



GLACIER 3000

High level experience.

Gstaad 3000 AG Press Release

The new Red Run slope is open!

Les Diablerets, December 21, 2017. Yesterday the brand new Red Run slope was officially inaugurated in the presence of the media and guests, after three years of planning and two months of construction. The new Red Run contributes to an increase in the range of services and to the attractiveness of the Glacier 3000 glacier ski area.

Finally, the time has come: The new Red Run could be skied on yesterday for the first time! The official opening festivities took place in the presence of the media and guests from the political, business and tourism sectors. During the press conference Marcel Bach, Chairman of the Board for Glacier 3000, spoke about the significance of the new run: „The Red Run is an important step for Glacier 3000 because it contributes to an increase in the range of services and to the attractiveness of the ski area. Glacier ski areas are becoming increasingly important because of the snow guarantee and this is also a critical consideration for the destination Gstaad.“ Project Manager and engineer Walter Egger describes the biggest challenges during the construction phase: “Taking care of all the logistics under varying weather conditions with wind, snow and ice was a challenge.” The goal was to find a nice and relatively straight slope in the mountains with a maximum gradient of 40% for a red run.

After the press conference media representatives and guests enjoyed a traditional cheese fondue accompanied by the Orchestra Bernard Henchoz. A highlight of the opening ceremony was that many guests put on their skis in the afternoon and were able to whiz down the Red Run for the first time. Johnny Wyssmüller, Ski School Manager for Snowsports Saanenland, and Andreas Wandfluh, Head of Marketing for Gstaad Marketing both agreed: „Fantastic! It was a great experience to be the first one to ski down the run. We really like the new slope and believe all carving fans will love it!“

The 8 km long Red Run from Scex Rouge at 3,000 meters down to Reusch at 1,300 meters is open for all winter sports guests from now on.

Bernhard Tschannen, CEO Glacier 3000 has a positive outlook for the upcoming holidays: „The conditions at Glacier 3000 are very good and our guests will thoroughly enjoy the glacier slopes and the new Red run slope!“



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For a gourmet break between two runs, the completely renovated self-service Restaurant Botta awaits all winter sports guests. The new self-service restaurant, a further investment for Glacier 3000, was opened on time for the season start at the end of October and has already become very popular among guests.

The considerable snowfall from the last few weeks promises to make it a magical winter season! Whether skiing or snowboarding, winter hiking or enjoying the amazing panorama... at Glacier 3000 there is a sparkling offer for every taste. We look forward to your visit!

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