



Dec 20, 2011 16:26 CET

SkiStar Åre: Åre in winter costume ready for Christmas & New Year guests

Just in time for Christmas weekend, Åre is opening all the lifts and the major part of the pistes in the lower zone. The past few weeks of wonderful winter weather, sub-zero temperatures and snowfalls have enabled the opening of the ski area in accordance with plan. Only the last two days have brought several decimetres of fresh snow and now, in time for the festive season, Åre is dressed in its delightful winter costume.

-This feels great! The last few weeks the weather gods have been on our side and we have benefited from sub-zero temperatures as well as snow falls: We

are hoping to open also Gondolen with the run Störtloppet shortly after Christmas, says Anders Aspholm, Operations & Safety Manager, SkiStar Åre.

On the Internet, at the [snow blog](#) you can always find the latest information on the snow situation in Åre

New this year is that the VM8 lift with the pistes Gästrappet and Lundsrappet together with Nalleliften, Vargliften and Björnliften with their respective pistes will be open for [night skiing between 18.00 and 20.00](#) every evening from 26 December until 2 January (except New Year's Eve).

Photo byline: Laffa Mattsson, SkiStar Åre

For more information:

Linda Wasell, PR & Information Manager SkiStar Åre

Tel.: +46 70 395 62 71

E-mail: linda.wasell@skistar.com

Anders Aspholm, Operations & Safety Manager SkiStar Åre

Tel: +46 70 674 60 10

E-mail: anders.aspholm@skistar.com

Or visit SkiStar Åre at www.skistar.com/are

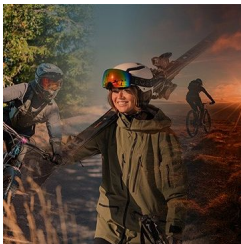
About Åre:

Åre is the alpine capital of Scandinavia with an international atmosphere. The trains stop right in the middle of town and there are two international airports within just over one hour's drive. In 2007, Åre hosted the FIS Alpine World Ski Championships which tells something of the standard of the pistes. Besides skiing, there are many restaurants for culinary sensations, a wide offering of activities and an amazing selection of shops for the size of this town. Åre is a first-rate winter tourism destination with about one million skier days. The distribution among SkiStar Åre's guests is 71% Swedish and 29% international guests.

About SkiStar:

The SkiStar AB (publ) B shares are listed on the Nasdaq OMX Mid Cap Stockholm; the group owns and operates the ski resorts at the alpine skiing destinations Sälen, Åre and Vemdalen in Sweden together with Hemsedal and Trysil in Norway. The market share in Sweden amounts to 48%, in Norway 29% and overall in Scandinavia 39%. The group's core business is alpine skiing with the guests' experience in focus. The list of other activities includes accommodation agency, ski schools and ski rentals.

Contacts



Press Service (emergency inquiries only)

Press Contact

press@skistar.com

+46 10 810 96 26