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## Get your SkiStar holiday off to a flying start with a dog sled transfer

Transfers on four wheels or 40 paws now bookable from brand new Scandinavian Mountains Airport.

British skiers will be able to fly directly to the twin resorts of Trysil and Sälen for the first time from December 28th – and start their holiday in style with a dog sled transfer. Guests can fly in with SAS from Heathrow to the new Scandinavian Mountains Airport and book a private transfer, a shared shuttle bus, or be whisked to their accommodation in Sälen by a team of 10 Alaskan huskies.

With flights taking just two hours and transfer times to Sälen, Sweden from 10 minutes – unless you decide to take the scenic route thorough a winter wonderland on a dog sled – and Trysil, Norway from 40 minutes, it's no wonder more Brits than ever have booked a ski holiday with SkiStar this winter.

It's the ideal start to a Scandinavian ski holiday. SkiStar, which owns and manages the region's biggest resorts, makes skiing with the family simple. Guests can book ski lessons at SkiStar's very own Valle's Ski School, kit hire, accommodation and childcare with SkiStar directly though SkiStar.com.

Mathias Lindström, Sales and Marketing Director at SkiStar, says: "With the opening of Scandinavian Mountains Airport, we are looking forward to welcoming more guests than ever from the UK this winter. We're particularly excited to offer the unique experience of a dog sled transfer to Sälen so guests can immerse themselves in the magical winter landscape as soon as they've stepped off the plane. For those who can't wait to get on the slopes, SkiStar transfers from the airport will get them to Sälen and Trysil in just 10 and 40 minutes respectively."

#### **DOG TRANSFER DETAILS**

- Dog sled transfers bookable from December 15th to April 15th
- Overalls, safety clothing, hat and warm shoes provided
- Suitable for all ages but not recommended for children under five
- The cost per sled is 4995 SKR: £421

#### **MEDIA CONTACT:**

Lizzie Catt or Deborah Tee:

MPA House, 66 Baker Street, Weybridge, Surrey KT13 8AL, United Kingdom

Email: [lizzie.catt@mpacreative.com](mailto:lizzie.catt@mpacreative.com) or [deborah.tee@mpacreative.com](mailto:deborah.tee@mpacreative.com)

Phone: +44 (0)1372 414120 Mobile: +44 (0)7785 924 400

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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.*

## Contacts



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

Press Contact

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

+46 10 810 96 26