Wuezbach, Sunshine Travel; Christie Richardson, Corporate Tvl. Planners; Pamela Denning, Corporate Tvl. Planners; Shirley Salazar, Avanti Travel; Priscilla Trawick, Inver Travel; Susan Molton, Jan's Travel; Kim Gilbert, American Airlines; San Antonio, TX Renee Payne, Sunbelt Travel; Susan Pitt, Buck Royal Travel; Austin, TX	2340.-
Dean A. Dunphy & Maria Dunphy, Susan Dunphy Sullivan, Transportation and Agency, State of California, Sacramento, CA	1216.-
Dora Bolgar, Tradesco Tours, Los Angeles	328.-
Cheryl Altman, Mission Viejo, CA	280.-
Phyllis Van Arsdale & Helen B. Moore, Mission Viejo, CA	560.-
Wayne Laibe, Palomar Airport Travel, Carlsbad, CA	328.-
Holly Susanne Gendler Welke, San Clemente, CA	280.-
Mr. & Mrs. Louis and Josephine Gilseman, Mission Viejo, CA	560.-
Eduard Schmiege, Journeys of Discovery Travel, San Diego	328.-
Ms. Roseann Guzzardo, Mission Viejo, CA	280.-
Ms. Anne-Grethe Tømmerik, Luxury Guides, Seattle, WA	328.-
Gaby H. & Ruedi Burkert, Swiss Journal, San Francisco	936.-
Carolyn Tavares, San Mateo, CA	328.-
Patrick, Christopher and Ms. Christine Dunphy Sacramento	984.-
Linda Watt & Cory Riback, North Hollywood	560.-

Name/Adress	Amount \$
John Eric & Jennifer Ann Eastwood, Greenbrae, CA 94904	560.-
J. Mario & Anna Marty, World Tours, Salinas, CA 93901	608.-
Henry Ernest & Charlotte M. Martens, Kentfield, CA 94904	560.-
Joe, Sylvia, Emily and Douglas Phelps, The Phelps Group, Los Angeles, CA	1312.-
Jan & Dianne Wilson, Orange, CA	560.-
Rudolf F. & Mary H. Strasser, Paradise Valley, AZ 85253	560.-
Charles & Nicole Haeuptle, Madison WI	560.-
Bruce & Maria Wright, Anchorage, AK	560.-
Eric Brown & Katherine Logan, Bellevue, WA	656.-
Sue Majesky and Joanne Cohen, Bullocks Travel Bureau, Sherman Oaks, CA	468.-
Dr. Michael Sander & Gina Sander, San Francisco, CA	656.-
Alan D. Jacobson & Nancy Reese Jacobson Los Angeles, CA	560.-
Anna Bezzola & Nicole Peelle, Mountain Travel Sobek	656.-
Mary and Bernard Russell, The Hamilton Group, Santa Ana, CA	656.-

Name/Adress	Amount \$
Anton & Marie-Louise Studer, Scottsdale AZ	560.-
Dana Tornquist, Patricia Lidner, American Express Platinum Card, Phoenix, AZ	560.-
John & Lucky Hemphill, Int'l. Golf Safari, Burbank, CA	560.-
Mark Chandler, Majors Office of Trade, San Francisco, CA	328.-
Luis Acevedo, Journalist, El Financiero, Mexico City, Mexico	280.-
William Snyder, Ciao Travel, San Diego, CA	280.-
Steve Olsen, Conventional Management Resources, San Francisco, CA	280.-
Bonnie Stanley, Platinum Card Travel, Phoenix, AZ	328.-
Willy Isler, Balair, San Francisco, CA	328.-
Marlene Armas, Travel Store, Palos Verdes, CA	328.-
Rose Hansen, Travel Store, Palos Verdes, CA	328.-
Mildred Reich, Travel Facilities, Los Angeles, CA	328.-
Annette Hecht, Ciao Travel, San Diego, CA	328.-
Shirley McLaughlin, Fargo Travel Service, San Diego, CA	328.-

Name/Adress	Amount \$
William & Grace Galech, San Diego, CA	560.-
Marvin & Betty Albers, Sun City, AZ	560.-
Carole & Serena Meyer, Glendale, CA	560.-
David & James Tobias, Arvada, CA	560.-
Carree Picker, Walnut Creek, CA	280.-
Yvonne Lyon, Walnut Creek, CA	280.-
Mark & Pamela Story, Los Angeles, CA	560.-
Julie Leyden, San Diego, CA	280.-
Jeanne Barkett, San Diego, CA	280.-
Elisabeth & Andrew Gagliardo, River Forest, IL	560.-



