



Media Release

Views: Peaks, Curves, Close-Ups and SI Swimsuit Issue

Switzerland's gorgeous views and peaks featured in Sports Illustrated's 50th Anniversary Swimsuit Issue

New York, Los Angeles, Toronto – February 18, 2014 Switzerland Tourism took the plunge by hosting [Sports Illustrated's Swimsuit Issue \(SI\)](#) in [Montreux Riviera](#) and [Zermatt-Matterhorn](#) last August. The shooting locations of the issue, with top models baring their curves to match the beauty of the background Swiss scenery, have been a closely guarded secret.

The publication is all the more special this year as it is the Swimsuit's Issue's 50th anniversary edition. The print version alone reaches over 60 million readers in the U.S. alone. Every late night show is scrambling to interview the alluring models featured in the Swiss shoot: [Kate Bock](#) from Canada, [Genevieve Morton](#) from South Africa, and [Emily DiDonato](#) and [Ariel Meredith](#) from the U.S.

"Views. Swiss Made" is the 2014 marketing theme of Switzerland Tourism. The aim of the campaign is to provide guests with the finest viewpoints, peak thrills, 360° panoramas, and insider tips featuring the best restaurants and hotels with views in the country. Hosting the SI Swimsuit Issue is a natural fit.

"Switzerland Tourism is thrilled and honored about the decision of Sports Illustrated to shoot parts of the 2014 Swimsuit Issue in Switzerland. The natural beauty of the [Lake Geneva Region](#) and the spectacular views of [Zermatt](#) are ideal backgrounds for some of the most attractive women in the world", said Alex Herrmann, Director Americas of Switzerland Tourism

For Switzerland Tourism, this is a unique opportunity to present its own famous peaks and curves, plateaus and close-ups. The featured destinations include the charming towns in the stunning [Lake Geneva Region](#), especially [Montreux Riviera](#): playground to famous rock and jazz musicians and the place where milk chocolate was invented, as well as [Zermatt](#), at the foot of the legendary Matterhorn. Renowned for its natural beauty, the breathtaking views of the soaring Alps, the purity of the air and water, the stunning lakes and charm of the villages, Switzerland is a jewel in the middle of Europe that cherishes its history and natural beauty. Year round visitors can enjoy the hiking, skiing, food and delicious wines, plus its many festivals while soaking up the beauty of the region. There could not be a more perfect backdrop to these famous beauties in their swimwear.



“[The Lake Geneva Region](#), especially [Montreux Riviera](#) and its partners are honored to have been chosen by Sport Illustrated for its 2014 shooting, particularly for the 50th anniversary of its Swimsuit Issue. This project has been a unique opportunity to present the diversity of our region, thanks to the celebrities who undeniably give an additional charming touch. The international reach of the magazine is a real chance to showcase worldwide some of the regional highlights such as the [Lavaux](#), a UNESCO World Heritage site, and the [Castle of Chillon](#) among others“, said Cindy Queloz, Head of Press and Communications for the Office of Tourism in the Canton of Vaud.

The [Lake Geneva Region](#) also impressed MJ Day, the well traveled editor of the SI Swimsuit Issue: “[Montreux](#) was such a beautiful surprise, in a country known for its snow and mountains, the Swiss Riviera shines like a diamond! Decadent hotels, charming towns, top notch vineyards; the incredible Lake Geneva and picturesque landscapes are bathed in golden light and balmy temperatures. Definitely achieved one of my better tans on this trip, shooting here definitely didn't feel like work!”

Recognizing the immense benefits of Sports Illustrated’s media reach and the appeal of top models from around the world, Switzerland Tourism’s partners jumped on board to host the beautiful models and their entourage: starting with a pampering flight on [Swiss International Air Lines](#); the luxurious accommodation in the [Hotel des Trois Couronnes](#) in Vevey and the [Grand Hotel Zermatterhof](#) in [Zermatt](#). Like the Swiss themselves, the whole crew used the [Swiss Travel System’s](#) reliable and comfortable trains, arriving in Zermatt aboard the [Glacier Express](#).

And the last word goes to MJ Day, Editor of the SI Swimsuit Issue: “[Zermatt](#) lived up to every expectation that every fairy tale I had ever read as a child set up for me. The town of [Zermatt](#) is perfection, from the quaint main street where we did everything from shop to shoot to eat, it over delivered on charm. Heading up into the mountains was by far one of my favorite things I have done in years. Above the clouds the snow capped peak of the Matterhorn served as the most perfect backdrop while models lounged in lush fields filled with wild flowers. Gorgeous landscapes, Swiss efficiency and incredible luxury made this one of my all time favorite locations. Personally, if I'm not shooting on a beach, I want to be in Switzerland!”

The [50th Sports Illustrated Swimsuit](#) edition is live across the web, mobile, tablet and newsstands today (February 18th). Visit our [landing page](#).



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Switzerland Tourism is the official National Tourist Office of Switzerland and operates in 30 countries around the world with the goal of promoting Switzerland as a travel, vacation as well as a convention and incentive destination. In the Americas, Switzerland Tourism operates offices in New York, Los Angeles, Toronto and São Paulo. **For more information:** www.myswitzerland.com