

For Six Month Period Ending **30 DEC 1996**

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant **Switzerland Tourism** (b) Registration No. **55**

(c) Business Address(es) of Registrant **608 Fifth Avenue
New York, NY. 10020**

2. 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
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, 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.

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INTERNAL SECURITY
OFFICE OF THE
ATTORNEY GENERAL

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a 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, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

4. (a) 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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- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes No

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

- (b) Have any employee or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting? Yes No

If yes, furnish the following information:

Name	Position or connection	Date terminated
Allemann, Claire	clerk	11/30/96

- (c) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
Rohner, Rahel	204West 108 Strret Apt. 11-62 New York, NY 10025	Swiss	Sales&Marketing Assistant	8/5/97

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes No N/A

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

II - FOREIGN PRINCIPAL

7. 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

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

Switzerland Tourism, Zurich, Switzerland
Swiss Federal Railways, Bern, Switzerland

10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A ³	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A
Exhibit B ⁴	Yes <input type="checkbox"/>	No <input type="checkbox"/>	

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.

2 The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual 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 principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

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

4 The 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.

III - ACTIVITIES

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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 7, 8, and 9 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 transportation and list for promotional activities.

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ 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.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any 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 political or public interests, policies, or relations of a government 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 7, 8, and 9 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 no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶

Date	From Whom	Purpose	Amount
------	-----------	---------	--------

We refer to seperat sheet.

Total

(b) RECEIPTS - FUND RASING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes No

If yes, have you filed an Exhibit D to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____.

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, and 9 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:

Name of foreign principal	Date received	Description of thing of value	Purpose
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6, 7 A 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).)
8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.
9 Things 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 named in Items 7, 8, and 9 of this statement? Yes No

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

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

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.

Date	To Whom	Purpose	Amount
------	---------	---------	--------

We refer to separat sheet.

Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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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 value¹¹ 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:

Date	Amount or thing of value	Name of political organization	Name of candidate
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10, 11 Things 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.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
Yes No

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

17. Identify each such foreign principal.

Switzerland Tourism, Zurich, Switzerland
Swiss Federal Railways, Bern, Switzerland

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 informational materials?
Yes No

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

Switzerland Tourism, Zurich, Switzerland (Headoffice)
Total budget 1996 for marketing activities in the USA = US\$ 2'147 Mio.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials 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) _____

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

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

21. What language was used in the informational materials:

- English
- Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

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

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4 (b) of the Act.

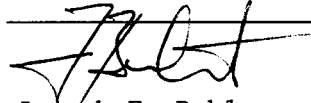
VI--EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Type or print name under each signature¹³)

February 2, 1997



Joseph E. Buhler
Director North America

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

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.)

Joseph E. Buhler
Signature

Joseph E. Buhler

Please type or print name of signatory on the line above

Director North America
Title

February 2, 1997

Date

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**PROVIDED FREE TRANSPORTATION WITHIN SWITZERLAND
PERIOD JULY 1 - DECEMBER 31, 1996**

Ronald Reeser / Leonard West Maritz Travel Company Fenton, MO	\$	632.00
Michael L. Romei Waldorf Astoria New York, NY	\$	632.00
Maureen O'Brien / Kevin O'Brien Prize Winner Lynn, MA	\$	632.00
Allan Spencer / Jeanette Spenceer Prize Winner Plymouth, MN	\$	632.00
Sue Schmitt / Edward G. Herbst Prize Winner Sacramento, CA	\$	632.00
Shannon M. Fagan / Peggy Fagan Prize Winner Palm Harbor, FL	\$	632.00
Martha Turk / Robert Turk Prize Winner Hollywood, FL	\$	632.00
David Bernstein / Gina Handsberry Prize Winner Harrison, NY	\$	632.00
Kevin Moxley / Christina Moxley Prize Winner Union, NJ	\$	632.00

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Marcia Liebermann / Phil Liebermann Journalists Providence, RI	\$	2208.00
Lindermeyr Chips Lindenmeyr Travel New York, NY	\$	632.00
Kelly French / Tina Walker Prize Winner Scott City, KS	\$	632.00
Kendall Buehler / Timothy K. Wilcox Prize Winner Lakewood, CO	\$	632.00
Mary Santilli / Rita Thuransky Prize Winners Monroeville, PA	\$	632.00
Lawrence Althouse / Valere Althouse Paul Fenske / Elizabeth Fenske Journalists Dallas, TX	\$	1472.00
Stephan Bernhard Switzerland Tourism / Tour Guide Chicago, IL	\$	368.00
Bonnie Churchill Journalist Hollywood, CA	\$	316.00
Mark Glass Journalist East St.Louis, IL	\$	316.00
Mary Jean Jecklin Journalist Minneapolis, MN	\$	368.00

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John Holmgren Journalist Orinda, CA	\$	316.00
Beverly Mann Journalist San Francisco, CA	\$	316.00
Joan Milne Journalist Milne, IN	\$	316.00
Bradford Shea Van Zile Travel/CH Network member Rochester, NY	\$	316.00
Bates Reed / Ken DeFoe Value Added Vacations Orlando, FL	\$	632.00
Karen Faulkner / Milton Faulkner Winter Springs, FL	\$	632.00
Patricia Foulke / Robert Foulke Journalists Lake George, NY	\$	632.00
William Victor / Patricia K. Victor Prize Winner Cincinnati, OH	\$	632.00
George Tobias / Jeanet Kohs New York, NY	\$	632.00
John David Kling American Express Washington, DC	\$	316.00
Larry McCarthy / Gary Willer Globus / Cosmos Chicago, IL	\$	632.00

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Cheryl Delby / Ralph Delby Elmwood Park, IL	\$	632.00
Carl L. Marek Alexander & Alexander New York, NY	\$	368.00
Louisa Peat O'Neil Journalist Washington, DC	\$	316.00
Pepper Wells / Byron Wells Amexco Rolling Meadows, IL	\$	632.00
John Witko / Barbara Wooten Hotels of Switzerland Chicago, IL	\$	632.00
Rachid Kerany / Tracy Kerany American Express Travel Service Cambridge, MA	\$	632.00
Martin Martinson / Eleanor Martinson Prize Winner Melville, NY	\$	632.00
Nick Malgieri Photographer New York, NY	\$	316.00
James Bleeker Film Producer Laurel Hollow, NY	\$	736.00
Mary Clarke / Jeanne Clarke E!TV Hartford, CT	\$	632.00
Fred Wickham / Kristin Hazlitt Ithaca, NY	\$	736.00