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 1995	ST Zurich	Current Expenses	400'000.00
February 1995	ST Zurich	do.	140'000.00
March 1995	ST Zurich	do.	255'000.00
April 1995	ST Zurich	do.	530'000.00
May 1995	ST Zurich	do.	185'000.00
June 1995	ST Zurich	do.	50'000.00
Jan.-June 1995	Travel Agents	Reimbursement of postage	6'055.00
Jan.-June 1995	Travel Agents.	Participation Educational trips/seminars in Switzerland	28'616.00
Jan.-June 1995	Swiss Partners	Participation at the IT& ME Travel Show, Chicago	8'185.00
Jan.-June 1995	Swiss Partners	Participation Joint Campaign "Look no Further Switzerland"	46'283.00
Jan.-June 1995	Swiss Center	Dividends	42'500.00
Jan.-June 1995	Swiss Partners	Participation at Swiss Travel Experience	249'000.00
Total receipts			<u>1'940'639.00</u>

July 21, 1995
IM/pa



**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 pay- ment in US \$</u>
Jan.-June 1995	Employees ST NYC	Salaries	187'249.00
	Rent/Cleaning/Heating etc.		153'101.00
	Office Supplies, Insurances etc.		76'285.00
	Transfer costs for employees		0.00
	Public Relations: Press clippings, releases, promotions		41'232.00
	Consulting fees, studies		19'936.00
	Production costs: folders, fact sheets, photos		36'561.00
	Advertising: Window displays, prom. articles, advertising		754'608.00
	Sales Promotion: Trade shows, receptions for travel industry, give-aways, seminars		411'402.00
	Information: Reference books, Library		36'561.00
	Postage, customs duties and brokerage fees		177'038.00
	Traveling expenses of staff		<u>39'996.00</u>
	Total \$		<u>1'933'969.00</u> =====

July 21, 1995
IM/pa



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

<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 pay- ment in US\$</u>
Jan.-June 1995	Employees ST CHI	Salaries	28'480.00
		Rent/Cleaning/Heating etc.	12'047.00
		Office Supplies	<u>5'720.00</u>
		Total \$	<u><u>46'247.00</u></u>

July 21, 1995
IM/pa



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

<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 pay- ment in US\$</u>
Jan.-June 1995	Employees ST LAX	Salaries	34'492.00
	Rent/Cleaning/Heating etc.		19'158.00
	Office Supplies		<u>20'390.00</u>
Total \$			<u>74'040.00</u> =====
Total Disbursements New York/Chicago/Los Angeles			\$ 2'054'256.00 =====

July 21, 1995
IM/pa



***Item 15 (b) of Supplemental Statement: Period January to June 1995
New York***

Familiarization Trips: -

June 7-14, 1995

Fam. trip to Switzerland for US journalists in cooperation
with the Swiss Wine Council and Swissair

July 21, 1995
IM/pa

FOR IMMEDIATE RELEASE

DATE: January 20, 1995
CONTACT: Erika F. Lieben (212) 757-5944

NEW SWITZERLAND TRAVEL EXPERIENCE TANTALIZES
THE SENSES OF TRAVEL AGENTS AND MEETING PLANNERS

What better way for travel agents and meeting planners to learn about the Switzerland travel product than to be immersed in the sights, sounds, tastes and excitement of the destination? The Switzerland Travel Experience, January 23-24 in Orlando (FL) and February 1-2 in Newport Beach (CA), promises to do just that.

"We're not asking agents and meeting planners to sit and listen to lectures and slide shows about Switzerland," explains Joe Buhler, director of the Swiss National Tourist Office (SNTO). "It is participatory, it's fun, and people will walk away with a greater understanding of the Swiss travel product and feel the excitement and sensations of visiting our country."

SNTO, in conjunction with Swissair and Delta Airlines, has flown in more than 300 hundred travel agents and meeting planners from all over the country to the two locations for an experience of sights, sounds, tastes and even a little wrestling. Wrestling??

Yes, daring agents are invited to try Swiss-style wrestling, a traditional sport that rewards cunning and speed over sheer brute strength. "What better way to illustrate the Sports and Adventures of Switzerland than letting people try this celebrated Swiss activity?" asks Buhler. "Most people already know that skiing, sledding and hiking are popular sports in Switzerland. We're expanding the thinking and pointing out that visitors to Switzerland come to participate in white water rafting, para sailing, hang gliding and even curling. And there's a host of sports that occur on ice -- like polo on ice, horse racing on a frozen lake and golf on ice!"

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Sports and Adventures is just one of the Six Swiss Wonders featured at the events. And, as agents progress through the theme islands, they will earn points for participation and answering trivia questions – points that will make them eligible for a grand prize, week-long trip for two to Switzerland.

The travel professionals will lose themselves in the Alps and Landscapes theme island, as they are reminded of the smell of fresh air, the sounds of cow bells and the scenery of the Alpine lakes and pastures. They'll be asked to identify indigenous mountain animals as they appreciate the splendor of Switzerland's terrain.

