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EASTER ON THE SCANDINAVIAN SLOPES

Easter is the ideal time to get away for a family ski holiday; in fact, it's something of a tradition in Sweden and Norway. With longer, warmer days, glorious pink sunrises and sunsets and a more chilled-out vibe on the slopes, the Easter holidays are the perfect time to relax and spend time together in nature. Kids take lessons while parents head to the slopes, spa or curl up with a book, then the family can spend the rest of the day skiing, dining and having fun.

It's a quintessential experience that has been distilled into SkiStar holidays – unsurprisingly, as the company was founded in Sälen, now Sweden's largest

ski destination. SkiStar owns and manages Sälen and four other resorts in Scandinavia and is the perfect place for Brits to discover this relaxed, hassle-free way to ski as a family.

[SkiStar.com](https://www.ski-star.com) is a one-stop shop, with accommodation, kit, lessons and childcare from six months all bookable online. Valle's Ski School for children from three to nine teaches kids life-long skills, with an app full of games and songs getting children ready for lessons before they've even set off on holiday.

And Valle the snowman isn't just children's guide on the slopes, there are also fun interactive shows with him in the evenings to delight little people – along with arcades, water parks, bowling alleys and cinemas.

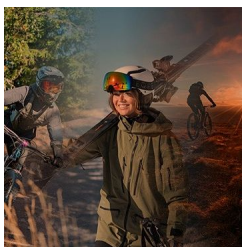
Direct flights with SAS from Heathrow to the new Scandinavian Mountains Airport, just 10 minutes transfer from the nearest ski area in Sälen and 40 from Trysil in Norway, mean that British families can fly out in the morning and be on the slopes by lunchtime, with the minimum of fuss.

SkiStar in brief:

SkiStar AB (publ.) is listed on the Nasdaq Stockholm stock exchange, Mid Cap segment. The group owns and operates ski resorts in Sälen, Åre, Vemdalen, and Hammarbybacken (Stockholm) in Sweden, Hemsedal and Trysil in Norway, and St Johann in Tirol in Austria. Market share is 50% in Sweden, 31% in Norway and a total of 41% in Scandinavia. Our core business is alpine skiing, and our main focus is the overall ski experience of our guests. The business is divided into three segments; Ski resorts – Operation, Infrastructure and Development.

Images and videos in SkiStar's Newsroom can be freely used along with information about SkiStar and/or SkiStar's destinations and products.

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