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Frank A. Carino Student Commack, NY	\$	736.00
Tom Samiljan Time Out Magazine New York, NY	\$	316.00
Patricia Baldwin / Bobby Simpson Golf for Women Lake Mary, FL	\$	632.00
Marcy S. Walsh Adventure Travel Agency Summerville, SC	\$	316.00
Marvin Bevans Men's Style New York, NY	\$	368.00
Madelyne Miller Worth' Life Style Dallas, TX	\$	368.00
Laurie Werner Freelance Writer New York, NY	\$	736.00
Judith Wynne Boston Herald Sommerville, MA	\$	368.00
Janet Singleton Freelance Writer Denver, CO	\$	368.00
Muriel Stevens Food & Wine Travel Editor Las Vegas, NV	\$	368.00



Wayne Writanen International Travel News Placerville, CA	\$	368.00
Richard Kisker / Robert Goguen Conference International Boston, MA	\$	632.00
Shax Riegler Men's Style Magazine New York, NY	\$	368.00
John B.D. Huber / Christine A. Huber Prize Winners Monroe, WI	\$	632.00
Richard Seitz Monmouth Beach, NJ	\$	316.00
Ralph Adams / Maria Adams Fredericksburg, VA	\$	632.00
Judy Bongiorno Carlson Wagonlit Travel Palatine, IL	\$	316.00
Laura Begley / T. Peters Travel & Leisure Magazine New York, NY	\$	632.00
Yvonne Berghs / Harvey Ehrlich Northwestern Incentive Services Minneapolis, MN	\$	736.00
Louis Dilorio / Elizabeth Dilorio The Boston Globe Needham, MA	\$	1472.00
Robert Henderson Cellarbration Marketing Tampa, FL	\$	316.00



Robert Gartman Winebow New York, NY	\$	316.00
Bertil Thuver Berco Imports Fort Pierce, FL	\$	316.00
Peter Hoffman Savoy New York, NY	\$	316.00
Edward McCarthy Wine Enthusiast Baldwin, NY	\$	316.00
Garry Plumley Of Grape & Grain Aspen, CO	\$	316.00
Melissa Sere Swiss Wine Information Council New York, NY	\$	368.00
Philipp Harrison / Sylvia Harrison Lacey, WA	\$	632.00
Susanne Davis / F. Feldman Los Angeles, LA	\$	632.00
Janis Schreiner Carlson Wagonlit Dwight, IL	\$	316.00
James Calio / Sharon Peasely / James Jerome / Jerry Hulse Kerry Tessaro / Ralph Lamb / Beverly Hogg / Joel Zatz / Ruedi Zbinden / Heidi Zbinden / Hal Taussig / David Lansing / Michael Stinson Idyll Ltd. Media, PA	\$	5048.00



David Frieser Swiss Wine Information Council New York, NY	\$	264.00
Ron Beaumont Advisory Board Glen Ellyn, IL	\$	316.00
Richard Lipps / Sharon Lipps Alpha Travel Cincinnati, OH	\$	632.00
Olga Keller Seven Continents Travel Phoenix, AZ	\$	316.00
Tony Karls Towan Creek Tours Poynette, WI	\$	264.00
Phil Da Costa / Wendy Da Costa American Express Atlanta, GA	\$	632.00
Valerie Schatz / Ruth Bruckerhoff / K.A. Schlueter Susan Lutz / Erika Susnic / C.A. Keutzer Maritz Travel Company Fenton, MO	\$	2104.00
Werner Suter Hotels of Switzerland Chicago, IL	\$	316.00
Irma Wallace / Charlotta Reynolds Prize Winners Harrison, NY	\$	632.00
Stuart Wade Fodors Guide Austin, TX	\$	368.00

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Ms. & Mr. Proulx Prize Winners Glendale, AZ	\$	632.00
John W. Bloom / Sandra Williams Prize Winners Tulsa, OK	\$	632.00
Mary Bussone / Frederick Bussone ITA Group West Des Moines, IA	\$	632.00
Stanley Murray / Nancy Steinmetz Murray Free-Lance Writers Greenwich, CT	\$	736.00
Joel Weiss / Judith Weiss AL&LS New York, NY	\$	632.00
Katy Thomposon / Edward Thompson BI Travel Division Minneapolis, MN	\$	632.00
Roland Ottiger ST New York, NY	\$	264.00

US\$ 316.00 each

Switzerland Network - OTSE use of 8 day Swiss Pass



Mr. Albert Zimmermann
Manager
A to Z Travel Planners
5533 Shell Ave
Suite 200
San Jose, CA 95123
408-363-9966
408-363-9967

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Above & Beyond Travel
1282 Vinci Park Way
San Jose, CA 95131
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408-729-0344

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404-633-7865

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Owner/Manager
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770-551-0970

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310-395-3338



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415-928-4975

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Brookfield, WI 53005

414-786-9300 414-781-2439
414-786-0231

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Armonk, NY 10504

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914-273-4438

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503-295-2723

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Mr. Janet Dalgaard
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Manager International Department
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312-346-4213

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Golden, CO 80401

303-279-4116
303-674-8945

Ms. Gwendolyn Henstridge
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714-476-9387

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508-945-5447

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President
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615-847-2249



Ms. Bunny Braughton
Agent - Europe Desk
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1830 Breton Road SE
Grand Rapids, MI 49506
616-942-0300
616-956-9282

Ms. Marilyn Branson, CTC
Senior Travel Consultant
Busey Carter Travel
102 E. Main Street
Urbana, IL 61801
217-384-3300
217-384-3307

Ms. Suzette Vides
Owner
Business Travel Center
2600 Mill St.
Ste. 400
Reno, NV 89502
702-324-1777
702-324-2528

Ms. LaVerne Troutman, CTC
President
Camargo Travel
7754 Camargo Road
Cincinnati, OH 45243-2661
513-561-2527
513-561-2771

Ms. Lylia Pressel
Owner
Carefree Travel
4080 Loma Visa Road
#E
Ventura, CA 93003
805-644-7888
805-644-1833

Ms. Kathryn Freese
Travel Consultant
Carlson Wagonlit
2032 35th Avenue
Greeley, CO 80634
970-339-3311
970-339-3770

Ms. Janis Schreiner
Travel Executive
Carlson Wagonlit
212 W. Chippewa St.
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Helios J. Hernandez Fresno, CA	316.00
Clifford Erven Fresno, CA	316.00
Catherine Erven Fresno, CA	316.00