Cities, Villages and Swiss People is a theme that reflects the great joy of discovery for most travelers to Switzerland. From quaint little villages with outdoor markets and picturesque churches, to the modern cities with renowned museums and shopping, Switzerland is the epitome of diversity. Travel a few dozen miles and the experience is completely different, from a German village to an Italian lakeside cafe to a very French cosmopolitan atmosphere.

Getting around Switzerland is a delight in itself. In the Places to Stay and Ways to Travel theme island, travel agents will be reminded that Switzerland has made it so easy for visitors, changing from train to boat or from postal bus to cable car or funicular. Agents gathered in this theme area are asked to recognize tape recorded sounds of the Swiss travel options.

The Swiss National Tourist Office wants to be sure that travel agents and meeting planners have an understanding of the history of this 704-year-old country. In the theme island Culture, Castles and Heritage will learn some of the dramatic history of the Swiss. "Back in the middle ages, the Swiss were not as peaceful as we are now. The Austrian Habsburgs and Charles the Bold were among those driven out by brave Swiss soldiers," Buhler points out. Agents will re-live the drama of the Swiss national freedom-fighter William Tell, who took out his cross-bow, shot an apple off his son's head, and then shot the man who made him do it. Those willing to give it a try will earn contest points for their archery skills (though they won't be aiming at apples on heads).

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Virtually everyone will agree that a great joy of travel is discovering the cuisine of a destination. Participants of the Switzerland Travel Experience will certainly have an opportunity to enjoy the Food and Wine. In a country that combines four cultures within its borders, the diversity of cuisine is incredible – from the simple village meals, created from the home-grown staples such as milk, cheese, pork, fruit and wine – to the award-winning haute cuisine.

"Have you ever tasted a hot onion pie on a cold morning during the Basel carnival, or savored a slice of Engadine walnut tart with a cup of coffee after an afternoon of skiing?" asks Buhler. "Or relaxed in a cozy chalet under the Matterhorn watching your waiter serve up a melted, mouthwatering morsel of Raclette?"

In addition to experiencing the six theme islands, agents and meeting planners will have a chance to meet with 25 representatives of local and regional Swiss tourist boards, hotel chains, transportation companies and tour operators.

"The Swiss National Tourist Office is dedicated to helping agents become more successful," said Buhler. "We launched a multi-million dollar consumer advertising campaign last year that focuses on the Six Swiss Wonders and challenges readers to 'Look No Further. Switzerland.' We are helping agents learn to sell Switzerland more aggressively and take advantage of the heightened consumer awareness." Agents at the event will learn about the new Switzerland Travel Specialist program being launched by SNTO in late spring.

Buhler points out that a key element is teaching agents how to emphasize value and quality for their clients' travel dollars. "Switzerland provides an extraordinary vacation, and there are many ways for cost-conscious travelers to see our country."

more...

Dynamic guest speakers will discuss important issues facing the travel industry. J. William Boyd, president of Meeting Planners International and head of Sunbelt Motivation & Travel of Irving, Texas, will challenge agents to react to fast-moving changes in the travel marketplace. Barbara Geraghty, author of Secrets of Peak Performers and accomplished sales trainer, will offer great insight into "Selling Quality."

The evening of the first, agents and meeting planners will be treated to a celebration of Swiss entertainment at a gala dinner. Hosted by popular Los Angeles radio personality, Michael Jackson, the evening will include performances by a 21-piece carnival band, a traditional folklore group and modern pantomime and a gastronomical adventure of Swiss food and wines.

The Switzerland Travel Experience replaces the well-known Swiss Travel Show, a series of seminars hosted by SNTO in various U.S. cities. For more information, please contact the Swiss National Tourist Office headquarters at 212/757-5944, or in Los Angeles, 310/335-5980, or Chicago, 312/630-5840, or Toronto, 416/695-2090.

New York, February 28, 1995/EL

SWITZERLAND - IT'S ART AND CULTURE

Dear Editor,

Switzerland has high mountains, deep valleys, rustic villages, cow-dotted meadows, great chocolate and cheese, right?

Right.

Switzerland has the oldest public art collection (Basel Fine Arts Museum); a museum devoted exclusively to Ernst Ludwig Kirchner (in Davos); a castle which inspired a great poem (Chillon on Lake Geneva); a library containing 100,000 volumes of manuscripts dating back to the 8th century (Abbey Library of St. Gallen); some of the most impressive private art collections in the world (Buehrle in Zurich, Reinhart in Winterthur, Thyssen-Bornemisza in Lugano).

Also right.

We do not wish to detract from the splendor of the Swiss landscape - but we would like to let our visitors know that art and culture are alive and well in Switzerland and very much worth a visit. This is why we commissioned the enclosed video **"Switzerland - its art and culture"**, and we are delighted to take you on an "armchair" tour to the cultural treasures of our country.

