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International awards for SkiStar's destinations and hotels: Awards in two categories at the World Ski Awards 2021

For the sixth time in its nine-year history, Åre brought home "Sweden's best skiing destination" award. SkiStar's Radisson Blu Resort hotel in Trysil won the category of "Norway's best ski hotel".

"Being able to offer memorable mountain experiences to our guests is our highest priority. The starting point is with good and varied skiing and quality in everything from lodging and food to activities. That's why this recognition means so much to us, with awards in two categories. A big thanks to all our

employees and to those who voted for us," says Stefan Sjöstrand, **CEO for SkiStar**.

Every year, World Ski Awards nominates winners among leading hotels, destinations and travel companies. The initiative is global and highlights those who stand out in tourism through quality and uniqueness. The aim of the awards is to bring the industry together and thus inspire innovation, local growth and good future prospects.

"The fact that we're winning for the sixth time means we feel that little bit extra proud together with all our employees and the whole industry in Åre. The times have been and remain unusual, but this is proof that many appreciate Alpine skiing and the fantastic experience that the whole of Åre stands for," says Sebastian Thomasson, **Destination Manager for SkiStar Åre**.

Norway's best ski hotel is the Radisson Blu Resort in Trysil

As the leading holiday tour operator for Scandinavia, SkiStar has moved from operating ski resorts in winter only to activities all year round, summer and winter. A new business area since 2021 has been hotel operations, SkiStar Lodge & Hotel, where SkiStar operates the Radisson Blu Resort and Radisson Blu Mountain Resort & Residences in Trysil, together with the SkiStar Lodge Alpin and Suites in Hemsedal and SkiStar Lodge Experium Lindvallen, Sälen. The latest addition is SkiStar Lodge Hundfjället, Sälen. Read more: [SkiStar Lodge](#)

"The fact that we won for the fifth time makes me very proud. Despite challenging times, all our employees have fought hard and done their utmost. This award would not be possible without their efforts and I'm so proud of what we have managed to achieve together, so this time it feels extra big to win," says **Maria Åhgren, General Manager at Radisson Blu Resort, Trysil**.

Facts about the World Ski Awards

These international awards were launched in 2013 with the aim of raising the standard in the Alpine industry, by drawing attention to the leading organisations in their area. Behind the award is the World Ski Awards, which is a sister organisation of the World Travel Awards.

Radisson Blu Resort Trysil has been nominated nine times before and won the award 5 times. Åre has won the award 6 times.

worldskiawards.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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