Glenn E. Williams Fresno, CA	316.00
Nancy Chapin Waycott Fresno, CA	316.00
Elizabeth Rober Fresno, CA	316.00
Anita Lorayne Kurtz Fresno, CA	316.00
Barbara A. Deahl Fresno, CA	316.00
Gayle McWhirter Birge Fresno, CA	316.00
Shirley Malin Fresno, CA	316.00
Joseph Malin Fresno, CA	316.00
Helen G. Ziskin Fresno, CA	316.00
Michael Goldberg Fresno, CA	316.00
Donald W. Hallett Fresno, CA	316.00
Donna F. Toro Fresno, CA	316.00
Ruth L. Sweedler Fresno, CA	316.00
Donna Galbraith Fresno, CA	316.00
Benny Galbraith Fresno, CA	316.00
Luiane Lee, Victoria King Public Relations, Inc. Sierra Madre, CA	264.00
Judith Freeman, Victoria King Public Relations, Inc. Los Angeles, CA	264.00
Tom McDonough, Victoria King Public Relations, Inc. Pasadena, CA	264.00
Anne Colby, Victoria King Public Relations, Inc. Los Angeles, CA	264.00
Linda Packer, Victoria King Public Relations, Inc. Chicago, IL	264.00
Kathleen Beckett, Victoria King Public Relations, Inc. New York, NY	264.00
Karyn Millet, Victoria King Public Relations, Inc. Los Angeles, CA	264.00

Bill Snider, Ciao Travel San Diego, CA	316.00
Sylvia Norris Hollywood, CA	316.00
Annamarie Mitchell San Marino, CA	316.00
Christine Mitchell San Marino, CA	316.00
Heidi Kolk, Victoria King Public Relations, Inc. Chicago, IL	264.00
Philip H. Alspach, Intercon, Inc. Irvine, CA	316.00
Mary Russell, The Hamilton Group Tustin, CA	632.00
Nora Hamilton, The Hamilton Group Tustin, CA	632.00
Cecilia Hamilton, The Hamilton Group Tustin, CA	632.00
Althea Miller, Los Alamitos Television Co. Los Alamitos, CA	368.00
Jimmy Miller, Los Alamitos Television Co. Los Alamitos, CA	368.00
Barry Bollinger, Associated Truckee Travel Truckee, CA	316.00
Rita Bollinger, Associated Truckee Travel Truckee, CA	316.00
Bernhard Knobel Encinitas, CA	316.00
Frieda Maag Encinitas, CA	316.00
Beth Ann Robinson, Americian Express Travel West Valley City, UT	316.00
Agnes Ferguson, American Express Travel West Valley City, UT	316.00
Daniel De Young, Serendipity Travel Los Altos, CA	368.00
Audrey De Young, Serendipity Travel Los Altos, CA	368.00
Ernestine Peck Fresno, CA	316.00
Shaun Mackey, World Travel Costa Mesa, CA	316.00
Lucia Lange, World Travel Costa Mesa, CA	316.00

Glenn Williams, Williams Travel Group Banning, CA	316.00
Nancy Waycott, Williams Travel Group Banning, CA	316.00
Charlotte Stott, London Pacific Life Sacramento, CA	316.00
Jim Stott, London Pacific Life Sacramento, CA	316.00
Richard Rabinowitz, Hachette Photo Group New York, NY	316.00
Douglas Walker, Walker Photography Regina, Canada	368.00
Shelly Walker-Welborn, The Phelps Group Los Angeles, CA	368.00
John Biffar, Trilogy Media Group Ft. Myers, FL	368.00
Dave Beaty, Trilogy Media Group Ft. Myers, FL	368.00
Brent Scheneman, Trilogy Media Group Ft. Myers, FL	368.00
Ron Abplanalp, Trilogy Media Group Ft. Myers, FL	368.00
Bill Boggs, Bill Boggs Productions New York, NY	368.00
Phil Frank, The Travel Channel Atlanta, GA	368.00
Joanne Medeiros, Hachette Photo Group Los Angeles, CA	736.00
Roland Zuehlke, Switzerland Tourism El Segundo, CA	316.00
Celia Baker, Sundance Travel Irvine, CA	316.00
Linda Freeman, Travel Advisors Riverside, CA	316.00
Christa Hall, Tops in Travel Santa Monica, CA	316.00
Jane Hersom, The Travel Door Rolling Hills Estates, CA	316.00
Kimberly Jacobson, Altour International, Inc. Los Angeles, CA	316.00
Lance Laursen, Presidential Worldwide Travel Laguna Hills, CA	316.00
David Lu, Carlson Wagonlit Travel La Habra, CA	316.00

Sophia Mantzavinos, Travel Store Inc. Los Angeles, CA	316.00
Raquel Nagy, Bonneville Travel, LLC Newport Beach, CA	316.00
Michele Nies, Marina Travel Marina del Rey, CA	316.00
Sharmila Quenimherr, El Segundo Travel El Segundo, CA	316.00
Lora Remillard, Baker Travel Irvine, CA	316.00
Shirley Rosiak, Harbor Travel Rolling Hills, CA	316.00
Louise Strickland, El Camino Travel San Clemente, CA	316.00
Bess Feuerstein, United Airlines Los Angeles, CA	316.00
Jay Brunhouse San Francisco, CA	316.00
Debra Blaisdell, American International Travel Bountiful, UT	316.00
Judy DeTar, Buckingham Travel Aurora, CO	316.00
Rob DeTar, Buckingham Travel Aurora, CO	316.00
Gail Fisher, Universal Travel Denver, CO	316.00
Lynette Jacob, Universal Travel Orem, UT	316.00
Barbara Johnson, Laramie Travel Center Laramie, WY	316.00
Sally Matthews, Free Spirit Travel Boulder, CO	316.00
Ray Phillips, Travel Desk Salt Lake City, UT	316.00
William Schust, Travel Incorporated Denver, CO	316.00
Francis Sinton, James Travel Points Boulder, CO	316.00
Virginia Stanfill, The Travel Society Denver, CO	316.00
Dana Welch, The Travel Society Denver, CO	316.00
Stephanie Wieseler, Travel Advocate, Inc. Denver, CO	316.00