If you enjoy the video, you might want to let your readers know about it. The video is available for \$23.95 (includes shipping and handling) from Swiss Culture, P.O. Box 220513, Charlotte, NC 28222.

Sincerely yours,

Erika F. Lieben
Manager
Media & Public Relations

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

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

A YEAR OF FESTIVALS - SWITZERLAND 1995

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FILM FESTIVALS

Cinemusic Gstaad - 1st Intl. Festival for Music and Film (March 3-11, 95)

Cinemusic presents the viewer with a new perspective on films by concentrating on the music rather than the direction. Film composers, film musicians and interpreters like Toru Takemitsu, Elmer Bernstein, David Raksin, Dieter Meier will introduce their work and their vision. The program is rounded out with a series of music- and documentary films in addition to concerts, workshops, and discussions. Tickets from SFr. 15 (approx. \$11). Detailed information available from Festivalbureau, P.O. Box 382, CH-3780 Gstaad, Switzerland, phone (011 41) 30 - 4 88 38.

'95 JUL 28 P1:07

Locarno International Filmfestival (August 3-13, 95)

Open-air film festival on the main "piazza" of Locarno. First organized in 1946, the Locarno Filmfestival is open to everyone and is a festival of discoveries, presenting new young film directors, as well as many films from Eastern Europe and the Third World. The 1995 festival is devoted to the celebration of the first one hundred years of film with many retrospectives. Tickets SFr. 15 (approx. \$11). Detailed information available from Locarno Filmfestival, Via della Posta 6, CH-6600 Locarno, Switzerland, phone (01141) 93 - 31 02 32.

Les Diablerets - Intl. Festival of Alpine Films (Sep. 25 - Oct. 1, 95)

The festival encourages the development of films portraying the Swiss Alpine Region and its inhabitants to be shown abroad. Tickets SFr. 14 (approx. \$10) can be bought at the box office before each performance. Detailed information from FIFAD, P.O. Box 144, CH-1865 Les Diablerets, Switzerland, phone (011 41) 25 - 53 11 31.

CLASSICAL MUSIC FESTIVALS

Sion - Music Festival "Tibor Varga" (July 7 - Sep. 13, 95)

The Tibor Varga Festival is a longtime tradition of Sion. Every year, renowned artists contribute their talents during symphony and chamber music concerts, recitals, and during the international violin competition in the Eglise des Jesuites and the Salle de la Matze. Tickets SFr. 25 to 55 (approx. \$17 to 37). Detailed information available from Tibor Varga, CH-1950 Sion, phone (011 41) 27 - 23 43 17.

Sion - International Organ Festival (July 8 - Aug. 26, 95)

A special treat are the yearly concerts which attract organists from many countries to play the oldest organ of the world. Concerts take place in the Basilica of Valeria, the medieval castle and church built on a steep hill overlooking Sion. Tickets SFr. 15 (approx. \$11). Detailed information available from Maurice Wenger, Chateau de Valere, CH-1950 Sion, phone (01141) 27 - 23 57 67.

Verbier Festival and Academy (July 14 - 30, 95)

In spectacular Alpine scenery, the resort town of Verbier showcases world-renowned musicians like soprano Barbara Hendricks, violinists Pinchas Zukerman and Maxim Vengerov, pianist Evgeny Kissin, as well as the Young Israel Philharmonic Orchestra. They present their work during concerts, open-air serenades, discussions and workshops. The Verbier Academy offers young music students from all over the world the opportunity to attend master classes encompassing instrumental technique, voice development, and drama. The public is invited to listen to the master classes. Detailed information is available from Andrew Gordon, Verbier Tourist Office, CH-1936 Verbier, phone (011 41) 26 - 31 62 22.

Music Summer Gstaad/Saanenland - Menuhin Festival/Alpengala

(July 21 - Sep. 9, 95)

Music Summer Gstaad was an initiative of Lord Menuhin. Most of the festival concerts take place in the churches of the Saanenland Region. The highlight of the second half of the festival are symphony concerts, operas in concert form and a Chaplin silent movie with live music in the Alpengala tent. Music Summer 1995 will honor the music of Spain, performed by Mstislav Rostropovich, Vladimir Spivakov, Gidon Kremer, Justus Franz, Krystian Zimerman, and, of course, Jehudi Menuhin. Tickets range from SFr. 30 to 125 (approx. \$20 to 80). Detailed information is available from Festivalbureau, P.O. Box 382, CH-3780 Gstaad, phone (01141) 30 - 4 88 38.

