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Interest in skiing holidays in Scandinavia continues to grow: SkiStar's seasonal staff recruitment underway

For decades, skiing in winter with family and friends has been a priority for many. According to SkiStar statistics, demand for ski holidays in the Scandinavian mountains continues to be high as we head into the 2023/24 winter season. A large part of the increase comes mainly from international guests. And today marks the start of the recruitment process to find 2 500 seasonal staff for SkiStar's destinations.

-As we approach late summer and autumn, many people are booking their

next ski trip. So it is particularly gratifying that the high interest in booking winter holidays at our ski resorts continues to grow, with the proportion of international guests growing exponentially. The booking situation remains positive, in line with the same levels we saw in our last interim report in June, despite the economic downturn, says **Stefan Sjöstrand, CEO of SkiStar**.

The most popular weeks for spring half-term and the Christmas/New Year's season are booking up fast and if you want to get an affordable package of decent lodging and a SkiPass, make sure you take advantage of the book-early-discount today. The Christmas and New Year period also has a more favourable calendar this year compared to last year, with more days off for people to take.

-During the year, the proportion of international guests both increased and returned, undoubtedly due to the currency and affordability. Meanwhile, we hope that all guests will be attracted by the benefits of our wonderful Scandinavian mountain environment and the offer of memorable mountain experiences for the whole family, adds **Sjöstrand**.

In addition to Swedes and Norwegians booking with SkiStar for the winter, the percentage of other guests is increasing, especially from Denmark, Germany, the United Kingdom and the Netherlands.

Seasonal work in the mountains important entry-level job

To meet the demand for memorable mountain experiences, this year's recruitment campaign is now underway to attract up to 2 500 new and returning seasonal staff to SkiStar's six destinations in Sweden and Norway. The recruitment process runs from 15 August to 15 September and applications can be made through <https://www.skistar.com/career>

-We pride ourselves on creating jobs and are one of Scandinavia's largest employers of young people, contributing to the development of the entire tourism industry and our destinations. Working with us at SkiStar is an important entry-level job and many work for several seasons. In the last twelve years alone, a total of around 13,000 young people have found jobs with us, says **Camilla Sundqvist, HR Director at SkiStar**.

Opening hours and more information:

The summer and autumn season continues at SkiStar, read more: [skistar.com/summer](https://www.skistar.com/summer)

Book a winter holiday at: skistar.com

SkiStar in brief:

SkiStar AB (publ) is listed on the Mid Cap list of the Nasdaq Stockholm exchange. The Group owns and operates alpine ski resorts in Sälen, Vemdalen, Åre and Hammarbybacken (Stockholm) in Sweden and Hemsedal and Trysil in Norway. Operations are divided into three segments: Operation of Ski Resorts, Property Development & Exploitation and Operation of Hotels. As the leading holiday tour operator for Scandinavia, SkiStar's business concept is to create memorable mountain experiences, develop sustainable destinations, offer accommodation, activities, products and services of the highest quality with our guests in focus. For further information, please visit www.skistar.com/en/corporate

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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