

GSTAAD 3000 SA INVESTS IN THE FUTURE

17. November 2006 * Initiative, confidence and hard work – after purchasing Glacier 3000, the glacier ski region between Gstaad and Les Diablerets, Gstaad real estate agent Marcel Bach, Formula 1 boss Bernie Ecclestone and agro-industrialist Jean-Claude Mimran took the decision to invest in the future by increasing the adventure value and quality of this high-altitude destination. As a result, during the first 12 months following the purchase of the ski region, projects costing approximately 18 million Swiss francs have been implemented – an investment in the future.**

30 km of well-groomed ski runs: man-made snow and improved pistes

With a view to adapting this recreation and sports area to visitors' expectations and guaranteeing good snow conditions, snow making equipment has been installed between Oldensattel 2,737 metres and Oldenalp 1,840 metres above sea level and some pistes have been levelled off. The breathtaking downhill run „Combe d’Audon“ with a length of 7 km will open in early November and snow sports fans are guaranteed excellent snow conditions until the end of April. The water for the man-made snow is taken from the Sanetsch reservoir and pumped up to Oldensattel. Fifty snow shafts, numerous snow lances and low-pressure systems ensure that the piste can be covered with snow within one week.

Wild Glacier Ride: World's Highest Alpine Coaster

The newly built bobsleigh track near the Botta Restaurant at 3,000 metres above sea level offers additional thrills. This track, 1,000 metres long, is the highest in the world, has a 520° spiral chute and comprises 10 bends, 6 waves, 3 jumps and 2 bridges. It operates in summer and winter so that visitors can enjoy a brisk glacier ride even in bad weather. The opening is planned for summer 2007.

Encounters with wonderful unspoilt scenery: hiking routes and sunny terrace

Hikers, walkers and Nordic walkers can forget everyday pressures for a while in the peaceful solitude of this glacier region. In spring 2007 a number of specific trails to test hikers' endurance and ability will be signposted. Visitors who merely wish to soak up the sun can head for the sunny terrace of the Botta Restaurant to relax on deckchairs, feast on local specialities and forget their everyday cares.

Fantastic View: Visiorama and Speed Gallery

On days when the sun isn't shining, the new "Tecatron Visiorama" inside the Botta Restaurant nevertheless provides visitors with an excellent panoramic view. The "Visiorama" will also show films about glacier excursions, glacier skiing and the Gstaad and Diablerets regions. This new equipment means that seminars and meetings can be held in a unique ambience. The new Speed Gallery, showing spectacular shots of Formula 1 races and famous downhill ski races, is a new attraction for speed lovers.

Glacier 3000 introduces itself: professional marketing measures

After improving the range of activities and facilities, Team Gstaad 3000 is now giving top priority to marketing this alpine region in a professional manner. The emphasis is being placed on increasing awareness of the destination in German-speaking Switzerland, promoting group travel in Asia and the Near East and developing a year-round programme of events. According to the new marketing director, Bernhard Tschannen, specific marketing activities with an emphasis on public relations and events should enable Glacier 3000 to reach its goals in Switzerland. In order to obtain optimal results on the Asian market, the team will focus on Gstaad's worldwide reputation, which promises visitors quality and diversity, and on partnerships that can create synergies.

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