International Music Festival Lucerne (Aug. 16 - Sep. 9, 95)

The 1995 program of the internationally famous music festival - founded in 1938 - will focus on misunderstood music, Gypsy music, its origins and present form. The festival each year features a "composer in residence" who will be Luciano Berio, one of the leading and trendsetting musicians of the second half of this century. Fifty performances represent the core of the festival, among them 18 symphony concerts featuring the European Community Youth Orchestra, The Israel Philharmonic, the Philadelphia Orchestra, the Berlin Philharmonic, the Vienna Philharmonic, the Royal Concertgebouw Orchestra Amsterdam and the Russian National Orchestra. In addition, there will be chamber music performances, serenades, Musica nova and Musica antiqua concerts, noontime concerts, recitals, and late-night concerts. A full week of gypsy music will be the highlight from August 18 - 25. Tickets from SFr. 20 to 180 (approx. \$13 to \$120). Advance purchase and detailed information from International Music Festival, P.O. Box, CH-6002 Lucerne, phone (01141) 41 - 23 35 62. In the spring, the International Music Festival offers **The Easter Festival Lucerne**, specialising in sacred and classical music. Dates: April 5 - 9, 1995.

50e Settimane Musicali Internazionali di Ascona (Aug.29-Oct.20, 95)

For the fiftieth time, Ascona stages its musical weeks from August 29 to October 20, 1995, involving renowned orchestras, quartets, a duo, as well as soloists. Table music by Canada's Baroque Orchestra with Emma Kirkby as well as the Orchestra della Svizzera Italiana with Isaac Stern and Vengorov are the leaders in a circle of 16 concerts at the Collegio Papio in Ascona and the Chiesa San Francesco in Locarno. Tickets from SFr. 20 - 100 (approx. \$13 - 35). Detailed information is available from the Ascona Tourist Office, phone (01141) 93 - 35 00 90.

February 1994/EL

**At last, vacation!
Look no further. Switzerland.**

For immediate release

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

Contact USA West: Eric Buhlmann
(310) 335-5985

TRAVEL TIPS FOR SWITZERLAND

Meiringen - Hiking, Folklore, Sherlock Holmes, And Meringues, Too.

Meiringen is situated at the eastern end of Lake Brienz in the Bernese Oberland. Surrounded by wooded hills, cow-dotted pastures, and the snowy peaks of the Bernese Alps, it offers 180 miles of walking trails, attracting hikers, mountain bikers and rock climbers in summer and fall.

In 1995 Meiringen offers its visitors five special hikes, each of which promises between three and five hours of pleasure and excitement. One highlight is the crossing of the mighty Rhone Glacier on foot, another walk with mountain guide Kaspar Fahner whose stories about his work as a mineralogist make him an interesting companion. The third hike starts out in the glacier gorge of Rosenlaur - where Sherlock Holmes was pushed into the raging waters by Dr. Moriarty - and ends at the Engelhorn hut, very close to the craggy, fierce-looking rocks of the Engelhoerner. Early morning walks with a local hunter who knows where to spot marmots, deer, and chamois - to watch, not to hunt - promise adventure, as do forest hikes under the guidance of the Meiringen forester.

Meiringen is a rural community, its people are in the dairy business and graze cows on the nearby Alpine pastures of the Hasliberg. Interrupting their hard work are three summer festivals. The "Nidlete" takes place on July 16, 1995 on Mägisalp where drinks made from rich fresh cream ("nidle") are offered between 9 and 11 a.m., flag twirlers, alphorn blowers, dancers in traditional costumes, brass and folkloric bands entertain locals and guests in the afternoon.

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Page 2

- more -

On September 9, 1995 at precisely 11 o'clock the yearly "Chästeilet" or Cheese distribution is held also on Mäggsalp. While hundreds of big round loaves of cheese are piled on wooden tables outside the Alpine huts, local cheesemakers make recommendations explaining the differences in taste between the mild young cheese and the more salty, tangy older ones. Once again, there is folklore, music, and the meadows are populated with families enjoying their annual picnic before carrying their share of cheeses back to the village.

The third traditional Meiringen event is the "Käserstatt Schwingen" - a wrestling festival. Hard on the men standing in the sawdust rink trying to lift each other off the ground by grabbing the oversized burlap shorts, but easy and lots of fun for the spectators who only have to cheer them along while feasting on "Chäsbrätel" (grilled cheese) and "Cheli" (coffee with sugar and schnaps).

For those who are still hungry in the evening, Meiringen's restaurants offer yet another specialty: Meringues. In the year 1600, a local pastry chef by the name of Gasparini first created the airy egg white confection and named it "Meiring" after Meiringen. On its successful tour around the world, the "Meiring" also came to France where the people could not pronounce its name and changed it to "meringue".

Meiringen has several cozy hotels, good restaurants and sports facilities. For more detailed information on Meiringen and the Bernese Oberland write to Switzerland Tourism, 608 Fifth Avenue, New York, NY 10020.

