

New digital solutions for a stress-free and secure stay in the Scandinavian mountains.

Sep 17, 2020 14:53 CEST

## From smart digital services that provide a secure experience to new lodging options near the slopes – SkiStar's news upcoming winter season

**New digital solutions that make life easier for guests, improved cancellation and booking changes protection and a host of new, modern lodging properties are at the heart of things as the skiing company presents its winter news.**

- For the upcoming winter, we've put a lot of focus on providing security and simplicity for our guests by launching smart digital experiences, improving the skiing experience in various shapes and forms and launching improved protection for bookings. For our littlest guests, we're making lots of improvements that they will appreciate in our children's areas, while Valle is inspiring sustainability and the enjoyment of food through a new game in the app. The development of high-quality, modern lodgings continues at all our ski resorts, which goes to show that we operate in attractive resorts where a variety of apartments, cottages and hotels are being built with the very best location right by the ski slopes, said **Stefan Sjöstrand** CEO of SkiStar.

### **Digital solutions for a stress-free and secure stay**

- As the leading Scandinavian ski operator, we are continuing to digitise and develop offers and activities for our guests. In 2019, skistar.com was awarded the accolade of Sweden's best website, and since then the media has been paying particular attention to the development of our app. We're now taking the next step by launching a feature allowing people to top up their SkiPass directly in our app, to create a secure experience that cuts out all stress and

queueing for our guests, giving them more time to relax and enjoy skiing with friends and family, continued **Sjöstrand**.

By downloading the app, guests can enjoy [several new digital experiences](#). SkiPasses can be loaded/topped up directly in the app up until the moment you get on the lift, giving you full flexibility to choose when and how you want to purchase your SkiPass.

To make our guests' experience even more customised and as stress-free as possible, we will be offering digital check-in for many of our lodging properties this coming winter. This means that guests do not need to visit a reception to check in. Check-in takes place using digital check-in boxes in easily accessible locations, making it easy for guests to collect and drop off keys. We will also be offering phone keys for around 500 cabins and apartments, meaning guests can choose to use their mobile to unlock their lodgings.

### **New nutrition-based entertainment in Valle's app**

Valle has become a role model for children – they listen to and remember nearly everything he says. This also means that we have a duty to impart important knowledge, with a focus on sustainability. We're now launching the new game ["Valle's Kitchen"](#) in Valle's app. The game aims to inspire children to enjoy food and eat a healthier diet. The main purpose of *Valle's Kitchen* is to create a game that brings the children into Valle's creative world in a playful way, inspiring them to eat according to the well-established plate model.

### **Revamped cancellation and booking changes protection**

SkiStar is now launching new and improved cancellation and booking changes protection, ["Book with confidence"](#), to give customers greater peace of mind when booking lodgings. With SkiStar's cancellation and booking changes protection, customers can always get full refunds up to 21 days before arrival. This means that you can cancel your trip and get your money back without having to supply documentation.

### **New activities and lodgings for Åre**

This winter, Åre will boast JumpYard, an activity centre for the whole family. Snow production is being enhanced in the skiing area and the variety of lodgings on offer is increasing. Train departures from Malmö will be increased during the Christmas and New Year holidays to meet increased demand. Read more about what's new in Åre this winter [here](#)

### **New hotel and more ski-in, ski-out lodgings in Sälen**

This winter Sälen is investing in more modern, slope-side lodging properties, while Hundfjället's restaurant scene will also see development. A new large ICA supermarket with a large parking area will open in Lindvallen. The development of the Sälkfjällstorget square continues with the opening of a brand new hotel. Read more about what's new in Sälen this winter [here](#)

### **Vemdalen is growing – a focus on the whole family, plus a new hotel in Klövsjö**

For the upcoming winter season, Vemdalen is focusing on improving the skiing experience for families with children, including the excellent new button lift in Björnrike, which will make things considerably easier for guests during their stay. Together with the new conveyor belt, longer lift and the widening of the Turisten slope, this will serve to improve the experience for families skiing Vemdalskalet as well. The opening of Nya Hotell Klövsjöfjäll (New Klövsjöfjäll Hotel) makes visits to the Klövsjö area even more enjoyable, regardless of the season. Read more about what's new in Vemdalen this winter [here](#)

### **Hemsedal is enhancing the skiing experience, while the development of state-of-the-art lodging properties continues**

Ahead of the 2020/2021 winter season the Fun Ride area will be enhanced with new lighting, great effects and features and the snow guns will be streamlined to provide a faster and more environmentally friendly snow production. The investment in new state-of-the-art apartments in the middle of the ski area continues and the magnificent mountain hotel Fýri Resort is now complete with spa, pool club and gym. Read more about what's new in Hemsedal this winter [here](#)

### **Trysil is improving the skiing experience for families with children and**

## **extending the available range of both lodgings and food**

For the 2020/2021 winter season Trysil, Norway's largest skiing destination, is focusing on more easily accessible skiing for families with children by constructing a new conveyor belt in Fageråsen. The development of modern, top quality accommodation continues and the restaurant/café variety has been developed further to offer more varied and healthy menus. Read more about what's new in Trysil this winter [here](#)

## **SkiStar Fun Ride opening in St. Johann in Tirol**

In preparation for the winter 2020/21 season, we are continuing to develop our activities –especially for families and children – by launching the popular SkiStar Fun Ride and Valle's Fun Ride in St. Johann in Tirol. Another development is the offer of even more skiing, with the launch of early morning skiing from 6.59 am. Read more about what's new in St. Johann in Tirol this winter [here](#)

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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 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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