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Growing interest for winter holidays in the Swedish and Norwegian mountains

SkiStar owns and operates the two largest ski resorts in Norway, Trysil and Hemsedal. In addition to Åre, Sälen and Vemdalen in Sweden. The German and English markets show a growing interest for ski holidays in the Swedish and Norwegian mountains.

SkiStar's fourth largest market, Germany, presents a 4 percent increase in comparison to the previous year and the English market is up by 64 percent*.

The last two winters with long seasons and many skiable days has resulted in

a greater interest for ski holidays. The foreign markets are specifically interested in the two new resort hotels in Trysil, [Park Inn Trysil Mountain Resort](#) and [Radisson Blu Resort Trysil](#). With their ski in, ski out location they offer a form of lodging that complies with what the international guest is looking for.

Åre, the host of the [Alpine World Championships in 2019](#), also offers several resort accommodations, which adds to the international atmosphere in the mountain village. In Hemsedal, a new [alpine lodge](#) with 600 beds is under construction and will be open to guests in 2017.

-Germans and Englishmen are attracted by the family and international profile at SkiStar's destinations, particularly [Trysil](#), [Åre](#) and [Hemsedal](#). It is this, as well as a long-term focusing on these markets which is the reason to the increased interest, says Linda Morell, PR Manager at SkiStar AB.

The plans for Trysil Sälen Airport, which will result in greater accessibility, will make the area even more attractive to international guest and will be a great way to expand on the international market, says Linda.

The development of the project to build an international airport in Sälen, [Sälen-Trysil Airport](#), continues and has great potential to provide fast and easy connection to Sälen and Trysil from Germany, England and several other countries.

Cosmopolitan atmosphere in [Åre](#) (The host of Alpine World Championships in 2019)

Varied and modern in [Trysil](#)

Alpine sensation in [Hemsedal](#)

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* SkiStar AB booking statistics from Germany and England, October 7, 2015, statistics in comparison with the same the previous year.

[The SkiStar AB](#) (publ) B shares are listed on the Nasdaq 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 as well as [Hammarbybacken](#) in Stockholm. The market share in Sweden amounts to 53%, in Norway 31% and overall in Scandinavia 43%. 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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