Jo Rees, Travel Care, Inc. Littleton, CO	316.00
Cyona Warech, Blazer Communications Los Angeles, CA	264.00
Monika Steinmann, Avenues of the World, Inc. Flagstaff, AZ	316.00
Al Rickli Scottsdale, AZ	316.00
Barbara Rickli Scottsdale, AZ	316.00
Patty Price, Patty's Places Seattle, WA	264.00
Gina Crubaugh, Hoffman Travel Los Angeles, CA	316.00
Robert Crubaugh, Hoffman Travel Los Angeles, CA	316.00
Cornelia von Allmen, Murdock Travel Salt Lake City, UT	316.00
Beat von Allmen, Murdock Travel Salt Lake City, UT	316.00
Frances Reys, Presidential Worldwide Travel Laguna Hills, CA	316.00
Firoozeh Bales, American Express La Jolla, CA	316.00
Tad Welborn, The Phelps Group Los Angeles, CA	316.00
Shelly Welborn, The Phelps Group Los Angeles, CA	316.00



Item 11 of Supplemental Statement: Period July - December 1996
Promotional activities: New York

Travel Trade Shows:

- | | |
|----------------------|---|
| October 17-28, 1996 | Switzerland Network and seminars for US Travel Agents in cooperation with Swiss Partners in Switzerland |
| October 27-29, 1996 | Switzerland participation at LIMRA Conference in Washington, DC. |
| November 17-20, 1996 | Switzerland information booth at the American Airlines FlyAAway Vacations Show in Fort Worth, TX |
| December 10-13, 1996 | Switzerland participation at USTOA Conference in Banff, Canada |

Receptions and Presentations:

- | | |
|---------------------|--|
| September 3-6, 1996 | Switzerland reception/resentation for Journalist and Travel Agents in cooperation with "Best of the Alps" organizers (Austria, France and Italy) in New York, Boston, Philadelphia, Washington |
| September 3-6, 1996 | Switzerland participation at SATW convention for Journalists in Boise, ID |
| October 6-10, 1996 | Switzerland reception and raclette luncheon for ASTA members (US travel Agents) in Bangkok |

February 7, 1997
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Item 11 of Supplemental Statement: Period July - December 1996
Promotional activities: Chicago

Travel Trade Shows:

- | | |
|---------------------|---|
| September 20, 1996 | Switzerland information booth at Cheese Days Show, Madison, WI. |
| October 15-17, 1996 | Switzerland information booth at IT&ME Incentive Show, Chicago, IL. |

Receptions and Presentations:

- | | |
|--------------------|---|
| August 24, 1996 | Switzerland presentation at ASTA Midwest for travel agents, Oak Brook, IL. |
| September 25, 1996 | Switzerland presentation for GK Chaun in Chicago, IL. |
| October 26, 1996 | Switzerland presentation "Fete des vendanges" for Swiss Community, Chicago, IL. |
| November 18, 1996 | Switzerland presentation for American Airlines Sales Staff, Chicago, IL. |
| December 8, 1996 | Switzerland presentation at ASTA Midwest for travel agents, Rosemont, IL. |

February 7, 1997
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Item 11 of Supplemental Statement: Period July - December 1996
Promotional activities: Los Angeles

Travel Trade Shows:

none

Receptions and Presentations:

July 11, 1996	Switzerland presentation at the US International University in San Diego, CA
August 22, 1996	Switzerland in-house presentation at Montrose Travel in Montrose CA in cooperation with Swissair
September 10, 1996	Switzerland presentation at Ricardo's Travel in Whittier, CA
October 22, 1996	Switzerland presentation at S. Gabriel Travellarians in Pasadena, CA
November 11, 1996	Switzerland presentation at Kit Manufactured Houses in Boise, ID
November 19-20, 1996	Switzerland presentation/reception for Journalist and Travel Agents in conjunction with St. Moritz for the Herzl Centennial, in Beverly Hills and Irvine, CA

February 7, 1997
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Item 14 (a) RECEIPTS MONIES US - HEADQUARTERS NEW YORK

<u>Date:</u>	<u>From Whom:</u>	<u>Purpose:</u>	<u>Amount in US-\$:</u>
July 1996	ST Zurich	Current Expenses	125'000.00
August 1996	ST Zurich	do.	50'000.00
September 1996	ST Zurich	do.	170'000.00
October 1996	ST Zurich	do.	160'000.00
November 1996	ST Zurich	do.	180'000.00
December 1996	ST Zurich	do.	150'000.00
July 1996	Swiss Center	Dividends	27'625.00
July-Dec. 1996	Travel Agents	Reimbursement of postage	3'953.00
July-Dec. 1996	Swissair American Express Swiss Partners	Participation joint campaign "Look no further Switzerland"	134'201.00
July-Dec. 1996	Swiss Partners	Participation at "Swiss Travel Experience"	12'150.00
July-Dec. 1996	Swiss Partners	Participation at the IT &ME Travel Show Chicago	44'955.00
July-Dec. 1996	Travel Agents	Participation at "Switzerland Network"	122'124.00
Jan.-June 1996	Swiss Partners	Educational Trips for Travel Industry	18'245.00
Total receipts			<hr/> \$ 1'198'253.00 <hr/>

February 7, 1997
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**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>
July-Dec. 1996	Employees ST NYC	Salaries	203'755.00
		Rent/Cleaning/Heating etc.	153'218.00
		Office Supplies, Insurances etc.	30'771.00
		Transfer costs for employees	0.00
		Public Relations: Press clippings, releases, promotions	51'416.00
		Consulting fees, studies	50'416.00
		Production costs: folders, fact sheets, photos	125'295.00
		Advertising: Window displays, prom. articles, advertising	70'992.00
		Travel Industry Relations: Trade shows, receptions for travel industry, give-aways, seminars	233'506.00
		Postage, customs duties and brokerage fees	318'498.00
		Traveling expenses of staff	28'595.00
Total			<u>\$ 1'265'471.00</u>

February 7, 1997
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**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 payment in US\$</u>
July-Dec. 1996	Employees ST CHI	Salaries	31'800.00
	Rent/Cleaning/Heating etc.		7'413.00
	Office Supplies		<u>4'773.00</u>
Total			<u>\$ 43'986.00</u>

February 7, 1997
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**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 payment in US\$</u>
July-Dec. 1996	Employees ST LAX	Salaries	18'730.00
	Rent/Cleaning/Heating etc.		16'228.00
	Office Supplies		<u>7'289.00</u>
Total			<u>\$ 42'24700</u>
Total Disbursements New York/Chicago/Los Angeles			<u><u>\$ 1'351'704.00</u></u>

February 7, 1997
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***Item 15 (b) of Supplemental Statement: Period July - December 1996
New York***

Familiarization Trips: -

August 12-19, 1996	Fam. trip to Switzerland for US journalists in cooperation with Swissair and Lake Gva Region.
October 10-19, 1996	Fam. trip to Switzerland for US journalists in cooperation with Swissair.