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Contact USA West: Eric Buhlmann
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SWISS RECORDS

The first Guinness Book of World Records was certainly not published in Switzerland, but it inspired Swiss author Hannes Bertschi to have a closer look at some accomplishments typically and uniquely Swiss. The result was an amusing tour of Swiss superlatives of all kinds:

- Not really surprising for the sons and daughters of William Tell, the Swiss eat more apples than anybody else in the world. About 55 pounds per person a year are devoured in Switzerland.
- The quintessential mountain in the opinion of rock climbers and tourists alike is the world-famous Matterhorn, of course, no statistics prove it, but there is hardly a mountain which has been photographed as often as Switzerland's Matterhorn overlooking Zermatt.
- The longest stairs in the world have 11,674 steps, made of wood, masonry, and natural stone. The stairs follow the funicular which leads up to 7,086 ft. Mt. Niesen in the Bernese Oberland. They are service stairs and - except for one yearly race - unauthorized persons are not allowed to use them. There are few volunteers anyway to tackle the 2.2 mile staircase overcoming an ascent from 2,076 to 7,086 feet.
- The "Jet d'Eau" near the Quai Gustave-Ador in Geneva is Europe's highest water fountain. Its jet reaches a height of 425 ft.. The Geneva "Jet d'Eau" is operational from the first day of the annual "Salon de L'auto" (auto show) in March until mid-October, daily from 9.30 am to 11.45 pm.

- more -

**At last, vacation!
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Page 2

- The world's biggest snowman was admired by young and old during the winter of 1993/94. In November 1993, within three weeks, the 82.4 ft. high short-lived work of art was built at 9,000 ft. above the winter resort town of Saas Fee. Until the summer of '94 it managed to keep up appearances and withstood sun and increasing temperatures thanks to its considerable girth.
- The name of the oldest active mountain guide is Ulrich Inderbinen of Zermatt; he was born on December 3, 1900. During the 125th anniversary of the first ascent of the Matterhorn in 1990, Inderbinen climbed the famed mountain for the 375th time. In the same year, his 90th, he led sixty mountain climbing excursions, and he remains active to this day.
- The only International Museum of the Red Cross opened in 1988 right opposite the United Nations building in Geneva. The museum tells the story of the Red Cross movement founded by the Swiss Henri Dunant. It wants to be a monument to humanitarian endeavors and it documents with objects and thousands of photos the work of the Red Cross around the world. The museum is situated at 17 Avenue de la Paix in Geneva; it is open daily except Tuesday from 10 to 5.
- The most famous knife in the world is produced by Victorinox of Schwyz in Central Switzerland. Every working day, Victorinox turns out 110,000 Swiss Army Knives. It is not only Switzerland's most popular souvenir, it also is part of the design collection of the Museum of Modern Art in New York. The Swiss Army Knife fan club in the United State counts 3,700 members from more than 20 nations.

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June 1995 / EL

Switzerland Tourism
The Swiss Center, 606 Fifth Avenue, New York, N.Y. 10020-2303
Phone 212/757-5944, Fax 212/262-6116

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THE PALEO FESTIVAL AT NYON - SWITZERLAND'S WOODSTOCK

Midway between Geneva and Lausanne, on the banks of Lake Geneva, the ancient Roman town of Nyon will hold it's Paléo festival for the twentieth time from **July 25 - 30, 1995**.

Started in Nyon in 1976, the Paléo festival has become one of the most important musical events in Europe. Although the festival was born out of the seventies' folk movement, it rapidly embraced all kinds of musical genres, like rock, rap, funk, acid jazz, country, French "chansons", classical, salsa, reggae, African and South American.

For it's roaring twentieth edition this year, Switzerland's biggest open-air festival will once again take to the banks of the River Asse and on a huge meadow put up four stages where about 15 shows are presented each day. The moments of ecstasy inspired by Mozart's Requiem may be followed by a rap-induced trance or the sound of children laughing at the pranks of the "Magicians of L'Asse".

On Tuesday, July 25 the festival gets off to an explosive start with the unique pairing of two giants of blues-rock. Ray Charles and Joe Cocker together for the first time ever on the same stage! The latter being an unconditional fan of the former, we can expect a few rays of happiness, which will shine all the brighter for the presence of that great lady of jazz, Dee Dee Bridgewater.

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On Wednesday all four stages will be in full swing to the latest beat of rock, rap, funk, and acid jazz, for a resoundingly youthful evening's entertainment. Paléo is proud to host ten bands guaranteed to bring the house down, with MC Solaar, Heroes del Silencio and Urban Species topping the bill, as well as four talented new Swiss bands.

From Thursday, Paléo proposes its traditional cocktail of genres, with each evening taking on a particular musical flavor. Thursday is French night, with the much-awaited arrival in Nyon of Alain Souchon, in the company of Rita Mitsouko and De Palmas, a winner at the recent Victoires de la Musique. Friday is decidedly Italian, with the first ever encounter between the genial Paolo Conte and the explosive Gianna Nannini. Saturday will have a tropical flavor to it, with the reggae of Aswad and the salsa of NG La Banda.

