



SkiStar Fun Slope will be launched the upcoming winter.

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From Åre to Tyrol – read the ski season’s hottest news

Exclusive new lodge in Hemsedal, new gondola lift in St. Johann and even more snow. And now there is even better and more exciting skiing in Sälen, Trysil, Vemdalen and Åre. The SkiStar ski resort company presents exciting winter news.

“In preparation for the winter season, we have focused strongly on developing modern, high-quality properties and making skiing more snow-sure, convenient and fun,” says **Linda Morell**, PR Manager at SkiStar.

Unique skiing experience launched in Scandinavia

Guests in Sälen, Åre, Vemdalen, Hemsedal and Trysil will enjoy a unique skiing experience when [SkiStar Fun Slopes](#) are launched on the Scandinavian market. These adventure areas are inspired by snowparks and ski cross courses and are built to suit people of all ages and skill levels. All fun slopes are located on blue runs and have bridges, terrain waves and other exciting features for skiers and snowboarders. This is the first time Fun Slopes will be launched in Scandinavia.

"They are designed to offer fun, thrills and real excitement for everyone of all ages and skill levels," says **Fredrik Rydén**, who is in charge of developing the Fun Slopes.

Modern lodge opens in Hemsedal

It is no coincidence that [Hemsedal](#) has been named Norway's best alpine resort. Now SkiStar is introducing several exciting new features to raise the resort's status still further.

The new luxurious [SkiStar Lodge Hemsedal Suites](#) is tastefully decorated with comfortable, carefully selected furniture – and is located right beside the ski slope and lifts. Besides high-quality lodgings, the lodge includes an O'Learys sports bar on the ground floor, a 14 metre high climbing wall and various other amenities.

The [Valle Family Suites](#) in the new SkiStar Lodge have the same luxury standard. They are designed to give kids a unique experience with themes, colours and materials in the same style as **Valle's World**. In Valle Family Suites, children's facilities such as a crib, children's cutlery, potty, stool and dining chair are always included. In addition, all children aged 2 to 10 get a Valle dressing gown to take home with them and a special gift from Valle. Bookings opened last spring and the lodge will welcome its first guests in week 51.

Our exciting new Fun Slope will open on slope number 32 in Hemsedal this year. [Read more about the news in Hemsedal.](#)

New gondola and express lift in St. Johann

[St. Johann](#) in the heart of Tyrol, Austria is the latest addition to the SkiStar family. A major new feature this year is [the gondola lift](#) that will open at the **Eichenhof family area**. It extends from the Eichenhof valley station up Grander-Schupf. SkiStar will also open a brand new express lift near the gondola lift. In addition, a new artificial snow system has been installed in St. Johann, and one of the most popular ski slopes has been widened to allow more elbow room – and better skiing.

Kids are a main focus in St. Johann, Austria's equivalent to Sälen, and our incredibly popular snowman [Valle will open his ski school](#) in St. Johann this winter.

Trysil expands with new children's ski lift and new slope

SkiStar continues to invest in [Trysil](#). The resort's snow production plant is expanded every season, and the coming winter is no exception. In addition to more snow, winter guests will be greeted by a new 462-metre children's ski lift in the Eventyr **children's area**. Eventyr is a highly popular area for families with children. With the new lift included, Eventyr boasts a total of four baby lifts, travelators, a ski carousel, heated cabins, toilets and several fun venues suitable for children.

The impressive [Skihytta Ekspress](#), Norway's most up-to-the-minute chairlift, opened last season. This new six-person lift made over 700,000 trips during its first season. This winter, a new red run will open which stretches along and under Skihytta Ekspress and down on the west side of **Skihytta restaurant**. The restaurant will expand its capacity by 100 seats this winter.

Our exciting new **Fun Slope** will open on slope number 23 beside the Tourist Centre this year. [Read more about the news in Trysil.](#)

Åre offers higher quality skiing

[Åre](#) is preparing for [Alpine VM2019](#), and the quality of the substrate on the ski slopes will be improved before the start of this year's season. The improvements include investment in a high-quality piste machine and expansion of the artificial snow system on the Snobbrännan slope. In addition, the popular **Åre Saddle ski area** will be expanded with even more skiing facilities. The new slope is a blue run, which is suitable for beginners

as well as skiers who enjoy long carving runs.

There is a growing demand for lodgings with 15 to 20 beds in Åre. To meet this demand, SkiStar is launching a brand new property called **Kaffestugan** in the centre of the village, completely renovated with 20 beds.

Our exciting new **Fun Slope** will open on slope number 45 in Rödkullen this year. [Read more about the news in Åre.](#)

More lodgings – and more snow in Sälen

If you love gliding down the slopes in southern **Lindvallen**, you can look forward to even more snow when SkiStar installs its brand new snow system. The patch of forest between **Söderåstorget** and the popular **Experiumtorget** will be opened up to make transport through the ski area easier and more enjoyable. SkiStar will also open a brand new woodland ski area for the youngest skiers. Valleskogen on top of **Hundfjället** mountain is the ideal place for kids to enjoy off-piste skiing in safe conditions.

As [Sälen](#) expands, more lodgings are being created for guests. Among other things, a total of 38 spacious new apartments will open in Lindvallen, Tandådalen and Hundfjället. New lodgings are also being built next to Söderåstorget in Lindvallen. These include **SkiHouse 303**, a complex of seven brand new ski-in-ski-out apartments. The **Hills Ski & Pool** lodgings are now in the second phase of construction. Söderåstorget is located only 800 metres from Experium with its wide range of facilities including restaurants, shops, spa, bowling and a water park.

Our exciting new **Fun Slope** will open on slope number 30 in Lindvallen this year. [Read more about the news in Sälen.](#)

Vemdalen is expanding, with a focus on the whole family

[Vemdalen](#) continues to attract new and returning guests, resulting in increasing construction of cabins and houses. One of the new developments is **Bergsgården**, an exclusive complex of 15 new apartments with garages on the ground floor.

A new square is being built in Björnrike between Björnvallen and Grizzly

Express, Sweden's longest express lift. The **SkiStarshop Concept Store** will move to the new square, and a family-friendly travelator will be installed there that takes skiers straight up to the slopes. The **Nesslingen** slope at Frösö will be made twice as wide to allow more elbow room. Guests in Vemdalen can also enjoy several new restaurants, shops and fun activities.

Our exciting new **Fun Slope** will open on slope number 18 at Vemdalskalet this year. [Read more about the news in Vemdalen.](#)

Hammarbybacken to host world stars

On 30 January 2018, a World Cup in parallel slalom will be held for the third time at the city ski slope. Over 9,000 spectators enjoyed a fantastic evening on 31 January 2017. The previous year was equally successful, and the 2018 edition of this spectacular event is expected to draw record crowds. [Read more about Hammarbybacken.](#)

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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 42% 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.

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