February 7, 1997
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***Item 15 (b) of Supplemental Statement: Period July - December 1996
Los Angeles***

Familiarization Trips: -

October 24-29, 1996 Fam. trip to Switzerland for US journalists in cooperation
with United Airlines and Lake Geneva Region.

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CAPITAL IDEAS

Great fall vacations in Berne

New York, September 13, 1996 -- There comes a time in every frequent traveler's life when the delights of Europe's largest cosmopolitan cities lose their thrall. You've been there, done that, and now you are looking for a new destination. Ideally it will be a city, centrally located. It should have a picturesque setting and the atmosphere of a historic town, gentle in pace, yet with all the cutting-edge comforts and facilities? Above all, it must have its own distinct cultural flavor. When that time comes, look no further than Switzerland's colorful capital -- Berne.

It's a small city by European standards, easy to tour on foot. Broad streets are dotted with fountains and flanked with *lauben*, the pavement arcades that are the city's architectural trademark. Strolling and window-shopping is such a popular activity it has its own name, *läubeln*. In the old town, medieval buildings lead visitors back through history to the days when the Lords of Zähringen ruled the region. Their motif, the bear, is still alive and well in the municipal shield and in the five live animals in the city's famous Bear Pits. Towering high above four grand squares and the river, looms the mighty Gothic cathedral.

But Berne's culture and tradition isn't just something to look at. Every fall, visitors can live it too. Beginning on the fourth Monday in November (this year it falls on the 25th), the upper part of the old town is transformed by the biggest celebration of the year -- Berne's traditional Onion Market, or *Zibelemaerit*. Originating in 1439, it was the opportunity for townspeople to stock up on fresh farm produce before the winter. Today it's part market, part carnival.

- more -

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Every afternoon and evening, crowds take to the street, some dressed as onions and jesters, others engaging in confetti battles, most just swept away in the party atmosphere.

Hard on its heels follows another colorful outdoor tradition, the Christmas Market. There is no better place to get carried away in the spirit of the season than by walking around the original market on Waisenhausplatz (November 30 to December 28) to the sound of the nearby cathedral bells, selecting gifts from the dozens of attractive stalls. So popular has this occasion become, an offshoot has sprung up ten minutes walk away on Münsterplatz (December 12 to 24), specializing in local handicrafts.

This year these attractions are more accessible than ever. On September 29, Berne will be linked to Milan by high-speed rail service. The futuristic Pendolino-Cisalpino train has scheduled a round-trip between the two cities twice daily, zooming through the Simplon Tunnel, one of the world's longest. The trip takes just three hours and fifteen minutes. Joined also by the TGV (Paris-Berne in 4.5 hours) and the ICE (Frankfurt-Berne in 4 hours), the Swiss capital is the only European city joined by three high-speed trains.

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For more information call your nearest Switzerland Tourism office.

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ACTIVE IN THE ALPS *Sports and adventure is booming in Switzerland*

New York, September 13, 1996 -- Switzerland's outstanding natural wonders make it the ideal destination for sporting and adventure vacations. It was, after all, the beauty of the Alps that attracted the first "tourists" -- British hikers -- at the end of the last century. A hundred years later the country is still known as "the playground of Europe," conjuring up the popular images of snow-capped peaks, gushing rivers and lush pastures. This fall visitors will find all the pristine nature that has made Switzerland so famous, sporting options on a grand scale and a series of biking, hiking, and even bungee jumping activities available in regional tour programs throughout the country.

When it comes to hiking, for example, Switzerland doesn't just have a handful of options like other countries. It has over 31,000 miles of maintained walking trails (known as Wanderwege) and mountain paths (Bergwege). Some climb high above the treeline, tracing rocky escarpments; others lead through shaded forests and flower-decked valleys. All are breathtakingly beautiful. The best known long trails -- like the Bear, the William Tell/Swiss Pass, the Ticino Sun and the Graubünden Traverse -- are ranked among the most spectacular in the world.

For bikers, there are similar world-class incentives. Over 7,500 miles of marked routes wind through vineyards and around the shores of glistening lakes. One of the most famous, the Aare Trail, follows the course of the River Aare as it links medieval towns and traditional villages. Other biking routes highlight the castles in the canton of Aargau, the wineries around Lake Geneva, and the colorful history of the Rhone Valley.

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Within this remarkable country, different cantons put their own spin on the adventure travel options. In the **Ticino** region to the south the Swiss adventure travel agency, Eurotrek, operates hikes along the spectacular Sun Path from Airolo to Mendrisio with prices ranging from \$317 per person (two days, unaccompanied) to \$817 (six days, guided) including accommodations, breakfasts and transport of luggage. The agency also offers three-day biking tours, sailing on Lake Maggiore and canoeing on the Ticino River from Osogna to Arbedo. Those seeking heart-pumping thrills should visit the Bungy Jumping Center in Centovalli, where they can launch themselves off a 70-foot high railway bridge, attached at the ankles only by an elastic cord. At the Action Center they can test their mountain-biking skills. Courses start at around \$330, including two-nights accommodations, instruction, guides and insurance.

Davos, the town high in the **Graubünden** region so well-known as a skiing destination, has similar allures. Bikers can either find their own road using specially marked maps freely available at the Post Office and Tourist Office, or find no road at all. There is a newly established 23-mile long mountain-bike trail that starts with a funicular ride up to the rocky heights of the Weissenfluhjoch (8,000 feet), the drops through a series of spectacular valleys down to Klosters (3,600 feet).

Those visiting Lenzerheide in the same canton can take advantage of the four guided bike tours that leave the village each week. There are departures on Monday and Wednesday afternoons (\$20); the Thursday ride (\$30) leads downhill from the Rothorn Mountain (8,400 feet) to Lenzerheide (3,000 feet). The Friday full-day excursion includes a barbecue (\$29).

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Supplementing these attractions is a wide range of national innovative programs -- like the **Swiss Bike Pass** -- set up specifically to make sporting travel easier and more affordable. For the life of the Pass (two-, three- or five-consecutive days), the holder and his/her bike is eligible for unlimited use of the public transportation system (including lake steamers, coaches and trains). It can be purchased at any railway station, starting at \$150; First- and Second-Class variations are available. Rental bikes are available at 250 railway stations (reservations, especially for groups, should be made a week ahead).