Rock on Saturday with the return of the great Bashung, and the 'best of' William Sheller, who will also be celebrating twenty years in the business. The show continues on with the languorous "morna" of the Diva of Cape Verde, Cesaria Evora, the Scottish grunge of Stiltskin, the classical capers of the Quatuor, the Corsican voices of Muvrini, Webb Wilder's country-rock and a host of other groups waiting to be discovered.

And to add a little spice to the mixture, Paléo proposes some Saturday night dance fever! From midnight onwards, the craziest of DJ's will take it in turns to light up a wild night of ethno and techno.

With its roots firmly planted in the Nyon area, the festival intends to include the town in the celebrations. On several occasions there'll be music in the streets, both before and during the festival. Parades, musical happenings on Saturday, July 29, 1995 a window-dressing competition, special decorations, and exhibitions will vie with each other to make Paléo the Summer festival not to be missed.

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Sunday evening's fireworks display has become something of a tradition. But this year, like the icing on the birthday cake, it will be even more spectacular. Throughout the festival the L'Asse site will be decked out in style, with some very unusual decorations in the form of huge, extravagant and highly-colored inflatables.

Further information is available from Switzerland Tourism, 608 Fifth Avenue, New York, NY 10020.

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Swiss National Tourist Office

FOR IMMEDIATE RELEASE

Contact: **Evelyne Mock**
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Hotel News

ZURICH and Its surroundings

The smallest luxury hotel in town the **Widder Hotel** celebrates its grand opening March 24, 1995. The location of the **Widder Hotel** is directly behind the world-famous Bahnhofstrasse (Zurich's shopping street) - right in the heart of the city and Zurich's historic center.

This luxury hotel occupies eight restored, historic private houses which date back to the 11th century. Many rooms contain mural and ceiling frescoes which give the illusion of small private museums. The **Widder Hotel** has 42 rooms and 7 suites, some with rooftop terraces, as well as three restaurants and the famous **Widder Bar**. Jazz lovers - shouldn't miss the **Widder Bar** with live Jazz nights every Tuesday.

The expertly and lovingly restored details and the individually furnished rooms will certainly meet even the highest expectations.

For reservations, please contact the **Widder Hotel, Rennweg 7, CH-8001 Zurich, phone ++41 1 224 25 26, fax ++41 1 224 24 24.**

New In the region of Zurich: Hotel Arte In Spreitenbach

The final preparations of the **Hotel Arte** for the opening on April 19, 1995 are in full swing. The **Hotel Arte** in Spreitenbach, which is located on the outskirts of Zurich, offers reasonable overnight stays with 66 quiet rooms offering all modern comforts, plus hotel apartments for convenience. The establishment will also have restaurant "Arte", a bar as well as the "Wygarte", a

- more -

garden restaurant. A perfect infrastructure with very modern facilities for seminars and conferences for up to 140 persons are also available at the **Hotel Arte, Wigartestrasse 10, CH-8957 Spreltenbach, phone ++41 56 72 42 42, fax ++41 56 72 43 43.**

Hotel Speer in Rapperswil - on the shores of Lake Zurich

The **Hotel Speer**, an inexpensive tourist class hotel, has been renovated and will re-open its doors May 1, 1995. It has been owned by the same family for over 70 years. The **Hotel Speer** has 56 rooms with all the necessary comforts. What makes the **Hotel Speer** extraordinary? It has its own beer brewery in the restaurant "Back und Brau" (Bake & Brew), where beer is brewed daily and all bread is baked on the premises.

For reservations please contact **Hotel Speer, Untere Bahnhofstrasse 5, CH-8640 Rapperswil, phone ++41 55 22 89 00, fax ++41 55 22 89 89.**

ZERMATT

Seiler Hotels of Zermatt - the leading hotel group in this renowned Swiss Alpine resort - has completed a more than \$ 20 million renovation and expansion program. The group consists of the deluxe **MONT CERVIN** and **RESIDENCE**, the first-class **MONTE-ROSA**, **SCHWEIZERHOF** and **NICOLETTA**, and the tourist-class **RIFFELALP** mountain hotel.

The **Residence Mont Cervin** comprises 15 new luxury suites for the ultimate comfort. All suites feature a whirlpool and a separate bathroom, they are equipped with fax connections and most lounges have balconies and open fireplaces.

In spring 1994, the old facade of the **Hotel Mont Cervin** underwent a major facelift. This included complete insulation and optical enhancement of the facade itself.

In the autumn of 1994 it was the **Hotel Schweizerhof's** turn. Extensive renovation was carried out on the dining room, the indoor swimming pool and the south-facing rooms of the east wing. A small conference room was also added to the first floor.

The Seiler Hotels of Zermatt welcome visitors to come in and experience their new and improved accommodations.

