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## SkiStar Åre: Åre summer news 2011

During midsummer the summer season truly kicks off in Åre with activities such as hiking, biking and everything else that makes a mountain stay enjoyable. Some of this summer's news are a 4-kilometer blue downhill run, the lift-borne trekking concept Åreskutan Hike and that the cable car stays open for two extra hours every day.

This summer's **biggest news** is undoubtedly [Åreskutan Hike](#), a concept that caters to all who enjoy hiking in the mountains but in a more accessible way. With [Åreskutan Hike](#), you can access the unique high altitude trekking on Åreskutan without having all the equipment, training and planning that mountaineering might otherwise entail. The concept also launches a booklet

in which the tours are presented on price, time and other small tips.

– As you take the lift up you can get directly from your comfortable accommodation right up above the tree line. It presents a unique opportunity for adventure and nature experiences that would otherwise require much longer time and energy. On some tours you can even bring your stroller, says Helena Engelbrecht, public relations and information manager, [Skistar Åre](#).

**Åre Bike Park's biggest news** is the new blue downhill part of the entire four kilometers stretching from the lift VM8's mountain station right down to the lifts boarding place in the valley. Digging is in full swing and the entire route is expected to be completed in a few weeks. The expansion of the rest of [Åre Bike Park](#) continues at the same high rate and we have already embarked on some new projects to be ready by next summer.

Also new are the **extended opening hours** in the lift system. As of June 24 the cable car Kabinbanan are open two hours longer, every day of the week.

– It's very overdue. We also have extended opening hours in the lift VM6. The lift is open for two extra hours every Friday, until 20.00 that is. That make many riders very happy, says Ulf Olofsson, head of development for Skistar Åre's summer product.

**This summer's [event calendar](#)** you can find at [Skistar.com](#)

**For more information** visit their Web site ( [Åreskutan Hike](#) & [Åre Bike Park](#) ) or contact any of the following.

**Press Contact Åre Bike Park:** Ulf Olofsson, head of development for Skistar's summer product, +46 70 522 09 16

**Press Contact Skistar Åre:** Helen Engelbrecht, PR & Communications Manager  
SkiStar Åre Phone: +46 70 395 62 71 E-mail: [helena.engelbrecht@skistar.com](mailto:helena.engelbrecht@skistar.com)

**Press photos** are available on [Skistar Åre Pressroom](#)

**Motion** for editorial about Åre are available here:

<ftp.skistar.com>

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### **Briefly about Åre:**

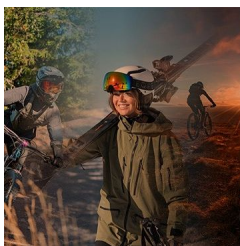
Åre is the alpine capital of Scandinavia with an international atmosphere. The trains arrive right in the middle of town and there are two international airports within just over one hour's drive. In 2007, Åre hosted the FIS Alpine World Ski Championships which tells something of the standard of the pistes. Besides skiing, there are many restaurants for culinary sensations, buzzing nightlife, a wide offering of activities and an amazing selection of shops for the size of this town.

### **Briefly about SkiStar:**

The SkiStar AB (publ) B shares are listed on the 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 50%, in Norway 29% and overall in Scandinavia 41%. 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.

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## **Contacts**



### **Press Service (emergency inquiries only)**

Press Contact

[press@skistar.com](mailto:press@skistar.com)

+46 10 810 96 26