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EXTRAORDINARY ACTIVITIES

Unusual pursuits for your next winter vacation

Switzerland, November 27, 1996 -- When most people dream of the perfect winter vacation they visualize the usual attractions -- great conditions, the right resort, challenging skiing and snowboarding. But for a few others, the usual is simply not enough. They want the traditional pleasures supplemented by an extraordinary experience. For this second group, Switzerland has some suggestions.

First there was downhill skiing. Then there was mountain-biking. Now a few entrepreneurial extremists in **Laax**, in the Alpine region of Graubünden, bring you a daring combination of both. Among the resort's 140 miles of groomed ski runs, two have been prepared for mountain-biking on snow. Special bikes have been fitted with "winter tires," enabling the truly adventurous to make an adrenaline-pumping, two-wheel descent from the summit of the ski area, the Vorab Glacier, down to Fuorcia two miles away, or the longer route from the Glacier seven miles down to the bottom station.

Not to be out-done, **Zermatt** has also come up with its own unusual method of "descent." The local scuba club will take you to the chilly depths of a mountain lake 9,000 feet up in the shadow of the mighty Matterhorn. Beginners are welcome and holders of a PADI Advanced Open-Water certificate can take the official Ice-Diving Course. Divers enter the waters of Theodul Glacier Lake through a hole drilled six feet through the ice crust, then drop to a maximum depth of 36 feet. The club will provide all the necessary gear.

While the fun of ice-diving may be a difficult concept to grasp for some, golf has a more widespread appeal. Devotees of fairways and greens should base their winter vacation in the twin towns of **Crans-Montana**. The local tourist office --

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tel: (27) 485-04 04; fax: (27) 485 04 60 -- has a new Ski & Golf Package that allows visitors to ski the slopes of Crans-Montana, with its 100 miles of groomed pistes, on a 6- or 7-day ski pass *and* play the golf courses in two neighboring towns, Sierre and Sion. The package includes breakfast and dinner, green fees for the two nine-hole golf courses and vouchers for other sporting activities. Available from January 4 to 31 and February 22 to March 21, the package starts at: SFr. 688 (approx. \$541) per person.

Whatever activity you pursue during the day, one of the rewards is Switzerland's dynamic après-ski scene. Every resort has its rich menu of bars, including some real twists on the traditional concept. According to the Guinness Book of World Records, the chic choice of Europe's *beau monde*, **St. Moritz**, has the largest whisky bar in the world. Aptly and simply named, the Whisky-Bar is in the 3-star Waldhotel am See -- tel: (81) 833 76 76; fax: (81) 833 88 77. Lined up along its long bar are over 1,000 different whiskies, including a rare collection of single malts. And wine experts will also be interested in the remarkable wine cellar of 40,000 bottles collected with care by hotel owner Claudio Bernasconi.

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SWISS VALUES

There has never been a better time to ski the legend

Switzerland, November 27, 1996 -- Maybe it's because they have heard about the celebrities that flock to chic resorts like Gstaad and St. Moritz. Perhaps it's due to Switzerland's reputation as *the* playground of Europe, acclaimed around the world for the finest resorts, facilities and skiing terrain. Whatever the reason, some people see a winter vacation in Switzerland as a once-in-a-lifetime treat. Once they look further, however, they will discover incredible values. Thanks to this year's low air prices and creative packages, a week in the Swiss Alps can be enjoyed for the same price as a week in the American West.

Just look at the packages currently on offer. Ski Europe (tel: 800-333-5533) is selling a 7-day tour on Interlaken at the base of the Eiger, including round-trip airfare from New York, airport transfers, accommodations in the Hotel Chalet Oberland, breakfast and taxes for only \$1,016 (modest supplements apply from other US gateways). There are no restrictions apart from holidays. Swisspak (tel: 800-688-7947) also has a 7-day Interlaken package, with side-trips, ranging from \$1,036 (3-star hotel) to \$1,876 (5-star). Alphorn Ski Tours (tel: 800-ALPHORN) offers a 7-night package in Zermatt, the charming town at the foot of the Matterhorn, for just \$1,495. Adventures On Skis (tel: 800-628-9655) is selling 7-days in Crans-Montana, home of the 1987 World Championships, starting at \$975.

Another way of looking at Swiss values is to compare them directly to those of the American West. While the airfare to a US destination might be cheaper, the ground costs soon make up the

- more -

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difference. A weekly ski pass, for example, is significantly cheaper in Switzerland than it is in the US. Of course, when you also consider Switzerland's unmatched natural glories and welcoming European charm, price comparison becomes just one incentive among many. "Why," you might ask, "does anyone go anywhere else?"

AMERICAN WEST/SWISS ALPS RESORT COMPARISON

	Breckenridge	Interlaken	Vail	St. Moritz	Aspen	Zermatt
Number of lifts	17	49	26	60	42	73
Longest run in miles	3.5	9	4.5	6	3	9.3
Total cost*	\$1,137	\$1,190	\$1,509	\$1,295	\$1,645	\$1,372

* Cost approximate -- includes airfare from New York (Newark), 7-nights accommodations based first-class hotels, breakfast and dinner daily, travel from airport to resort and back, local taxes, se charges. Comparison courtesy of Swissair.

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NEWS UPDATE WINTER 96/97

SKI THE LEGEND TOP 10 REASONS TO VISIT SWITZERLAND

New York, November 27, 1996 -- **Great value.** Compare the cost of a trip to Switzerland with a similar trip to Sun Valley, Vail or Aspen, throw in the sundries like flights, meals, lift-tickets and equipment rentals and something surprising happens. The higher cost of the flight to Europe is soon balanced by higher land costs here at home and, when spread over a week's vacation, the costs come out very close.

Much more than easily affordable, Switzerland is also **surprisingly close**. Flying in to Geneva or Zürich (Europe's two Alpine airports), you can board trains inside the terminals or take special transfer buses direct to your resort. Taking advantage of the creative Fly/Rail Program, Swissair passengers can even check their luggage all the way from their US gateway to their final destination. This means, if you fly on Friday evening, you could have your bags unpacked and be lunching by the slopes at noon on Saturday. **Incredible descents.** It's a sheer matter of vertical drop -- from the highest lift stations down to the town in the valley, the runs just seem to go on forever, sometimes as long as 8 miles, taking a couple of hours and dropping as much as 7,500 feet.

