

**Zeitschrift:** Annual Report / Switzerland Tourism  
**Herausgeber:** Switzerland Tourism  
**Band:** - (2001)  
  
**Artikel:** A celebrity thank you  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-630161>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 27.07.2025

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



# A celebrity thank you.

**In the Aletsch region, home to some of the most impressive sceneries in Switzerland, celebrity Michael Schumacher attended a photoshoot as part of a Switzerland Tourism brand campaign.**

What makes Switzerland's tourism offering stand out from all others? What is it that makes a holiday in Switzerland such a unique experience? It is the fantastic nature experience the country has to offer. Switzerland Tourism is aiming to raise people's awareness for this nature experience by opportune and attractive means. And so, for the launch of a corresponding brand campaign, Formula 1 world champion Michael Schumacher spontaneously agreed to pose for Swiss star photographer Michel Comte in front of the impressive glacier landscape of the Aletsch region. The pictures bear out the positioning of the «Switzerland. Home of the Mountains.» campaign in convincing fashion.

The location for the photoshoot offered not only a fascinating backdrop for the pictures, it also represented a logistical challenge for the crew. But it was well worth the effort. In his photos Michel Comte was able to capture Michael Schumacher's commitment and enthusiasm for the Alpine scenery in persuasive style.

The pictures featuring the world-class driver mark the start of the campaign. Other celebrities will follow in the next few months, directing attention to the unique nature experience on offer in Switzerland by the use of spectacular images.

In between shooting, Daniela Bär, Head of Corporate Communications/Media at Switzerland Tourism, asked Michael Schumacher what he thought of the scenery. Here is an extract from the interview:



**Daniela Bär interviews Michael Schumacher.**

**What were your feelings when you saw the Aletsch glacier?**

Michael Schumacher:

«It's sensational, without a doubt. We had the opportunity to see everything from the helicopter. It really is a unique sensation and being able to see it like that was a special opportunity. I hadn't seen it before. We are very close to nature and as far as scenery is concerned Switzerland is obviously a stronghold.»

