



GLACIER 3000

High level experience.

Press Release Gstaad 3000 AG

New Red Run Slope at Glacier 3000!

Les Diablerets, August 21, 2017. For the upcoming winter season 2017/18, Glacier 3000 is making its offering even more attractive in order to get more winter sports fans to the area. With the new 8km long Red Run slope from Scex Rouge to Reusch the ski area will be enlarged. The opening of the Red Run is planned for December 20, 2017. When the winter season begins at the end of October, the completely renovated self-service section of the Restaurant Botta will open and pleasantly surprise guests with its new decor.

Red Run for even more fun skiing

The construction work for the new Red Run ski slope with natural snow started at the beginning of August, after three years of planning and negotiations with the canton and environmental groups. The scheduled construction time is two months. The additional 8km red slope begins at Scex Rouge at 3,000 meters and goes down to Reusch at 1,300 meters. The run enlarges the existing offering, which includes glacier slopes and the attractive 7km Olden Run, to a total of 28 kilometers of runs. The opening is planned for Christmas and should attract more skiers into the glacier ski area. Bernard Tschannen, CEO Glacier 3000, is pleased to announce the new slope, „The Red Run makes the Glacier 3000 ski area even more attractive and the run offers an interesting alternative to the Olden Run. The winter sports market is currently undergoing significant changes (for example, Glacier 3000 is no longer part of Gstaad season ticket as of this winter) and therefore it's difficult to make any predictions. However, we are still expecting a 10% increase in guests this winter.“

Over the last years the focus was to make Glacier 3000 more attractive as a destination. Therefore, the Peak Walk by Tissot and the Alpine Coaster were built and sales activities in the Asian market were actively promoted. Today Glacier 3000 is drawing more people on foot than skiers. The goal now is to turn this trend around and have more skiers on the slopes again. Therefore a new and unbeatable offer was created: the Glacier 3000 Winter Season Pass with 191 days of skiing for only CHF 300! This pass will be valid between October 28, 2017 and May 6, 2018. Those who have a Gstaad Pass or Top 4 Pass only pay CHF 200. Passes maybe purchased online at www.glacier3000.ch between September 1 and November 15, 2017.



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Restaurant Botta

The self-service part of the Restaurant Botta will also be completely renovated in order to welcome guests in a charming chalet-style setting. The opening is scheduled to coincide with the start of winter season on October 28, 2017. What's new is the open kitchen with „live cooking“, regional dishes and many more fine delicacies.

We look forward to welcoming many returning, as well as many new winter sports fans to our Glacier 3000 glacier ski area. Take the opportunity to buy your season pass beginning September 1st.

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