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Press Release Gstaad 3000 AG

## **The Highlights Lake Geneva Region is going Olympic**

**Les Diablerets, February 23, 2016. The sales cooperation Highlights Lake Geneva Region (HLGR) is excited about a new partner. The Olympic Museum in Lausanne is now part of the Vaudoise partnership, whose goal it is to position the Vaud region as the third top destination in the Asian market after Lucerne and Interlaken.**

Since its renovation (at the end of 2013), the Museum now offers 3,000m<sup>2</sup> of exhibition space and the latest technological innovations. The new scenography reflects how rich and diverse Olympism is. This Museum is not simply about a collection. It is about an idea: Olympism. Sport, history, culture, design, sociology and technology are some of the themes highlighted.

Bernhard Tschannen, CEO of Glacier 3000 and president of the Highlights Lake Geneva Region, is excited about an additional member in the group. „We are very pleased with the integration of the Olympic Museum in our partnership. It is an ideal fit into the portfolio and is not only a fascinating location, but also a strategically valuable partner in the high potential markets of South Korea and China. The next winter Olympic games will be taking place in South Korea and afterwards in China. „With respect to the 2018 winter Olympic Games in South Korea, the HLGR has hired a new representative in Seoul“. Mr. Bang was previously the General Manager for Kuoni and completes our local team of representatives in China, India and Southeast Asia“, as per Tschannen.

Fabien Mauron, Promotion Manager for the Olympic Museum, is also happy about the new cooperation. „It is nice to be a part of the excellent Highlights Lake Geneva Region partnership. The Olympic Museum fits perfectly into the partnership and will be able to generate an attractive added value.“



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All of the current HLGR partnership members, which include Glacier 3000, Chillon Castle, GoldenPass train and the jeweler Lionel Meylan, have greatly benefitted and have been able to significantly increase revenues in the Asian market. In the summer of 2014, the jeweler Lionel Meylan opened the highest watch shop in Canton Vaud on Glacier 3000. With the new partner and the addition of the South Korean market, the continued success of the Highlights Lake Geneva Region organization should be guaranteed.

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