Huge ski areas. In Switzerland you don't just ski a mountain, you ski an entire region, with neighboring valleys and different resorts all linked under a joint ski-pass. Imagine skiing Gstaad with its 150 miles of groomed terrain and 96 different lifts. And it's not alone. Over two thirds of the Swiss resorts have over 100 miles of runs. **Majestic scenery.** Those who have sipped their

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chocolat chauds while looking down into an Alpine valley bathed in sunshine and up over dozens of snow-capped peaks, know something of Switzerland's visual glories.

And what would scenery be without **pleasant conditions**? The average temperature in Switzerland is comparatively mild. Altitude sickness is never an issue and, most attractive of all, the pistes are invariably open swathes above the tree-line. Skiers always have a view and plenty of room to maneuver. **European experience**: probably the most influential factor in your decision will not be the skiing at all. After all, even the most hard-core can only downhill seven hours a day. The majority of the time, you can immerse yourself in that indefinable *élan* of the Swiss ski resorts, made up of the cosmopolitan crowd, the buzz of different accents, the exotic menus, the omnipresent après-ski party atmosphere. Switzerland -- a unique blend of regional contrasts, languages and cultures -- simply has more of that flavor than any other European country.

Off-the-slopes attractions. Many winter visitors to Switzerland never put on skis at all. Instead they come to experience this flavor, to shop the glittering boutiques, revitalize their minds and bodies at the luxurious spas, sip café au lait in outdoor restaurants, and experience the many special events that fill the winter calendar (see The Main Events). These attractions are just one element of the country's **remarkable resorts**. Skier or non-skier, it's the resort that sets the tone of the vacation. Fortunately Switzerland has one to suit every taste from small family-oriented villages to large towns with every sort of entertainment imaginable. Large or small, chic or simple, the Swiss resorts are the envy of the world. The last -- and probably the most important -- reason to choose Switzerland for your next winter vacation is the legendary **Swiss efficiency**. The other attractions amount to nothing compared with the smooth running of your trip -- the transfers, the service, the caliber of the rentals, the lifts, the service in the hotels and restaurants.

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Switzerland: the world's SNOWBOARDING CAPITAL

While most of the ten reasons listed above apply equally to snowboarders, there are plenty of special incentives that have placed Switzerland firmly in the vanguard of the snowboard revolution.

Swiss resorts have been quick to create the slopes, parks and practice courses tailored specifically to boarders. Snowboarding schools, repair and tuning facilities are now commonplace. Davos (host of last year's World Championships) and Laax are leading the way but others -- the Engadine, Scuol, Engelberg, Gstaad, Leysin, Villars, Crans-Montana, Saas-Fee and Verbier -- are close behind.

New parks like the Swatch Snow Park Allalin in Saas-Fee have opened this season to rave reviews. The calendar is filling with boarding events -- from world cup challenges to "snowboard weeks." Special packages offered by various hotels. Tour operators are also getting in on the act offering special deals aimed directly at the snowboarding audience. Swissair, for example, has an air/land 7-night package in a guesthouse in Flims/Laax starting at \$1,252. And, in a salute to students, low-cost dormitory accommodations are popping up in the recognized centers.

For up-to-date information ask Switzerland Tourism for its Swiss Snowboarders Guide '97.

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WHICH RESORT Is best for you?

Top priorities	Suggested resorts
Advanced skiing	Saas-Fee, Verbier, Zermatt
Intermediate skiing	Engelberg, Gstaad, Mürren, Crans-Montana
Beginner skiing	Arosa, Davos, Gstaad, Grindelwald
All aptitudes	Flims/Laax, Villars, Interlaken, Wengen, Verbier
Snowboarding	Davos, Laax
Largest ski areas	Davos/Klosters, Verbier
Family atmosphere	Arosa, Grindelwald, Leysin, Saas-Fee, Villars
Glamor	Gstaad, St. Moritz
Charm	Engelberg, Flims, Grindelwald, Gstaad, Klosters
Cosmopolitan atmosphere	Davos, Verbier, Zermatt
Cultural/sporting events	Arosa, St. Moritz
Shopping	Crans-Montana, St. Moritz
Cross-country skiing	Davos/Klosters, Gstaad, St. Moritz/Pontresina

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THE MAIN EVENTS

December

7 - 8	Davos	International cross-country competition
20 - 21	Crans-Montana	World Cup ski competition

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January

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12 - 19	Grindelwald	World Snow Festival
17 - 19	St. Moritz	International golf tournament on snow
18 - 19	Wengen	Lauberhorn: downhill and slalom World Cup
20 - 26	St. Moritz	Bobsledding World Cup
24 - 26	Davos	Speed-skating World Cup
24 - Feb. 1	St. Moritz	Gourmet Festival
27 - Feb. 2	St. Moritz	Bobsledding World Cup
29	Laax	Skiing World Cup (men)
31 - Feb. 2	Crans-Montana	International hot-air ballooning

February

1 - 2	Laax	Skiing World Cup (women)
2 - 16	St. Moritz	International horsejumping on snow

March

17 - 23	Lausanne	Figure-skating World Cup
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April

12 - 20	Berne	Curling World Cup
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SWITZERLAND. 150 YEARS ON TRACK

Celebrating Swiss rail's historic anniversary

New York, December 27, 1996 -- To the Swiss, the train is not simply a link in the transportation chain. It's the vehicle that allowed them to conquer their mountainous terrain, and connect hundreds of small towns to the outside world. Today there are 10,500 miles of track, cutting through 672 tunnels and crossing 6,000 bridges. So it's hardly surprising that the entire country should be planning a huge celebration to honor the 150 years since the first scheduled train, the Spanisch Brötli Bahn, steamed its way out of Zürich station on its way to the spa town of Baden. Beginning in March 1997 and continuing for the next eight months, this special anniversary, "Switzerland. 150 Years On Track," will be marked by a host of unique excursions and exciting events throughout the country.

EXCITING EVENTS

From March to the end of October, there will be hundreds of functions and exhibitions, all tracing the glorious years of Swiss rail from 1847 through to the present. Everyone is invited to join in the celebrations. A special exhibition train will visit 70 towns, 500 stations will stage their own festivities, and the Swiss Transport Museum in Lucerne will open a new exhibition hall and host an international Specialist Railway Congress. Among the many major dates are:

MEGA Lausanne

June 14 to 15 One of the biggest celebrations, this event will revolve around a remarkable parade of 70 trains, tracing the development of the railway from the earliest (Spanisch Brötli Bahn) to the most modern (Cisalpino). 30,000 visitors are expected each day.