The Swiss National Tourist Office can be contacted at branches in New York at (212) 757-5944, Chicago (312) 630-5840 and Los Angeles (310) 335-5980.

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Sports and Adventure in Switzerland

New York, March 29, 1995. The **Adventure World in Interlaken** offers a variety of sports and adventure in the surroundings of Interlaken, the Bernese Oberland. Most of them are well-known such as Bungee Jumping, River Rafting, Hiking, Mountain Biking and Rock Climbing. But have you ever heard of **Canyoning** or **Flying Fox**? Or did you know that Mount Schilthorn has the **worlds highest Bungee Jump** - 590 feet - a unique Alpine experience?

As seen in the James Bond movie "On Her Majesty's Secret Service", Mount Schilthorn also called "Piz Gloria", is famous for its 360° panorama and its spectacular views of Eiger, Moeench and Jungfrau. Board the Schilthorn cable car with the Bungee-Team and experience the feeling of a life-time when jumping head first out of the cable car into the depths of the Lauterbrunnen valley. Should Bungee Jumping be a little bit too much, try **Canyoning**.

Discover an exciting new world of unspoiled natural beauty when canyoning on rapids and creeks; and rappelling down breathtaking waterfalls. Cool off in picturesque pools, and explore the hidden gorges of the Jungfrau-Region.

How about **Flying Fox**? Flying Fox is a dizzy descent through the Saxeten Gorge on a zip-line. Crossing fixed ropes and pendulum swinging around a rock, over the fast flowing water - that's what Flying Fox is all about. It is an action-packed program through the gorges.

Adventure World allows travel agents a 12% commission on their net rates. For bookings (groups & individuals) please contact **Adventure World, Postgasse 16, 3800 Interlaken, phone ++41 36 23 43 63, fax ++41 36 22 73 07.**

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Summer Highlights

Special Music Summer Package at Grand Hotel Park in Gstaad

Music Summer Gstaad offers music lovers a broad program during **July 21 - September 9, 1995**. The Music Summer was an initiative of the great Lord Yehudi Menuhin. Most of the festival concerts take place in the churches of the Saanenland Region and the second half of the festival with symphony concerts and operas will be enjoyed by the concert-goers at the big Alpengala tent in Gstaad.

In conjunction with the Music Summer Festival, the deluxe **Grand Hotel Park** is presenting special packages at 15 % off their normal rates. The prices range from \$ 564 for a deluxe double room to \$ 282 for a single room. The rates are quoted per night and a minimum stay of 3 nights is required. Breakfast, dinner, use of the various swimming pools, service and taxes are included.

For bookings or more information, call **Crown International Marketing** at 800-628-8929 or 201-265-5151.

Montreux Jazz Festival

One of the world's top jazz festivals, the Montreux spectacular this year takes place from **July 7 to 22, 1995**. The all-star line-up includes James Brown, BB King, Oscar Peterson, Julia Migenes and Paolo Conte. The two-week program will also include a number of free concerts, presented this year on a new covered stage close to the Convention & Exhibition Center.

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Montreux Jazz Festival

CIAO! Travel of San Diego offers several options to book in advance. A typical package is the 3 night, land only package comprising entry to the Welcome to Montreux '95 party, choice of economy, first class or deluxe hotels including breakfast, tickets for each night of the package, official festival T-shirt and program, complimentary water skiing and wind-surfing lessons on Lake Geneva, a visitors' discount pass, taxes and service charges. Prices begin at \$599 for the described package, per person, double occupancy. For bookings or more information contact **Ciao! Travel** at (800) 942-CIAO.

Call Switzerland Tourism, located in New York (212) 757-5944, Chicago (312) 630-5840 or Los Angeles (310) 335-5980 for a fact sheet listing all music festivals (classical, pop, folk and jazz) held in Switzerland this year.

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New Corporate Identity for the Swiss National Tourist Office

New York, June 13, 1995. Spring is a logical time for change. Winter is gone, the world looks fresh and new, and in the mountains of Switzerland the summer sun is preparing to shine on golden Alpine flowers.

We at the Swiss National Tourist Office decided to pluck one of those golden blooms and feature it in our new corporate identity. We have changed our name and our logo, but we are still here to represent Switzerland and to support the travel industry in selling Swiss destinations.

New logo:

**At last, vacation!
Look no further. Switzerland.**



New name:

Switzerland Tourism

In accordance with our three-year advertising and promotional campaign "**Look no further. Switzerland.**" we will keep the slogan alive and continue to highlight the six wonders of Switzerland: The Alps and The Landscape/ Cities, Villages and the People/ Places to Stay and Ways to Travel/ Culture, Castles and Heritage/ Foods and Wine/ Sports and Adventure.

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We look forward to a continued collaboration with the travel industry.

Switzerland Tourism can be contacted at offices in New York at (212) 757-5944, Chicago (312) 630-5840 and Los Angeles (310) 335-5980.

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