MEGA Jura

June 21 to July 20 In the town of Delémont there will be tours of the "Rotonde," the official home-depot for steam trains. Visitors can take a circular day-trip through the cantons of Berne, Jura and Neuchâtel (a steam train to Glovelier, a narrow-gauge train to Saignelégier, an electric train to La Chaux-de-Fonds, a light-weight fast train to Biel).

MEGA Zürich

Aug. 8 to 10 This is the official ceremony marking the 150th anniversary of the day the country's first scheduled train, The Spanisch Brötli Bahn, left Zürich for Baden. The same refurbished train will make the reverse journey, ending in Zürich Station where the newly restored main hall will be inaugurated. An entertainment program and passenger rides on the historic Spanisch Brötli Bahn will follow.

MEGA Lucerne

Aug. 22 to Oct. 25 The Swiss Transport Museum in Lucerne is one of the key sites in this anniversary year. This event will begin with an inauguration of the museum's new railway hall. Original and replica trains from all over Europe will take passengers on nostalgic rides. From October 4 to 12, the focus will be on traditional railway models.

UNIQUE EXCURSIONS

The anniversary also offers visitors a unique opportunity to ride through history on original trains that have been taken out of museums and put back on the rails.

From **June 5 to September 28** Cogwheel Steam Engine No. 7 will haul its original carriage -- with seating for 60 -- on nostalgic runs from Rigi Staffel to the summit Rigi Kulm (9,500 feet), just as it did from 1871 to 1907 when it was forced into retirement by the advent of electric power. The starting point is Arth-Goldau, just 30 minutes from Lucerne and an hour from Zürich.

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From **August 22 to October 8**, historic trains (including the Spanisch Brötli Bahn) will take the scenic trip between Wuerzenbach and Küssnacht am Rigi as part of the MEGA Lucerne celebrations (see above).

Rail buffs can buy a special ticket aboard trains departing from Lausanne, Geneva, Brig, Berne and Biel allowing them to ride, not in the carriages with the other passengers, but up front in the locomotive with the driver. Reservations (mandatory) should be made at the relevant train station.

From **June 21 to August 31**, the spotlight shifts to the picturesque town of Brienz in the Bernese Oberland. Its festival, Steamin' Brienz '97, will pay homage to the age of steam through displays of model steam boats and steam locomotives. Three full-size steam-powered vehicles -- the lake paddle-wheel steamer Blümlisalp, the cogwheel train Brienzer Rothorn and the Ballenberg steam train -- will provide thrilling rides amid the mountains.

SPECIAL FARES

Complementing the exhibitions, parties and MEGA events, the Swiss Railways also celebrate by offering special discounts on certain rail passes.

- 1) All 1997 Swiss rail passes will **cost the same** as they did in 1996.
- 2) Buy a Swiss Pass (unlimited travel over a choice of four time periods) or a Swiss Flexipass (unlimited travel on three non-consecutive days within a 15-day period) between May 1 and October 31 and **your companion travels for half price**. To receive this discount you must book your pass -- through Rail Europe (tel: (800) 4-EURAIL; fax: (800) 432-1FAX) or your local travel agent -- prior to your departure from North America.
- 3) Buy a 1 month, 8- or 15-day Swiss Pass and you will receive **one additional day free**.
- 4) The Family Card -- free with the purchase of a Swiss Pass, Swiss Flexipass or a Swiss Card -- **allows children under 16 years of age to travel at no cost**.

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PACKAGES AT GREAT VALUE

The anniversary year is the ideal time to explore one of Switzerland's remarkable scenic trains -- the Glacier, Bernina, Golden Pass, Palm and William Tell Express -- that glide through Alpine passes and vineyards, along sparkling lake shores and lush valleys.

A new 12-page **anniversary brochure, Switzerland. 150 Years On Track** contains information on special rail packages starting at 1,219 US\$ (per person/double occupancy for 5 overnights in tourist class hotels, breakfast , rail pass and roundtrip flight from New York/Newark to Zurich or Geneva included) that can be booked here in the North America. For your free copy phone Switzerland Tourism:

New York: (212) 757-5944
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San Francisco: (415) 362-2260

Switzerland Tourism: <http://www.switzerlandtourism.com>
Swiss railways (SBB): <http://www.sbb.ch/ejubi.htm> (for more information on Switzerland. 150 Years On Track).

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THE JEAN TINGUELY MUSEUM

Unveiling Basel's new cultural attraction

New York, December 27, 1996 -- Basel, Switzerland's second largest city located on the border with France and Germany, is already renowned for its 30 museums, headed by one of the finest art collections in the world, the Kunstmuseum. Now this impressive cultural line-up has just received an incredible new addition -- the Jean Tinguely Museum.

Opened officially on October 3, the museum is dedicated to the work of Jean Tinguely, one of Switzerland's greatest sculptors, who died in 1991. The 70 mechanical sculptures in the collection span four decades of artistic evolution beginning with reliefs and printing machines from the Fifties and progressing through meta-mechanical works and machine sculptures to later pieces like the Mengele-Totentanz cycle and huge, clanking meta-harmonies. Further insight into the artist's life and times comes from the many drawings and writings that document his many projects around Europe and the US. The opening exhibition will run for a year.

Taken as a whole, the museum is both a delight and a surprise. All four levels are alive with ponderous movement, musical with the clean notes of working machinery. "Works of art usually make their statements silently," explains Mario Botta, the acclaimed Swiss architect who designed the museum specifically to house the collection. "These works are the exception, for they communicate through sounds engendered by their movements." Many of the exhibits were donated by Tinguely's wife and fellow artist, Niki de Saint Phalle.

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Botta's dramatic architectural vision has made the museum building an attraction in its own right, a modern landmark in Solitude Park on the right bank of the River Rhine. The red sandstone building is topped by the "barca," a bold construction in steel. Once inside, visitors walk through a series of halls, each with a different "atmosphere," until they reach the main hall where the larger pieces are displayed.

The Jean Tinguely Museum, located at Grenzacherstrasse 210, is open from Wednesday to Sunday, 11 am to 7 pm (closed on Monday and Tuesday). Cost of admission: SFr.5 (adults). Children under 16 years enter free.

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Mount Rigi Railways

In 1871 the cogwheel steam engine No. 7 began transporting the first tourists up to the peak of

Mount Rigi, 5,900 feet high. The famous engine No. 7 was forced into retirement in 1907 by the advent of electric power. It has been dusted off and taken out of the museum for this year's 125th anniversary and it will run again to celebrate 150 years of Swiss from June 5 to September 28, 1997.

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